

# Nelson Nordic Ski Club

## NNSC STRATEGIC PRIORITIES 2018-2020

### Strong Organization and Governance

Continue to strengthen Board knowledge and expertise in diverse areas  
Form new task groups / project groups to tackle new priorities  
Ensure Board & operational policies, procedures and job descriptions are complete and up to date  
Upgrade annual budget planning process  
Staff recognition  
Technical upgrades to improve efficiencies in the operation of the club

### Addressing Climate Change and Environment

Summer maintenance of trail system to improve ski conditions  
Improve relationship with local beaver population/water management  
Improve energy efficiency: LED lighting, building retrofits  
Feasibility study of new club house, upgrades to other structures and more parking

### Growing Membership & Community Presence

Increase membership by 2-5% per year to 2020  
Attract more students and young families, review \$5 Wednesdays  
Improve club branding: photo imagery / club jackets, hats, etc.  
Strengthen partnerships with local businesses and improve advertising  
Continue incentives for early registration and promote online registration

### Programming for all Ages, Interests and Abilities

Build on existing successful events and pilot new ones  
Find grants to support a permanent part time coach position  
Add more adult and masters clinics/camps/series and promote more  
Support training for adult instructors and volunteer parent coaches  
Increase focus on racing development and non-racing for kids

### Targeted Fundraising

Establish fundraising / grant writing task groups  
Fundraising objectives for 2018-19:  
Summer maintenance of trail system and snow plow or similar  
LED lighting retrofit for night-skiing loop  
Engagement of para skiers, young adults, students, low income families  
Set aside funds each year for capitol projects and coaching costs