

1. Attendance:

Kevin Kelly; Shane Todhunter; David Cole; Phil Savard; Michael Ashworth; Dale Larock; Tom Smith; Linda Wilby; Joanne Allin; Andy Pinch; Sandra MacKinnon

Absent: Charlene Nunes;

2. Approval of Previous Meeting Minutes:

Shane and Phil

3. Old Business:

Elevator – Rick Hanson group provided recommendations and it is going ahead. Sooner than later would be nicer. Point of contact between Parks and Rec and Curling Club – Dave and need a second person

4. Reports:

a. President's Report: Goals – see president report

- i. If unable to call each member on his own, everyone is willing to assist in reaching out to each member. If sharing the task a script needs to be created.
 - 1. Focus on growth in the call which can then result in lower fees
- ii. Agree we need to get on these things started now so they can be in place before the season starts

b. Manager's Report:

a. Calendar – Sandra is working on calendar

- i. Sept 6 opening – may make registration challenging;
- ii. Proshop ordering before end of Jun;
- iii. Sept 15 first date for curling – final March 2/18 spring break 19th – 30th;
- iv. 5 planned learn to curl sessions planned;
- v. Would like to book club coach clinic (2 days – 7 hr/day) – 12 – 18 people per session cost is \$157.50 incl tax each; maybe could discount this for volunteers after they completed their commitment of coaching 4 sessions
- vi. Would like to book youth club coach clinic (1 day) – 6 to 16 people session costs \$56 per participant; youth program starts after thanksgiving – youth clinic maybe end Sept start Oct;
- vii. One clinic very beginning of Sept (9 and 10?)
- viii. Sandra back August 15;
- ix. Cheryl coming back and taking on some additional responsibilities;
- x. Nothing in October – maybe mixed doubles – Rick Gillis

- b. 150 year birthday in Canada – incentives and grants being offered; participation Canada administered by Viasport – application already submitted; program is for the 150 playlist; encouraging all Canadians to sign up on participation playlist; by offering curling through learn to curl clinics will partner with them for marketing

material, logos, etc to get them to try curling on their list - \$1000 applied for , which is max allowable – part of the marketing plan; working on marketing/advertising designs; www.participaction.com – 150 playlist; can earn rewards as people accomplish their activities

i. Is their software smart enough to feed to us? Sandra has to submit dates for tour stops in our area.

c. High school fees – cheques to sign

5. New Business:

a. Tunnel Town Member Survey Results and Discussion – suggested summer newsletter about survey results, registration date, etc

b. Strategic Plan and Business Plan Objectives Discussion and committee volunteering

a. 2 years ago strategic plan developed – need each board member to champion a volunteering segment (8 committees)

everyone review the document and next meeting we will identify the 8 sections and who does what

c. Emergency Closure funds need – move this to next meeting when Charlene is present

d. Summer Marketing to New curlers – not doing May days; advertising; website; Sunfest parade and booth (August long weekend); Social media advertising - Shane

e. Volunteer blitz – next meeting

f. Use of website – next meeting

g. Year end banquet – next meeting

h. Proshop –next meeting – Asham and Goldline – will check on other deals; branded Tunnel Town stuff can go later

6. Other biz – relationship between Beach Grove and Tunnel Town; mail chimp email

a. Should develop an email policy

Presidents Report

First it's an honour and a privilege to be the President of our curling club for our upcoming season. I thank all of you on the board for the support and help in this venture and look forward to continuing to build off a great last 5 years in the club. The last 3 years on the board have been a terrific learning experience for me and I feel I have a strong understanding of who we are as a club and who we want to be in the future. This year's board I feel is the best balance of experience, knowledge, diversity, love of the game and our curling club etc. that I have seen to date and I really look forward to us all contributing to make this year the best year yet at Tunnel Town Curling Club.

I have been around this sport for 28 years. Through those years I have absolutely loved the sport and have grown and changed in unbelievable ways because of curling. The friendships I have made have been amazing and the curling families I have been a part of have been life altering. I have curled at high levels and enjoyed every minute of it but the heart of the game of curling is at the Club level. This club has an amazing heart. We are in a great position today to show South Delta that heart if we keep our eyes on what needs to be done next and the steps to get there. That being said I believe there are 3 things that are especially important for us to focus on to make this happen.

1. **Membership Growth** – Continuing to grow our club is crucial in many ways. First, it creates a more vibrant culture to the already great one we have. Look what the new people brought to our club the last couple years. Keeping the novice league and getting it back to 2015 levels or greater and filtering people into our leagues is going to be the life blood of our club in the next 20 years. Second, if we keep growing the muni most likely won't be able to say to us that they are kicking us out and if they decide to put the rent up we have grown to be able to absorb the extra cost. Third, it drives more revenue for the club including bar to be able to give Sandra a bonus, pay another employee or bartender, make improvements etc. to the club. It also spreads our costs better which allows us to run even more profitably. High Occupancy on all nights is a good thing. Lastly, it was what the members want. 90% of the members in the survey said we need to grow and 65.79% said it's the #1 priority. We always have to act in the best interest of our members and our club.
2. **Giving Back to Members** – Last year we decided to do an increase in dues for members by \$20 per person. This was not done in a while, was very prudent and worked out well for our overall profitability. This year I think we need to show the members we are investing in them. The Second highest priority according to the survey was Capital Improvements/Improve leagues. 42.86% said to improve the lounge and 38.10% said to improve the viewing experience. This being said I believe we need to invest in closed circuit cameras for every sheet and have large TV's (like the 2 we have currently) above every sheet that can be used for watching curling or watching sporting programs etc. I understand that the cameras need to be approved by Delta and could take some time but we should start with the TV's. Our members also deserve a better proshop with more selection of product and equipment including tunnel town branded clothing.

We had a good response on the survey with regards to the proshop and this is a priority as well. I believe we can find a way to make this new and improved proshop in the old kitchen but I am open to other ideas. We could also look into getting a shuffle board table for the back right corner that could be used for serving food at events. Currently we have a good amount of surplus cash and we do need to figure how much we require in case of emergency but I do believe that the above mentioned should be doable.

3. Volunteerism - On the survey, 27.68% of people said they volunteer and 9.6% say they would like to. This is an acceptable level of volunteers if we were to get these people contributing an hour per week. However I don't believe this is the case from what I have seen nor do I think we should aim for levels of acceptable. We have a club with a great heart but as I have heard before that there is nothing like the heart of a volunteer. At tunnel town we need to bring in or bring back a culture where people want to get involved. Where they want to step up and run new leagues, do events, teach people to curl, be league reps, be on committees etc. I believe this starts by going back to our strategic plan and the board taking ownership of it. If we drive this initiative and get people involved with the strategic plan and the committees, there will be more overall buy in at our club and most importantly people will have more fun and enjoy it that much more. Once this is going, the committees can then start to look at their initiatives for each committee and create volunteer lists from there. We might even want to start with a master volunteer list.

In closing, I am really excited about what the 2017-2018 is going to be for our club. I have a bit of time available this summer and would like to personally call each member to thank them for being a member of our club, ask them how they see we could improve it and if they have any concerns, and see what they are passionate about at the club for possible volunteer opportunities. I believe this is another great way to build off the survey (which was terrific feedback and well responded to). I also think it's crucial we start to get these initiatives in motion starting today and moving through the summer. If we don't focus on them now, the next thing you know it the season will be starting and we will not accomplish what we set out to do. I know us as a board can't do it alone but I am asking for this boards support and leadership with this plan as we make 2017-2018 the best one yet at Tunnel Town Curling Club. Thank you all for volunteering your time to make our club one of the best in the Lower Mainland.

Kevin