



## **Minutes of the Meeting on July 15, 2013**

### **In Attendance:**

Lauriel Wills, Vice President-Chairing the meeting  
Heather Patterson, Registrar  
Chantal LeBlanc, Secretary  
Laurie Rail, