



## Greetings Fellow Snowmobilers

The Executive of the Eastman SnoPals have decided to compose and distribute newsletters throughout the season to update our members on club activities. This is the first of the newsletters and your comments are welcome. Please send your comments and suggestions to [info@eastmansnopals.ca](mailto:info@eastmansnopals.ca)

2015 has been a busy year for your SnoPals Executive starting just before the end of last season with our Strategic Planning sessions.

During our Strategic Planning Sessions we adopted our new Mission Statement:

**To facilitate safe, enjoyable snowmobiling by providing high quality trails, promoting snowmobiling as fun recreation; and fostering positive relations among snowmobile enthusiasts and the general public.**

At the conclusion of the strategic planning session we had identified 4 goals for the club.

Each goal then had specific activities that will be done to reach each of the goals.

Over the last 10 months we have moved these goals forward having completed many of the activities. These activities that have become active are noted in RED.

- 1) To increase the efficiency and effectiveness regarding how the club manages, maintains, plans for and utilizes its equipment and supplies.
  - a. Identify a central location to store equipment and supplies utilizing
    - b. research of location, groomer routes, distances and costs
    - c. Prepare a cost analysis for building a storage facility
    - d. Maintain an inventory of all equipment and supplies
    - e. Develop a capital plan and budget for equipment replacement and repairs
- 2) To increase membership and participation of members in club events, projects and decisions.
  - a. Review member benefits and promotional marketing strategies
  - b. Develop member recruitment strategy
  - c. Develop a succession plan for volunteers and board members
  - d. Explore ways to gain more input from members
  - e. Increase the number of club social events
  - f. Communicate better with members and the public
- 3) Continually maintain and improve our trails, shelters, communication, equipment and supplies
  - a. Regularly meet with Conservation and Municipalities to discuss trail modifications
  - b. Provide regular maintenance to warm-up huts
  - c. Foster public relations with land owners, farmers and other organizations
- 4) Strengthen the governance and operational practices of the Club.

- a. Update club by-laws
- b. Develop maintenance practices for equipment
- c. Develop schedule for equipment usage
- d. Determine standard asset management practices
- e. Determine building management practices for storage facility.

Since the Planning Session our club has been very busy.

### We have addressed Goal 1.

Our research identified that the club would be best suited to build 1 central facility. Through a partnership with the RM of Whitemouth we have authorized the construction of a 40' x 60' groomer storage facility in Seven Sisters by the RM of Whitemouth water treatment building. As of mid-December the building is up and electrical work and insulation and sheeting is underway.

We now have a complete inventory of our equipment and have developed a capital plan for equipment procurement.

### Goal #2 is on-going



We have looked at the issue of member benefits and have developed a promotional marketing strategy. Soon our Club tuques and ball hats will be ready for sale. We continue to provide our members with machine or helmet reflective decals to promote our club.

We are in the process of developing a recruitment process where we will look at attendance at community events with a display to promote our club and sell memberships.

We now have a MEMBER SERVICES Director who has the sole responsibility is to move this goal forward with additional club functions.

We have further developed our FACEBOOK page where we post information for our members and advertise all of our meetings and functions. ALL members are welcome at our monthly Directors' meetings. Any member may bring items forward to the agenda, ask questions and make comments on any agenda item. Your input is wanted and is very necessary for the health of our club. Voting at these meetings is for Directors only.

We continue with our Shelter Advertising Program where area businesses are offered the opportunity to partner with the Club to post advertising in our shelters. If you have a business you would like to advertise in this program send us an email.



We have re-designed our club's website. Go take a look at [www.eastmansnopals.ca](http://www.eastmansnopals.ca) and give us your feedback.

This newsletter is an activity to advance this goal as it is a strong opportunity to share club activities with members and to solicit their input.

### Goal # 3 is on-going.

This is an extremely important Goal and its importance is found in our Mission Statement. Our Vice President has the 'safety officer' role within the SnoPals and in consultation with other Directors reviews our trails and develops strategies to relocate portions of trails to better, safer routes. Last season we relocated a portion of trail 760 near Milner Ridge to provide for safer interaction with vehicle traffic on PR 214. This season we have made a modifications on trail 768 near Seven Sisters to reduce potential hazards from Hydro equipment and modified trail 764 from Seven Sisters to

Halfway Hut to eliminate potential hazards along a portion of PTH 11.

We recently purchased a Class C drag which is pulled behind a snowmobile to be used in the early part of the season to pack and groom in areas that are not yet ready for our large groomer and drag. This would include but not limited to the many swamp areas and river crossings.

Our Director At-Large champions the activity of ensuring that we have agreements with all land owners impacted by our trail system.

We have developed on-going communication with Forestry Branch concerning the logging operations in the Agassiz Forest that impact our trails and at newsletter time we are scheduling meetings with Manitoba Hydro over their request to relocate trail 768 off of the Seven Sisters Generating Station. Both of these activities will be reported on in our next newsletter.

#### Goal 4 – on-going

We have developed and approved a new By-Law for the club and have further developed and approved operational policies on FINANCE and DIRECTORS.

Our GROOMER DIRECTOR has the responsibility of developing maintenance schedules in consultation with of Maintenance Committee Chair and a grooming schedule in consultation with our groomer volunteers and our Trail Director.

These internal changes are seen as the strong new backbone of our club.

Our new By-Law and our policies are available to members upon request.

#### On-going club activities:

Trail preparation is an on-going activity this time of year. Our volunteers are busy on ATVs are checking the condition of our trail signage and putting out new signs where needed.

It sounds like a lot of work but it is “quality time” for our members when we can share some labour and time

with club members and make new friends out on the trail.



This week we have several groups out signing various locations and a shelter maintenance group going out to do some “housekeeping”.

Please take a moment and share this NEWSLETTER with your friends for their information and with other snowmobiler riders so that they know what we are doing in the Region. We are always looking for new members and to involve our current group of members in Club activities. Being handy with a chain saw is an asset but helping organize a club event, BBQ or social evening is just as important.

Safe Riding! Do you “snow dance” tonight !!

**President Gus Wruck**

and

**Directors of the Eastman SnoPals Inc.**