

## ACTIVITIES of the OUTINGS COMMITTEE

### Description of overall responsibility

An active outings program is a foundation of the attraction and retention of members and a stimulant to new club growth. While snow skiing is an extremely significant part of the Greensboro Ski & Outing Club activities, the outings offered by the club plays an important role in offering Club members a variety of well-planned group activities at affordable prices, and in some cases, free.

As Outings Director, the primary duty is to take a leadership role and oversee the planning, development and implementation of a wide variety of activities on a monthly basis. Outings can include local events in Greensboro, or week long, or weekend excursions to destinations outside of North Carolina. Outings are differentiated from Socials in that Outings involve the use of club funds, Socials do not – Socials are self-funded and incur no club funds liability. **The Greensboro Ski & Outing Club has defined outings as events that involve club liability, contracts and/ or the utilization of club monies.**

The overall duty includes long term (6 months) planning and short term managing of the trip leaders. Early planning of the club calendar is the foundation of a successful overall activities program. This could include **planning of traditional trips** (such as to West Virginia, the mountains in Boone, N.C or to the beach) and the **offering of new activities** (such as the Nascar race in 1999). The Outings Director is responsible for (1) selection, recruitment, and mentoring of volunteers who have experience in participating in or are familiar with certain activities; (2) providing direction to trip leaders to ensure club policy, rules, and guidelines are enforced; (3) supporting trip leader skills in the planning, organizing, marketing and implementing the outings events.

Selection of outings events and packages will vary widely with the type of activity, seasonal interest and sometimes weather. Major outing events which require participants to make commitments, sign waivers, and place a financial investment such as whitewater rafting, require more planning and budget preparation than others. Resort representatives usually provide information and direction on what is required for the planning and proposal of budget, marketing strategy and sales of trips to participants.

The following activities fall within the responsibilities of the Outings Director:

- Plan a club calendar of events and opportunities to offer activities
- Research ideas for Resorts, Amenities, travel and accommodations
- Canvas, select, and mentor Trip Leaders for each trip
- Plan budgets and make recommendations to Board
- Administer Trip Leader compensation
- Ensure marketing, advertising, and news media coverage on trips
- Make proposals for Trips Policy. Procedures
- Track Resort information and contacts

### ***Plan a Calendar of Events and opportunities to offer Activities***

Long term planning of at least six months ahead will ensure that a calendar full of events will be offered.

It is helpful for the Outings Director to conduct a planning session to review opportunities with other interested Board members and committee persons to pencil in a proposed activities calendar. The calendar may include traditional activities conducted in past years, and also suggest that new activities be offered.

The activities calendar and planning session should include identifying potential committee chairs or event leaders. The Outings Director is responsible for contacting persons who may be recruited to lead the events, and then ensure that the checklist of planning steps is conducted:

- (1.) research the resort, the tour operator or outside vendor for contract options;
- (2.) create a budget and financial plan to cover expenses;
- (3.) prepare the Board Agenda item for approval by the Board;
- (4.) ensure trip leaders have understanding of the club policy and trip leader guidelines to conduct the marketing, selling and implementation of the event.

### ***Research Ideas for Resorts, Amenities, travel and accommodations***

Club members want to go to traditional destinations year after year, like whitewater rafting. There is information available for "what's new" at the resorts, and you can get brochures about new features or improvements at the resort.

You can better plan trip destinations and resort accommodations if you listen to the membership interests. They will tell you individually, in feedback or evaluation of outings, and what is good about it or what is wrong with it.

Member interest can be obtained in various ways: evaluation questionnaires at the end of a trip, member survey feedback, input from members, Crescent Council members surveys and newsletter have ideas.

Questionnaires, surveys, or show of interest at club meetings:

- Member survey feedback can be every other year, and done during the ski season when member interest in snows skiing is high. In 1995 and 1997, we used stamped, addressed-folded inserts to the newsletters and include information about extended and local trips. In 1999, forms were available at club membership meetings and an announcement about the forms placed in the newsletters. Only those requested were mailed out and there were just a few of them.  
About 80 - 120 surveys were returned (about 20-25%) in 1997.  
About \_\_\_\_ surveys were returned (about % ) in 1999.

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- Crescent Council member surveys are conducted through evaluation feedback forms on the Crescent Council trips. A trip summary is made at the end of the ski season, and reported at the annual Spring Conference.

Get trip leaders to agree to run outings. If there is no interested trip leader, then consider NOT running the outing.

Some weekend outings we have done in the past:

- Whitewater rafting in the Spring and Fall
- Virginia Creeper biking outing in the early Summer
- Outer Banks or Myrtle Beach outing in the late Spring or early Fall

### ***Make reservations and organize outings***

The Outings committee should agree on an overall program for the approaching six month period, and create a long term plan for the remaining year. It takes time to organize the outing, plan the features of the trip, get budgets and trips approved, announce the outing through publishing in the club newsletter. The destinations and dates should coincide with the club trip offerings and other events where it is possible. This may mean working around socials, events and activities such as:

- Crescent Ski Council convention weekends (Spring [April] and Fall [November] Conference)
- Crescent Ski Council distance trips like the August, 1999 New Zealand trip
- Local and Extended ski trips weeks – December through March
- Dates of special GSOC club events such as Funmore, GSOC picnic, Anniversary party, Christmas party

For extended trips such as a cruise, or Caribbean adventure, It is also helpful to consider what trips are being planned by sister clubs, such as Winston Salem and Martinsburg, Va who plan departures out of Greensboro, or those like Charlotte or Raleigh who depart out their city. In years past, trips have been organized and coordinated with sister clubs to take advantage of group discounts for scuba, cruise or New Zealand trip offered by CSC.

