

Community Meeting
10:00 AM Sat April 6, 2024
Wildwood Community Centre

25 people attended representing Boundary Trails Nordic, Red River Nordic, Downtown Nordic, Kenora Nordic, CANSI, CCSAM Board & Staff
Special Guest: Kylo Harris – Performance Pathway & Partnerships Manager
kylo.harris@sportmanitoba.ca

Notes:

- We have a decent schedule of events – let’s build them up – think budget relief vs. chasing dollars.
- Avoid creating new events when existing events can be enhanced
- Partner with Heart & Stroke or other health orgs – think back to the Fresh Air Ski Days
- Clubs to connect with school groups (e.g. Wed Night Schools races)
- Add fun events to weekend races – more age-friendly
 - More sprints, relays, cookie races (cookies at stations along a course), costume races
- Loppet Series or Tour de Ski, something families look forward to travelling to
- Consider value in National Tier 2 sanctioning
- Rec + Race weekends
- Meaningful work toward our events more representative provincial demographics – e.g. inclusion of Indigenous and immigrant population
- Manitoba Liquor & Lotteries (MBLL) \$10K sponsorship – Rural Development
- MBLL 18+ event sponsorship - \$18K
- Idea – create an annual Manitoba Ski Day - on Louis Riel weekend – partner with regional Recreation departments
- Better advertising - “I shouldn’t have to tell my friends about skiing” i.e. they already know about it.
- Peer group is important
- More dryland activity – more clubs with year round programming
- Karin to connect with Michelle re: social media plan
- Sport MB has funding for strategic planning
- Events coordinator position?
- Encourage outside the box thinking – sport is deeply rooted in tradition – time for out/forward plans/actions

Actions:

- Alex L – will coordinate at least 1 intro to rollerskiing session
- Steve S – consider having an early season Dash for Cash (in addition to regular, late season date)