

**Minutes of the Nanaimo Curling Club Executive & Board of Directors  
Tuesday, November 16th, 2021, at 6:00 PM**

Meeting Protocol:

Present: April Gale-Seixeiro, Brian McRory via Skype, Tom Weinreich, Mary Ellen Konyer, Earle Plain via Skype, Kory Hurst, Terry Miller, George Duffell, Carolle MacIntosh via Skype, Kellie Rice and Andrea Trepanier

April Gale-Seixeiro called the meeting to order at 6:05 pm

Minutes:

- Minutes from the October meeting were adopted.

Correspondence – Kellie Rice— None

**Action:** Send out NCC Board Manual to Carolle, Kory, Terry and Earle

**President's Report** – April Gale-Seixeiro: See written report.

**ACTION:**

- Perform analysis on last years and this year's member lists to determine list of who has not returned, so they can be contacted.
- Restart work with Andrea, Carolle, and Mary Ellen to implement the
- communication /social media calendar
- Cost of Curling presentation – this is an action item from the member survey
- Meet the Board Member posts on Facebook
  - Need to reach out for info
- Meet the Volunteer series preparation
- Strategic plan review
- Give Carolle data to contact previous members

**Treasurer's Report** – Tom Weinreich:

**Action:**

- Redo financial reports once postings have been finalized for the month.

The league dues were carried over into October – note that the September reports showed a zero amount.

As privacy is a concern the wage breakdown is not included in the monthly reports. Screenshot showing year to date wages according to employee type is included in financials presented.

The balance sheet shows that we are currently in a good financial position. However, with increasing expenses, lower than expected league revenues, and the end of the Canadian

Emergency Rent Subsidy and Canadian Emergency Wage Supplement, we are in for a challenging season. We need to keep costs down.

Team Reports:

- a) Vice-president– Mary Ellen Konyer- Report attached –  
Very concerned about the low numbers of volunteers available for coaching. Learn to curl program should be a priority for us. Kory, Terry, April and Earle volunteered to help.  
**Action:**
- Newsletter, still trying to obtain pictures from Halloween Bonspiel
- b) Marketing –Carolle MacIntosh- Report attached-  
Committee formed to reach out to previous members. Carolle, Mary Ellen and Kellie will make phone calls. We must be sure to put up advertising signage in a timely manner.  
Roving Jessies contacted 30 people in the past month.  
Speaking with people face to face leads to more positive engagement than relying mainly on electronic communication.  
Possibility of a drop in league on Sunday afternoons?  
Have not heard anything back from VIU  
Identified the need for a marketing package  
**Action:**
- Reach out to previous members.
- c) Fund raising – Kory Hurst: see report  
**Action:**
- Find a chair to lead the fundraising committee for the ice shed floor project. All board members asked to bring forward names of possible candidates.
  - Review policy of team or curler fundraising within the curling centre.
  - Create a list of web hosting criteria with input from Andrea, develop a plan and likely timeline to execute the transition from our current domain name to the domain name of our choice.
- d) Membership and communications – Vacant
- e) Volunteers, Bonspiels and Catering – Earle Plain-see report  
Next Bonspiel is the Masters  
**Action:** Compile/Coordinate a committee to put up Christmas decorations for Christmas parties.

- f) Facilities - George Duffell- we need to call in an electrician to repair 2 outlets and there are some baseboards coming loose in the locker room which I will address. What was the cause of the ceiling leak on sheet two? Mens washroom notice board needs to be replaced.
- g) Curling – Terry Miller- very quite
  - ACTION:**
    - Set up meeting with Andrea to explore improving the present registration process. Committee members Terry Miller, Kellie Rice and Gord Martyn.
    - Email league reps to let Mary Ellen know how many spots are available in their league
- h) Curl BC – Brian McRory: no report
- i) Strategic Planning – April Gale-Seixeiro: no report

Manager's Report- Report attached- Looking forward to my weeks vacation. Junior program received a \$1000.00 donation from the Elks Club.

**Action:**

- Provide contact information of previous curlers to Marketing Director
- Update league information on website for LGBTQ+ to address changes
- LGBTQ+ League sponsor not on website
- Remind staff to keep elevator alcove doorway clear and ensure light is turned on.
- Send copy of job posting for the marketing position to the board
- Reinstate coaching honorarium of \$30.00 per session
- Novices try on shoes December 1<sup>st</sup>
- Novices given 20% off for equipment purchases from December 1<sup>st</sup> to final Learn to curl session

**Old Business:**

- Minutes records-storage -resolved. All non digitized records are in a central area accessible if required.
- Registration Process- committee formed
- Social Memberships- Tabled to a later date
- Canadian Stick Curling Championships- Tabled
- Emergency Drill- completed without issue on September 29<sup>th</sup>, 2021
- Carbon Monoxide Detectors- April will purchase 3 Detectors from Amazon and have placed in identified areas of concern.
- Cost of Curling presentation- President Action item
- Signing Officers- Complete

- Curling Centre/Curling Club- ongoing.
- Committee for fundraising- **Action:** All board members to bring forward the name of a possible chair to the next meeting.

New Business:

- Registration process for second half- ready to go. Some adjustments still required for first half.
- Update of advertising sales and sponsor commitments- outstanding
- Covid protocols in the event of exposure/case-to be addressed if the situation arises. Reminder that we continue checking vaccine passports of individuals entering the curling centre.
- Junior Christmas Party- Can go ahead. Unvaccinated juniors will be able to take part. Plan to have the situation handled in restaurant fashion. Will be conducted at a time the curling centre is minimally occupied.
- Waiver that was used last year will be used again.

The next meeting will be December 21st, 2021, 6:00pm

Adjournment: Mary Ellen/Terry The meeting adjourned at 8:25 pm

Round Table.

## Reports

### President and Membership and communication (acting) report – November 2021

President's comments:

It's apparent that NCC continues to be strongly impacted by the pandemic and its fallout. Our member numbers are down and our finances are tighter than usual. With government support programs tapering off, the situation is only going to get more challenging. Recruiting new members, bringing back prior members, and careful budgeting will all remain top priorities for NCC.

- Accomplished in the last month:00
  - Social media interaction on Facebook, Twitter and Reddit
  - MailChimp communications sent out for coaching clinic and doubles bonspiel
  - Board member photos have been added to the website
  - Spoke to Kory about plan to form committee to fundraise for the new floor
  - Spoke to Carolle about LGBTQ+ and Drop in leagues, gala for Whittams, social media, outreach to non-returning members, and outreach to VIU / intramural curling
  - Signing authority at the bank completed – thanks to Kellie for shepherding this process
- Tasks to do:
  - Perform analysis on last year's and this year's member lists to determine list of who has not returned, so they can be contacted. Andrea has provided the data to me for this.
  - Restart work with Andrea, Carolle, and Mary Ellen to implement the communication / social media calendar
  - Cost of Curling presentation – this is an action item from the member survey
  - Meet the Board Member posts on Facebook
    - Need to reach out for info
  - Meet the Volunteer series preparation
  - Strategic plan review

2023 Canada Winter Games Qualifier

- Nothing to report.

Possible future Grand Slam of Curling

- Nothing to report.

Respectfully submitted,

April Gale-Seixeiro

**Vice President – Report**

## **Newsletter**

- Overdue. Should be published by Friday, Nov. 19.
- Please send any photos available from the Halloween Spiel, Doubles Spiel, and posters for other spiels.

## **Learn To Curl/ Fun Curl**

- 21 enrolled for second Fun Curl/ Learn to Curl, second part.
- We had 13 in the first half.
- With 11 new student in the second half we desperately need 3 more coaches. New students generate significant income, requiring a good coach/student ratio. These new curlers also provide much needed potential membership.
- This enthusiastic group will need leagues to curl in when the program finishes (Dec.). Please let me know if there are any available opening/gaps in your leagues.

## **November 2021 Marketing Report**

Lgbtqia league off to a good start

Moved to Monday night instead of Saturday due to interruptions of schedule cause by weekend events.

## **LGBTQ**

- sponsor Milton Street Public House Out & About League. Received \$250. Sponsor fee.
- new day of the week
- 3 evenings so far. 1st and 2nd well attended 3rd on new night two people attended with two coaches
- Poster advertising the league is still on the Saturday spot on the league board
- League sponsor's business name isn't on the website yet.
- Sent Press Release to two local radio stations

## **Roving Jessies**

**-Contacted 30 new curlers with this welcome message:**

Received great feedback from two new curlers who enjoyed receiving the welcome message.

## **VIU student league:**

- Contacted
- Wrote to Danielle Hyde director of Recreation at VIU regarding the formation of a VIU league.
- we will continue to pursue this for a possible start at the beginning of curling in January

## **Saturday Drop In League:**

**Strategy with this league is to keep those previous members coming out to curl and increase income.**

-requested a list of all 2018-2020 curlers for the purpose of determining which members

haven't registered.

-work with Andrea to determine the best way for curlers to register and pay

-working on the best day for drop-in curling.

-looking for volunteers from the board to help with a phone campaign to members who haven't returned to curling.

### **Jessie and Harry Whittam Gala**

Discussion has begun for the planning and implementation of an early evening Gala dinner event to honor and roast two of the Nanaimo Curling Clubs greatest contributors.

-master of ceremonies Joanne Phillips

-discussing attendees and making the evening relevant to all members

-collecting stories and storytellers

-putting together a roast.

### **New Business:**

- Received contributor status on the Facebook account. Looking for volunteers to help push facebook messages out to their friend spheres. Facebook is most effective when our posts are "liked" and "shared" by people with large friend followers.

-Sponsor commitments, what we promise them and what we deliver. Development of a sponsorship/advertiser package.

-Review of our revenues from all advertisers and the status of all advertising presently in the shed/ice area, the slide show in the club cafe, top of the house and on the website.