Refer to *Resort information and contacts* section at the end of this document for resort information, selecting lodging accommodations, and for Group Sales contacts.

### **OUTINGS we have organized in past years:**

- Mountain weekends such as Virginia Creeper, Highland Games in Boone, NC
- West Virginia weekends, Camping and Whitewater Rafting
- Sports events such as Atlanta Braves baseball, Panthers football, Bats ballgames
- Carolina Hurricanes or Generals hockey games
- North Carolina Weekend Golf outings in Asheville, Nascar Racing in Charlotte
- Beach trips for Outer Banks fishing, hang gliding, Myrtle Beach weekend trip

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- Scuba Diving trip or Caribbean cruise

### **Bus Companys**

Holiday Tours has a full program of outings, day, weekend and weeklong trips. In the past, we have used Holiday Tours bus trips which permits a low liability for the club. There are no minimum number of participants unless you require the full bus charter.

| <i>Bus Company</i>   | <i>Phone</i> |
|----------------------|--------------|
| American Tours       | 272-0040     |
| Holiday Tours        | 274-5749     |
| Morgan & Son Tours   | 665-1966     |
| Fantastic Tours      | 282-0458     |
| Piedmont Transit Inc | 584-5250     |
| Piedmont Coach Lines | 855-5952     |

### **Canvas and select Trip Leaders for each trip**

Trip leaders must be a member in good standing, and should be interested in and somewhat familiar in the activity or sport, but do not need to have prior experience as a trip leader.

Trip leaders should have leadership, organizational and interpersonal skills, ability to handle a budget and expenses, ability to lead a group.

If an adequate number of people volunteer to help out on trip planning and leading, then it is not usually necessary to invite additional volunteers. The committee should be open to consider anyone who meets membership and experience eligibility requirements, and make recommendations as to an individual ability for leadership. It is the responsibility of the Outings Director to ensure that new trip leaders are mentored by experienced trip leaders to aid in development of skills for leadership. Anyone who volunteers to help out, and does not meet requirements may be considered as a helper to be mentored by one more experienced trip leaders.

**All trip leaders must be approved by the Board of Directors.**

It is the responsibility of the Outings Director to organize committee meetings, when advance planning of outings is discussed, with Trip leaders who have been approved to lead outings. The meeting should cover club policy, procedure, resort contract provisions and trip leader guidelines. (See Local Trip Leader Checklist ). This includes providing and familiarizing trip leaders with forms to be used for trip sign ups, financial procedures and budget forms. trip application and release of liability statement, terms and conditions, and cancellation policy and procedures. Outings Director will help trip leaders organize full itinerary for each local trip and continue to monitor trip progress and implementation, and to take corrective measures wherever necessary.

***Apply and Make proposals on Trip Leader compensation***

This is a club policy issue determined by the Board, and applicable to all trips and outings.  
The policy as of June, 1999 is:

**Trip Leaders, Event Coordinators are eligible for Full Comp as long as the trip/ event is budgeted and the trip is successful.**

***Plan budgets and make recommendations to the Board of Directors***

**BUDGET**

Work with Treasurer to ensure trip expenses are met, and financial routines are acceptable. These should then be costed out in a budget strategy designed to cover expense and sell trips at group prices.

The budget must begin with the cost to each participant to cover actual expenses to resort or tour operators. Then the following items must be added in to trip cost:

- Credit Card Expense
- Administrative fees
- Trip Leader Expenses
- Party Expenses
- Prize or Trinket Items

**CANCELLATION POLICY**

Cancellation policy should take in to consideration the contract with the resort or tour provider to ensure the GSOC will sustain minimal liability.

**FINANCIAL PROCEDURES**

Financial procedures have been developed for the planning and administration of trips. See the attached *Financial Procedures for Ski Trips* document. Forms to be completed by the Outings Director and trip leaders include:

- *Trip Budget Form*
- *Final Budget/ Actual Account*
- *Sign Up Form*
- *Check Request Form*
- *Summary of Deposits and Check Requests*

***Prepare flyers for Outings***

Trip Leaders are responsible for creating a flyer announcing the outing to market their outing. See *Trip Leader Checklist* for instructions on contents of the flyer.

***Prepare news media coverage on trips***

Trip Leaders are responsible for creating and submit newsletter articles to describe trip details in the monthly GSOC newsletter. See *Trip Leader Checklist* for instructions on how to prepare and submit monthly articles.

***Make proposals for Trips Policy, Procedures***

Trips procedures have been developed, written and published by the Outings Director in conjunction with the Treasurer. These currently include the following:

- Outings Director Responsibilities*
- Outings Trip Leader Checklist*
- Financial Procedures for Outings*

Procedures should be reviewed periodically for applicability to current club practices. Changes and updates should be prepared and reviewed with trip leaders.

Trips policies should be proposed and approved by the Board of Directors. Examples of trip policy includes:

- Member and Non-member status on trips
- Budget philosophy in pricing trips (whether break-even or for profit)
- Cancellation policy
- Waivers that must be signed by each participant

***Information and contacts***

The following resorts have hosted or organized for previous GSOC outings:

| <i>Resort</i> | <i>Address</i> | <i>Contact</i> | <i>Phone</i> | <i>FAX</i> |
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