

Victoria Curling Club

Board of Director's Meeting
October 6, 2016 – 4:30-6:00 PM

Minutes

Attendees: Mark Stefanson, Don McMullen, Morgan Sargent, Carley Sandwith, Neil Campbell, Marlene Jeffries, Nick Coleman, Ken MacDonald, Andrew Tam, Stu Fraser, John Riopka

Regrets: Colin Coughlin

1. **Call to order**

With quorum present, the meeting was called to order at 4:27pm by President Mark Stefanson.

2. **Approval of minutes from September 8, 2016**

Motion: Motion to approve the minutes from the September 8, 2016 Board of Directors meeting.

Moved by: Morgan Sargent

Seconded by: Carley Sandwith

CARRIED Unanimous

3. **Business arising from previous minutes**

No existing business

4. **Correspondence**

No new correspondence

5. **General Manager's report**

Report was submitted and made available to the board.

Building Staff

- 3 people working with ice, but might look for more as the more people trained the better
- The 3 people are looking to possibly split the youth coordinator position
- Meeting for all working groups in building: Cody, Ken and April, Café on Friday October 7th.

Pro Shop

- Sales are going up and steady
- Promotion started yesterday

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Water

- Just installed on the ice
- Encouraging curlers to bring their own vessel for water – reduce, reuse, recycle

Accent refrigeration

- Still a question on how to move forward
- Numbers are in for the items to get us back into compliance with BC safety authority
- Some improvements are already approved, some need to be projected into future

Bar

- Currently 2 bar staff, looking for another person on casual basis
- Getting new taps and lines soon

Registration

- From what has been entered into system: \$156000 so far, but the office still has many to enter. Expect to be close to goal.
- Surpassed numbers for memberships this year.
- Office still has a lot of registrations to process

Advertising

- How to rejig the far wall to get more money out of it? In discussions with Andrew

Questions for Ken:

- Q1: *From Mark Stefanson:* What is the status of the television to be installed?
 - o Waiting for Mark to get to this.
 - o Will be supported by World Financial Group (WFG)
 - WFG wants to put rings in at Christmas time – 6 home rings (sheets 2-7)
 - Need to add an outward facing logo to recognize WFG
 - o Rolling slides
 - To be provided by Communications committee
 - Ken will be working with Communications committee to roll out the slides on the TV
 - Need new photographs to keep it fresh. Perhaps on a weekly basis
- Q2: *From Nick Coleman:* What was \$230000 registration goal based on?
 - o Based on phases of registration from previous years.
- Q3: *From Nick Coleman:* What about the beginner league and the clinics?
 - o Not that many beginners – needed more promotions

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- o Not many new people through Active Living Guide, but it will be good to continue. Must do this earlier in the year and promote it better.
- *Q4: From Nick Coleman: What about follow up on the Harbour Cats event?*
 - o Nothing to date has happened for follow up
 - o We can still follow up with the list if there are spots in beginner leagues or clinics
 - o Ken will send an email tonight to the list of people who gave their names to see if they still have interest in curling.
 - o Ken will also send a general membership email, then add the Harbour Cats list as well.
 - o Beginner leagues: Oct 16 is the start of the beginner league. Sunday @ 8pm, after Christmas Sunday @ 6pm.
 - o Look into having a phone volunteer to do follow up phone calls to the Harbour Cats list
 - o Discussion on who is responsible on follow up for these type of events:
 - Ken does not think the office should do this if the initiative is not proposed by the office.
 - In August minutes, it was agreed upon that the front office was responsible for following up on this event
 - If the office does not have time based on priorities, then they need to bring that back to the board. Currently the highest priority is registration.
 - Need to create a process on how we could attend more events like this in the future.
- *Q5: From Nick Coleman: What is the status of the gaming grants?*
 - o Nothing yet. Currently there are 15 curling clubs that are outstanding.
 - o Neil to contact the Curl BC rep (Scott Bryson) to write to the BC ministry on behalf of Curl BC
- *Q6: From Mark Strefanson: Compared to last year, how do leagues compare?*
 - o Overall down. Some leagues are okay, some have lost teams.
- *Q7: From John Riopka: Men's senior league – how was the response to opening the bar?*
 - o People were happy, but not a lot of teams have yet to take advantage of it.
 - o Could be a matter of continuing and letting people know that the bar is open
 - o Need to ensure there is a bartender for the time the bar is supposed to be open.

6. Treasurer's report: Stu Fraser

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Documents submitted to Board for review:

- Special resolution regarding the Restricted Building Fund
- Capital Requests

Special Resolution regarding the Restricted Building Fund

- Typo fix: Remove the s on requires in second line.

