2025 SWS AGM MINUTES

The AGM is being held in person on December 7 from 7-9 pm (Doors at 6:30)
at Brakendale Art Gallery (41950 Government Rd, Brackendale, BC V0N 1H0)

- ATTENDANCE:
    - In person: 21
    - Online: 21
- CALL TO ORDER - Olivier
    - Start at 7:00
    - Land acknowledgment
- APPROVAL OF AGENDA - Olivier
    - Motion: Allie
    - Seconded: Stephen
- APPROVAL OF PREVIOUS GENERAL MEETING MINUTES - Olivier
    - Motion: Allie
    - Seconded: Laris
- PRESIDENTS REPORT - Olivier
    - Settling in the new operational format
    - New Operation Procedure Manual approved and submitted to the province.
    - New membership format.
    - Joining BC Sailing.
    - Developing long term access and financial viability of the SWS.
    - Thank you to our members, volunteers and staff.
- REPORT ON FINANCES - Sandy
    - Pass Sale Revenue up 20% from last year
        - $24,129 increase in sales was the primary driver of our strong financial performance.
    - A successful strategic shift to more flexible memberships
        - While traditional season pass sales declined the introduction of the new adult membership package more than compensated demonstrating a strong market fit.
        - Growth in total day pass sold indicates higher overall site usage and engagement.
    - Grants
        - Big thank-you to Squamish Community Grant (awarded SWS $5000) & Canada Summer Jobs Program (awarded SWS $6500)
        - Our grant pipeline remains strong
            - We have secured two new grants for the upcoming seasons, nearly matching last year's record amount.
                - Woodfibre LNG: $2000
                - Whistler Blackcomb Foundation: $21,383 for jet ski replacement.

        - Still need to remain focused on attracting grants and donations moving forward.
    - Operating Costs have stabilized
        - Excluding a one-time $19k engine purchase in 2024, our core operational expenses increased by only $3,700. This demonstrates strong control during a year of significant revenue growth.
    - 2025 Balance Sheet at a Glance
        - Assets: $214,923
            - Capital Assets: $110,036
            - Current Assets: $104,887
        - Liabilities & Equity: $214,922
            - Total Equity: $209,637
            - Total LiabilitiesL $5,285
    - 2025 Financial Performance Highlights
        - Sales revenue up 19.7% or over $24,000
        - Operational Success & Stability
            - Successful shift to flexible memberships
            - Core operational costs remained stable
            - Cash reserves strengthen to $95,00
    - In Memoriam: Diane Thurston
        - AGM paused to observe a moment of silence and honor the memory of the SWS longtime bookkeeper Diane who passed away on August 11, 2025.
- MEMBERSHIP AND USAGE ANALYSIS - Will
    - Total Usage was slightly up from last year, 2025 had 588 users compared to 560 in 2024.
    - 527 Memberships sold in 2025, up from 405 memberships in 2024.
        - Day Pass Adult Membership was very popular and helped to grow the member base.
        - Single Membership was down from last year but doesn't tell the whole story
            - Memberships w/ day pass - 178 members (171 + 7 youth)
            - Youth membership increased again, 28 (counting 7 day pass youth). Up from 16 youth members in 2024.
        - 270 members took advantage of the early bird sale. Down from 336 in 2024.
        - Late season discount was back, 13 late season memberships sold
    - Day Pass Members bought an additional 204 day passes for an average of 2.1 visits per member
        - 116 non member day passes sold to 66 users for an average of 1.8 visits per member
        - Adult Membership with 1 day pass was the most popular and helped to convert Day Pass users to Members.

- We are starting to experience a demographic shift of members getting older. 2nd largest age group is now 45-54 year olds
    - As expected, the biggest loss in members is in the core age group (25-44), 25-34 continues on a downward trend.
    - Youth & Under 24 age group continues to grow so where are the 25-34 year olds going?
- Just like last year the majority of members and users drive up from other parts of the lower mainland.
    - 28 visitors from Washington visitors, down from 52 in 2024
    - 26 visitors from other parts of BC, up from 2024 but still below 2023.
    - Visitors from other provinces back to 2023 levels
    - Visitors from other parts of the US remains static.
    - 3 International visits from Netherlands & Switzerland
- 2025 had 4661 visits showing a general improvement in members scanning but down from 4876 scans in 2024.
    - Busiest month was July (again) with 1538 visits.
    - Busiest day was July 1 with 98 visits
    - No days had over 100 scans
    - 7 days had 80-99 scans
    - Average was 43 visits / day vs 2024 which had 39 visits / day
    - Weather was average this year and we had 15 days with no wind & 0 days down due to boat maintenance!
        - Congrats Ben & crew on working to keep everything running.
- Leader Board
    - Sandra is this years winner
- Retrievals
    - 194 retrievals this year, down from 383 last year & historic pre island levels
    - 4% retrieval rate for 2025, possibly lowest ever?
        - 6% of rescues were for non members which is a big drop from last years 29%.
    - Busiest days were again in August but later in the season
        - Aug 22, 23, 24, 25
    - 59 days had no retrievals

- GENERAL MANAGER REPORT - Ben / Loren
    - It was a great season. Smoother than last year with full operations for the entire season. Good stoke on the water and on the island!
    - We appreciate members patience with shuttling in the knee deep waters during mid tides!
    - Special thanks to our amazing Staff!!
        - Ben, Dustin, Xavier, Mira, Nicola
        - All the staff performed amazingly!
        - Please remember to treat staff with respect!
        - Thanks to Christian for helping out when we had some staff on vacation!

- Big Air Throwdown!
  - We had a big air competition on August 30th.
  - We had 25 competitors. 7 women, and 18 men. The youngest competitor was 13 years old! We even had a few competitors from the US!
  - We had about 20 spectators (and many members watching the event).
  - Shout out to our events director Sam Medysky for pulling this together on short notice. Thanks to Geoffrey Waterson, Jack Reider, and David Drinkwater for judging the event.
  - Ideally we will do more events like this one next year!
- Highlights of This Season
  - More efficient boat usage this year. Staff ran the boat a bit slower at lower RPMs and tried to run fuller shuttles, this decreased fuel consumption significantly.
  - Didn't run shuttles on rainy days.
    - Planned maintenance days for the boat was a big success and led to no breakdowns and no unnecessary down days.
  - No major incident with the shuttle.
  - We continue to rescue wingers from Nexen, but with the new membership at least some of them are members.
- Fleet Update
  - The 2 jetskis are aging, we are considering replacing 1 to always have a newer one (more reliable) in our fleet
  - The Airsolid RIB needs a major repair on the port side aft tube. Working with the dealer to get it covered under warranty with the manufacturer.
  - 140hp Suzuki outboards are in good condition
- Significant Sediment in the Estuary
  - Sediment continues to be a concern. But largely stabilized the last winter. No guarantees that this will keep up though.
  - The DOS asked us if we have any footage showing the sediment. It would be great to start getting some drone footage at different tides so we can compare year to year.
- Pass Scanning and Protocol
  - Still using the Wellness Living platform. Working well.
  - We had automatic pass printing (and emailing), and we were able to resurrect the barcode scanner to scan passes. We had a Bluetooth barcode scanner in the boat which worked great this year!
  - Much more consistent scanning vs last year.
  - No need for a new pass or signup next year. Just buy a new season's pass/day pass and you are good to go!
- Beach Organization and Safety Measures
  - Please make sure to move kites off the launch/land area asap on busy days.

        - This year we decided to dissuade kiters from using the river side launch as we had some close calls over the years, with some minor injuries that could have been much worse.
        - The sediment has made the honey hole less available and caution should be used when jumping or foiling at lower tides.
        - With shuttles running while the boat is parked in 2-3' of water we have members walking through kiting area, please be cautious.
    - Island Systems Update
        - Energy System
            - Need to replace another array of batteries (we are basically on one array now).
            - Would like to add another array of solar panels.
        - Desktop
            - Added a Linux desktop to run the webcam and wind sensor.
        - New Wind Sensor
            - Purchased and set up new wind sensor on the island. This is a regular anemometer (propeller) style. Much more consistent vs the old sensor.
        - Webcam
            - Moved the webcam, but still working well with the exception of someone's kite that blew off the beach and took it out of commission for a bit ;)
    - Gear Storage
        - We had gear storage for members this year.
        - It was very full, please do not store gear there all summer if you aren't going to use it.
        - We will continue offering storage.
        - Next year we may re-organize things on the island to get another sea can for storage.
- ELECTION OF THE NEW BOARD - Will
    - President: Loren Parfitt
    - Vice President: Laris Thompson
    - Secretary: Will Schwenger
    - Treasurer: Sandy Heidebrecht
    - Sponsorship: Kai Hooper
    - Operations: Henry Verbeek
    - Communications: Axel Runner
    - Web Design: Adrien Poirson
    - Legal: VACANT
    - Events: Sam Medysky
    - Grants: James Hoeffele
    - Directors at Large:
        - Olivier Corbeil
        - Allie Duncan

        - Chris Joseph
            - Motion: Scott
            - Seconded: Sandra
                - Motion Passes

- NEW BUSINESS - Members ideas, concerns and questions
    - Q - Any updates on Waterfront park opening for kiting?
        - A - No updates, seems unlikely at this time due to DoS not wanting liability
    - Q - Any updates about waterfront park in the off season?
        - A - Same answer, but we're pushing for this with DoS
    - Q - WFLNG one of our biggest sponsors, are we financially healthy enough to survive without these sponsors?
        - A - No, we are not sufficient on that level at this time. Still looking into grants for 2026. Much of what we get is small grants from DoS. We have applied for a Squamish Community Grant and should hear back soon.
    - Q - Why are we not using event revenue to fund the SWS?
        - A - We're working on it, logistic challenges about accessing the spit for viewers etc
    - Q - Is the boat the only access plan for ever going forward?
        - A - No but at this time it is our best plan. It will take 10 million and lots of political willpower to put a bridge or other in place.
- MOTION TO ADJOURN - Will
    - Motion: Allies
    - Seconded: Stephen
    - Meeting ends at 7:55