



Memorandum

To: Telemark Nordic Club Members
From: Telemark Board of Directors
Date: January 20, 2022
Subject: Five Year Strategic Plan to Enhance Programs, Instructure, and Member Services

On behalf of the Telemark Board of Directors, I am pleased to announce the development of a new five-year strategic plan that will serve as a guide to enhance the experience of our members in three strategic focus areas:

1. *Programs (e.g., enhancing integration of youth and competitive programs)*
2. *Infrastructure (e.g., expanded parking)*
3. *Guest and Member Experience (e.g., enhanced beginner support)*

These focus areas were identified in a survey of Telemark members in the winter of 2021 and input from board members. The Strategic Plan also included a refresh of Telemark Nordic's Vision, Mission, and Values.

Vision: *Telemark is where people go in the Central Okanagan for an outstanding outdoor experience.*

Mission: *Quality facilities, trails, and programs supporting Nordic sports and snowshoeing in a friendly, fun, and safe environment.*

Values: *Community, Inclusive, Sport*

As you prepare to make your first tracks at Telemark this winter, you will see that our club has made some significant progress on some identified priorities including expanded parking, new deck for the day lodge, expanded rental room, and infrastructure for a solar power system that will provide Telemark with a sustainable source of energy for years to come.

Call for Action: A call for volunteers will be broadcast to our members in late March. In the off-season (April to November), we will ask members to provide input and support for each of the three focus areas.

Sincerely

Brent Hobbs
President (volunteer)