Motion: Motion to Accept the draft of the Special Resolution to be taken to the membership

Moved by: Neil Campbell

Seconded by: John Riopka

CARRIED unanimously

Timeframe to bring special resolution to membership

- Target for special membership meeting before mid-November. Need 14 days to call a members meeting.
- John will lead organization of past presidents meeting before the call for members meeting. He will talk with Don Moss about setting this up.
 - Set a date within the next 3 weeks for meeting with past presidents meeting
 - Invite all board members to meeting with Past Presidents
 - Mark, John and Neil will lead the strategy on how we want to send this message to gain support from past presidents.

Capital list

- The capital list shows what has been approved thus far and what is pending.
- John: Remove the expenses for the café – fryer and oven
- Neil: Board approved \$25K during the September meeting to borrow from fund for necessary improvements to get the ice installed.
- Need a sense of the revenue that is incoming to move forward.
- More will be added to the capital list to adhere to compliance with BC safety board – from Ken
- Summary: any request for capital expense would go through Ken, then to Finance committee.
- Draft special resolution defines how capital expenses are to be reviewed, prioritized and controlled.

Questions regarding expenditures

Q1: From Neil Campbell to Ken MacDonald: Did the brine pump get approved?

- There was no number at the last board meeting, but Ken now estimates it to be \$5K. Ken will refer back to the report to get the exact number

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- o Cody and Ken need to make a recommendation to the board re the brine pump

Q2: From Neil Campbell to Ken MacDonald: How is the ordering going for approved expenses?

- o Majority of items are here because they were necessary for ice installation.

7. Committee reports

a. Strategic Planning: A. Tam

- o Report was submitted to board of directors for review.
- o Meeting with Colin and Neil to discuss direction of lease renewal. Will present to board at the next meeting about strategy.

Question from John Riopka to Andrew Tam: Regarding the legality of the lease renewal: There was no option to renew at the end of 2014. Currently its month to month basis, 30 day notice for termination

b. Policy Development: N. Campbell

- o List of policies submitted to board of directors for review
- o List of policies is currently on the website
- o Neil added who is responsible for each policy.
- o Created the VCC Policy Development Statement
 - o Neil will send an electronic copy to the board for review at the next board meeting

c. Curling Development: N. Campbell

- o Committee will be meeting next week
- o Curl BC slides were submitted to board of directors from meeting in September
- o Neil will attend a free ice seminar on Oct 23 in Maple Ridge
- o Paul Addison suggests Presidents meeting regionally to discuss cooperation
- o Scheduling for Curl BC events is to be restructured so that clubs can plan better
- o Ice technician training – Neil and Cody to work with Kelowna and Nanaimo to create a paper about what is needed for Ice Tech Training

d. Human Resources: M. Stefanson

- o Mark will meet with staff to get impressions on introduction of season

e. Facilities: J. Riopka

- o Will meet with Ken and Cody soon

f. Communications: C. Sandwith

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- o Will schedule meeting next week to create a draft communications plan
- o Will contact John Richardson for more photos
- o Need to discuss facebook and twitter access
- o Newsletter from Barry Rankin is delayed to end of October
 - o Computer issues
 - o Invite him to the next meeting

- g. Website: M. Sargent
 - o Website has been busy with season start up
 - o Volunteers are asking to work with the website
 - o Had two league rep meeting to train reps to use the website
 - o Will start exploring what is next for our website
 - o Morgan has a lead on a website for next year
 - o Morgan will add bonspiel dates to website

- h. Advertising: N. Coleman
 - o Report was submitted to the board of directors for review
 - o Victoria Curling Centre needs to be removed from use by everyone
 - o Summary from Courtney and Andrew
 - o Remove advertising 'nos' from rink walls, but wait until the 'no response' has had a time to review
 - o Ken took down a bunch of ads already, but cannot take some down due to a lack of a ladder.
 - o Mark will forward the contact for Coca-Cola to Nick and/or Courtney and Andrew
 - o Did not meet the goals for the in-ice advertising but the schedule was very compressed. Next year we will start this initiative earlier.
 - o Add WFG to the package.
 - o Questions that arose:
 - o Where does the allotment of advertising money go?
 - o What about sponsorships?
 - o We should start advertising our own items if there are empty spots on the walls.
 - o Add a note to the newsletter about what the Advertising committee is trying to accomplish as there have been comments from members that the rink was looking bare.
 - o Membership tasks
 - o The plan is to present to the board a membership strategy
 - o Nick asked Ken to provide data on previous years membership to undergo a thorough analysis of membership.
 - o Committee is undertaking a review of other facilities (curling clubs, golf clubs, YMCA) to see their membership strategies.

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8. **New business**
 - None
9. **Next Board Meeting:**
 - November 3, 4:30-6:00 PM
10. **Adjournment**
 - Motion: Moved by Mark Stefanson to adjourn the meeting at 6:07 PM