Attaching an example of an old Sponsor Package that I worked on for hosting the Provincial Masters event.

Respectfully submitted by Carolle MacIntosh

**November Fundraising Report**

- **Domain Names / Website**

I suggest that we plan to transition from Nanaimo Curling Club to Nanaimo Curling Centre branding, including changing the website.

- I spoke with Mark Duffel and we both agree that the content management system simultaneously outdated and too complex for our needs. It was likely a good choice at the time, before the explosion of content management systems. A transition to a more common system should be investigated.
- [www.nanaimocurlingcentre.com](http://www.nanaimocurlingcentre.com), [www.nanaimocurlingcentre.ca](http://www.nanaimocurlingcentre.ca) and [www.nanaimocurlingcenter.org](http://www.nanaimocurlingcenter.org) are available and can be registered at GoDaddy for 2 years at a cost of \$92.25
- We pay \$35/month to Pantheon for web hosting. Web hosting at GoDaddy is \$19.99 per month on a one year term.
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**To Do**

- Create a list of web hosting criteria with input from Andrea, develop a plan and likely timeline to execute the transition from our current domain name to the domain name of our choice.

Kory Hurst

**Director of Bonspiels, Volunteers and Catering Report 2021-11-16**

**Bonspiels**

- *The Berwick Stick Spiel* went well (October 20-23<sup>rd</sup>) with 14 rinks registering.
- *The Halloween Bonspiel 'Monster Mash'* was a big hit with 16 teams registering.
- **NEW** – An Open Doubles Bonspiel was held during the time slot vacated by the Hangover League (Nov. 12-14) - April Gale-Seixeiro and Steve Seixeiro coordinated this one and I understand there was a good turn-out.
- *Masters Bonspiel* (Nov 25-27<sup>th</sup>) – Cliff King and Gord Borbandy will be assisting Bob Larsen this year. All on track with advertising already out there.
- **Future Plans** to begin reaching out to contacts for Bonspiels in New Year beginning in early December.



## Volunteers

- Organized a group of Volunteers (9 people) from the Friendly 5 League to assist with Halloween decorations for the Monster Mash Bonspiel. We found lots of great decorations donated to the NCC by the Serausmen from 2 years ago.

Respectfully submitted,  
Earle Plain

## Nanaimo Curling Club - Managers Report

November 14, 2021

### Facility

- Boiler system repairs and cleaning completed. Still having shutdown issues for callback.
- Quarterly septic inspection and pump-out done last week.

### Coffee Shop

- New stove installed and new gas valve installed so gas appliances can be turned off at night along with the fans -will save on gas and power.

### Bar

- Sales are on par with the number of curlers.
- Chris Parker repaired our Popcorn machine by replacing faulty switches!! Thank you, Chris 😊

### Pro Shop

- Christmas items are in if you want to do some Christmas shopping.

### Staffing

- Have new bartender, Jen Ward, and Deb May is helping out more in the Pro Shop.

### Building Usage

- Had a few Christmas dates cancel due to COVID concerns.
- Nanaimo Quilters Guild will commence meetings this week.

### Bonspiels

- Stickspiel, Monster Mash and Open Doubles bonspiels all happened in the past month. Not huge attendance but nice to see them back in action!

### Leagues

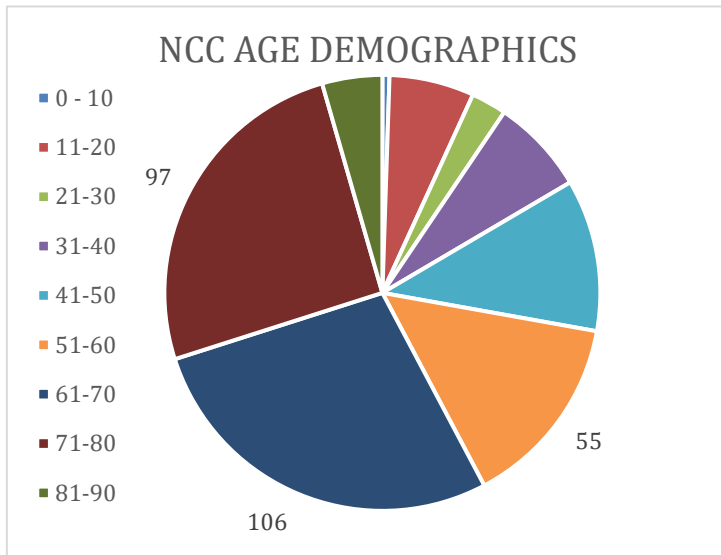
- Nothing to report.

### OTHER

- Coaching Course is this weekend (Nov 20-21) if anyone has suggestions/recommendations on interested people, please get them registered or have them contact me.

- Curl BC reporting submitted – 429 total curlers so far this season. 418 Regular and 11 U13.

- Interesting graph from that data:



Respectfully submitted,  
Andrea Trepanier