

Minutes of the Nanaimo Club Executive and Board of Directors

Thursday, October 11th, 2018

Meeting Protocol:

Present: Mark Duffell, Brian McRory, Vic Brice, Andrea Trepanier, Mary-Ellen Konyer, April Gale-Seixeiro, Fred Rumo, Andrea Parry

Regrets: George Duffell, Mark Blackell, Chris Vanzandwyk

Mark Duffell called the meeting to order at 7 pm.

Minutes: of September 13th, 2018 meeting

Motion: (Fred/Vic) to adopt the minutes of the regular September 13th, 2018 meeting. Carried.

Correspondence: Mark Duffell – none.

President's Report: Mark Duffell – see written report.

Treasurer's Report: Fred Rumo – Online payment bringing in funds sooner, which is great. The total number of curlers this year is slightly slower than last year.

Team Reports:

- a) **Vice President & Newsletter:** Mary Ellen Konyer – see written report.
- b) **Marketing:** Andrea Parry – Paint Nite scheduled for November 2nd. 11 tickets sold so far but push will be for increased sales. Need to decide by October 19th if event will proceed. Need at least 25 tickets sold (11 sold so far). Mailchimp mailout being put together to send to members. Advertising boards cluttered with other election signs. Haven't used lawn signs this year due to saturation of signs around city. Not attending Business Expo this year (agreed to do this every couple of years and we attended last year). Need new marketing materials once new pictures taken.
- c) **Fundraising:** Vic Brice – Exploring calendar fundraiser.
- d) **Membership and Communications:** April Gale-Seixeiro – see written report.
- a) **Bonspiels:** Chris Vanzandwyk – Sleeman Season Starter bonspiel is proceeding with 12 teams. The Hangover bonspiel looks to be cancelled.
- b) **Facilities:** George Duffell – Outside shed built to store propane tanks. New shelving installed in bar cooler.
- c) **Curling:** Brian McRory – All leagues off to a good start. Four leagues are full.
- d) **Nominations/Curl BC:** Vic Brice – no report.
- e) **Strategic Planning:** Mark Duffell – no report.

Manager's Report:

See written report.

Old Business: All items dealt with previously.

New Business: - Discussed the \$5 PCMCA fee for curlers aged 60+. This allows them to participate in PCMCA events. It also affiliates our club with the PCMCA.

- Timing of league buzzer is dictated by individual leagues. League reps can request changes if required.
- Discussed support of Nanaimo hosting a possible Grand Slam of Curling event.

Adjournment: The meeting adjourned at 8:41 pm.

The next meeting will be on Thursday, November 8th at 7 PM.

Reports

President's Report

Welcome to the 2018-2019 curling season!!!

Thank you to Darren and his crew for putting in some long hours during September to get the ice installed and ready for play. Curling has started in all leagues and there's excitement in the building with the season finally underway.

The first on-ice event of the year was the International Students Learn to Curl in September. This was the first opportunity many of these students had to experience curling. Thank you so much to the coaches who helped make this event a success.



Some of our upcoming events include:

- The Sleeman Season Starter Bonspiel, October 12th to 14th
- The Berwick on the Lake Senior Stick Bonspiel, October 18th to 20th
- Paint Nite, November 2nd. Tickets are still available. Event details and a link to register can be found on our website (nanaimocurlingclub.ca).

We're using the NCC Calendar throughout the season as a central source of information of what's happening at the Nanaimo Curling Centre. All calendar events including league curling times, practice ice availability and building events are shown on the calendar, which can be accessed from our website or on the club Calendar TVs. The calendar is a great resource of information 24x7.

Respectfully submitted,

Mark Duffell

Vice-President and Newsletter Report

The September 3 newsletter was created in both Word Document format and Mail Chimp. The Mailchimp format was sent to 642 club members. It was opened by 456 members and 49 people used links that were included in the newsletter. 44 of the links were to online registration and the NCC website, and 12 were to the Curling Canada – About Mixed Doubles link.

The next newsletter will be issued around Oct. 20 and include information on PaintNite, Season Opener Spiel results, Masters Volunteers needed, International Students Information, and Curl BC courses currently offered. If anyone would like something added please let me know. It might be good to let people know of any leagues with byes or openings.

Our Adult Learn to Curl 10 week program started last night with 15 new curlers and 4 coaches. A few of the curlers had some curling experience many years ago, and are returning to the sport. We also have a four week program starting on Monday the 15th with approx. 20 registered. We require coaches for this group. If you know of anyone who might be able to take this on please let Andrea know.

Respectfully submitted,

Mary Ellen Konyer

Membership and Communications Report

We've sent out three Mail Chimp campaigns. Mary Ellen covered the performance of the Newsletter in her report. The other two campaigns were sent to our active members from last year. Each campaign had about a 68% open rate, so it seems that our membership is responding well to the Mail Chimp emails.

A handful of people (8) unsubscribed themselves from the list. Mail Chimp won't let us resubscribe them, which is great, since then we avoid spamming people.

I've done several posts on our Facebook page. I'm trying to do a lot of photos, videos and context. We've had some good engagement but there's room for growth since not a lot of our members follow our page. I'll provide a blurb to Mary Ellen to put in the next newsletter to encourage members to follow our social media accounts. It would be helpful if board members could like our Facebook page and like posts to it. This can help increase the chance that others see our posts in their feeds.

Andrea T. performed the steps to have our Facebook account verified (confirmed that we really are NCC). Now we have a gray check mark on our FB profile that indicates this verification to anyone who looks.

I posted our Sleeman Season Starter Bonspiel flyer to the Facebook pages of all the mid-island curling clubs, plus Seattle. One club re-posted it to their own members. I do not know if there was any direct benefit from this effort. For upcoming spiels, if the flyers could be sent to me in advance, I can post again.

I still want to do more work on our Twitter account since there is a healthy Twitter curling community that we could be part of. This could increase our profile among Canadian and US west coast curling clubs and get us some out of town spiel teams. I'll also work with Andrea T. to get us verified there as well.

I also still intend to create an Instagram account for NCC and get some photos going on that.

Andrea T. sent me some good social media information from Curl BC. I skimmed it but want to give it a deeper read and start implanting some of their suggestions.

BC Masters report

I don't have anything to report here since our last board meeting, which was the same day that I met with Marg Obee and Bob Franklin. One takeaway from that meeting was that the real work begins in January, so I am not too concerned. My priorities for the next month are to work on sponsorship, form committees, and get a page on our website going for event information.

Respectfully submitted,

April Gale-Seixeiro

Director of Membership and Communication

Nanaimo Curling Club - Managers Report October 10, 2018

Facility

- Compressor oil changes completed
- New ammonia sensor installed and calibrated
- New brine tank is here waiting to be installed
- New taps in janitors sink on main floor installed
- New hot water tank being installed tomorrow
- Rotorooter was called in again for float issues and we will need another pump out – issue reported as sanitary wipes in the tank. Will be posting new signage to ask people not to flush sanitary wipes as they do not decompose.

Coffee Shop

- Nothing to report

Bar

- Sleeman's new table tent cards do not match the sample I approved. They will be redone with "Top of the House Lounge" and graphics as approved in the original.
- Have message in to Murray Renner at Calais Spa to discuss sponsorship and advertising in exchange for new darts – still ongoing
- Would like to discuss purchasing an industrial popcorn machine for the bar

Pro Shop

- Sales are brisk with lots of new curlers coming to purchase equipment from all over the island
- Planned inventory count for October 31st – Pro-shop will be closed for this.

Staffing

- Myself and one new bartender, CJ, have completed RSA training and are applying to write the Technical Safety BC exam on October 18th.

Building Usage

- Christmas dates are full now.

Advertising, Sponsorship and Grants

- No response from the New Horizons Grant.

Financial

- Registrations are down this season thus far but new curler interest is high and we have 36 people registered for Novice and FunCurl leagues after the two hour Learn to Curl sessions this past week.

Respectfully submitted,
Andrea Trepanier