

Victoria Curling Club

Board of Directors Meeting
July 15th, 2019 6:00-7:30PM
Minutes

Attendees: Neil Campbell, Marlene Jeffries, Harold Trenchard, Paul Dixon, Stu Fraser, Mark Stefanson, Kris Dobell

Regrets: Mariah Coulombe, Colin Coughlin, Andrew Komlodi, Donna Somer

1) Call to order

With quorum present, President Neil Campbell called the meeting to order at 6:21pm.

2) Approval of the agenda

Motion: Move to approve the agenda for the July 15th, 2019 VCC Board Meeting.

Moved by: Kristine Dobell

Seconded by: Harold Trenchard

APPROVED

3) Approval of minutes from May 14th, 2019 meeting

Motion: Move to approve the minutes for the May 14th, 2019 VCC Board Meeting.

Moved by: Kristine Dobell

Seconded by: Harold Trenchard

APPROVED

4) Review of actions taken at June 17th Board strategic planning meeting

- a) Received committee updates from Kris and Andrew, awaiting committee updates from other board members. Will formulate a completed strategic plan for next board meeting to be presented at the AGM in September

5) Business arising from previous minutes

- a) Juan de Fuca Curling Club closing
 - a) Proposal was turned down by the 5 municipalities
 - b) VCC will be getting some money from the Juan de Fuca for the junior curling program
 - c) Focus is now on building a new facility - this will involve both VCC and ECC
 - d) VCC will be gaining a league on Saturday morning

- e) Jack Anderson bonspiel will be moving, possibly the Holly spiel as well.

6) President's Report:

N. Campbell attended the combined AGM and curling summit, held in Kamloops from the 7th to 9th of June, in two capacities: as President of the Victoria Curling Club and as the Regional Representative for Zone 8, on behalf of Kathy MacKenzie, who was unable to attend.

Regional Rep Meeting

This was held on Friday morning before the start of the curling summit. The meeting was convened by Melissa Sim from Curl BC and covered the following topics:

- Affiliation fee increase - Regional representative meetings – why regions meet, other ways to meet and share info? Use of technology such as Zoom, a meeting software to facilitate meetings? - Introduction of online club registrations systems – Curling I/O, Wufoo, Curling Club Manager, Curling Manager - Best practice – use of the regional funds - Introduction and discussion of Safe Sport - Advocacy/Communications re: clubs sharing more openly with each other and Curl BC, clubs “in trouble”, clubs needing additional supports, ongoing club rumours
- Curl BC announced that there will be a small affiliation fee increase this year. Affiliation with Curl BC is voluntary and not all provincial clubs are members. Roughly 1,000 non-competitive curlers who believe they are part of BC are represented by Alberta and this causes problems with BC games (under 18) and Sport for Life events. There is also extra work for Curl BC staff in trying to get information on the clubs located in BC from Curling Alberta. This is a problem that has been going on for a number of years and Curl BC will bring forward a motion to Curling Canada meetings in September to the effect that clubs must affiliate with the curling association within their provincial boundaries.
- There was also discussion about reconfiguring the existing Curl BC regional zones to conform to BC Games zones. Curling is one of the few provincial sports that have not yet done this. Curl BC will be reviewing the existing zone structure in the coming year, along with the regional representative roles and responsibilities. At present, VCC is in Zone 8, which, with the demise of JDF curling, has two clubs: us and Esquimalt CC. Likely, VCC will be aligned with a larger Vancouver Island zone which would include Powell River.

- There was some discussion about curling club software – it is still a hodgepodge of systems and software; not all clubs have adopted or are prepared to adopt Curling I/O.
- There was a lot of discussion about interregional cooperation, particularly in light of the closure of JDF, and negotiations with the future of the Coquitlam Curling Club. A number of clubs had financial difficulties this past year, and were facing closure or a reduced season due to plant issues. Curl BC has established an emergency loan fund that clubs that can apply to if they find themselves in these situations.
- The rest of the meeting was really just sharing of issues facing all provincial clubs, the biggest issue being getting and retaining volunteers.

Business of Curling Summit

In addition to the AGM, there was the following educational sessions offered over Friday evening, Saturday and Sunday morning:

- Life cycles of an organization Safe Technical Systems (Technical Safety BC) Strategic Planning Digital Marketing Making Ethical Decisions New Developments in Refrigeration “Whisky and Weed”: policies and bottom lines
- The session on making ethical decisions had a lot of material and is something that should be reviewed with all our club coaches. By far the most interesting presentation was by Art Sutherland, from Accent Refrigeration, which was a mind-blowing slide-show of all the new ice plants and technical innovations that the company is working on – Accent Refrigeration is based in Langford.

7) Treasurer’s Update: S. Fraser

- a) No financial statements received yet
- b) Between now and September, Stu and Paul will meet to create a budget for the upcoming season.
- c) Stu, Colin and Paul are to review VCC’s insurance policies for the upcoming curling season.

8) General Manager’s Report: P. Dixon

June has been both a slow and busy month at the Club. Busy, in particular recently, due to the closure of the Juan de Fuca Curling Club, which has resulted in our needing to push

our registration up several weeks. Not unexpected, but several things could not be planned for until the actual decision was handed down.

Registrations for 2019-2020 season

- The decision has been made to require “team deposits” to hold spaces in leagues for the 2019-20 season. This will enable us to plan effectively for the season, while still allowing curlers the flexibility to register and pay later as individuals. However, based on emails received since this announcement, I anticipate that we will have a number of individuals registering and paying well in advance regardless.
- Curling I/O has been updated to reflect the changes in registration. There are now areas for both individuals and teams to register. The verbiage surrounding registration in both areas has been cleaned up, hopefully with more clarity. In addition, website links from the victoriacurlingclub.com website have been updated and cleaned up.
- Areas on our website have been carved out for new leagues, and a proper landing page for Junior curling.
- I have increased league fees across the board, by anywhere from \$10 - \$20.
- Issue with Curling I/O - registration is happening and we are getting paid, but not receiving any information on the league/curler etc. To date, \$15k has come in from registration.

New Leagues

- The Sportsmen’s League from Juan de Fuca has decided to come over to the VCC - come back to the VCC. They will play Saturday mornings at 9:30am, pushing our Junior League to 12:00pm.
- We have created a Tuesday night league called the “Open 6” to follow the Super League at 9:00pm. This is conceived as a 6 end fun league, with open format teams. Sign up will be as individuals or teams. Information gathered from the Curling Canada business symposium suggested this could be a success.
- The “Getting Started” league has become the “Rookie League” and has a new league rep in place. Play will be Sundays at 5pm, before the ALTC.
- ALTC and UVic will share the 7pm time slot at the Club. The bar will now be open throughout the evening on Sundays.

Financials

- I anticipate the final accounting from Grant Thornton will be forthcoming in the next week or so. The Board will be kept up to date as soon as this is received.

Miscellaneous

- Recent updates have given me reason to get the POS at the bar to be the on the same system as the Office/Pro Shop. Looking at moving our book-keeping into the Cloud, still with Sage, but at a potential annual savings of \$600-\$700 over what we are currently paying for the desktop version. There is an opportunity to possibly sync our data from our POS into Sage, which will eliminate a great deal of data entry. Stay tuned for more updates on this.
- To deal with Ice frost heaves on the south side of the club - leave the foam divider between sheets 4 and 5 so that we can flood only half the rink (for the last half of the year only as it will come from the BC Juniors)
- Food services contract is signed and sealed. The Food Services team needs to work on a policy of how to deal with requests this year. The team needs to meet to discuss possibilities on how the office will deal with this.
 - Food safe, no potluck
 - Team needs to meet before the next meeting to discuss this policy.

Curling Canada Business Symposium

- Lots of interesting information exchanged at the latest symposium, which took place in Canmore in mid-June. A few things that stood out:
 - Facebook marketing still works. Opportunity here to advertise (if necessary) our junior programs, Rookie League, ALTC - Sponsorship opportunities...looking at very “big picture” opportunities, such as naming rights to the building, bar, etc. - Corporate rentals - all in pricing, including *everything* - catering, pictures, etc.
 - Experiential marketing - Revenue opportunities: raffle of “front of the line” passes for the bar (by league); raffle of Parking spaces; storage space in summer; bar promotions - “whisky of the month” , “wine of the month”, etc. based on member feedback - Some interesting information on floors, curling stones...potential upgrades we can look at down the road

9) Committee/Team Reports

- a) Communication and Marketing Team - M. Jeffries
 - a) Team will have a meeting soon to discuss the upcoming year
 - b) Cathy Sorenson is willing to volunteer to help with the website and social media
- b) Finance Committee - S. Fraser
 - a) Waiting for financials
- c) Management Team - N. Campbell
 - a) Committee will be revamped - to deal with items from the governance meeting
- d) Membership Recruitment and Retention Team - K. Dobell
 - a) Goals submitted for Board governance meeting
- e) Revenue Generation Team - Colin Coughlin
 - a) Waiting for financials
 - b) Need to start a draft for brine headers
- f) Strategic Planning Team - A. Komlodi
- g) Lease renewal - Colin Coughlin

10) Other Reports

- a) Nomination committee - M. Stefanson
 - a) Neil received an email from Doug Schneider
 - b) We should also look into former JdF board members
- b) Volunteer issues - from H. Trenchard
 - a) What can we do for the start of the year to promote volunteerism?
 - b) Coaches are necessary for the start of the year
 - c) It's possible that JdF members will be helpful this year as well

11) New Business

- a) No new business

12) Next Board Meeting:

- a) August 12th, 2019 6:00 to 7:30pm

13) Adjournment

- a) Meeting adjourned at 7:16pm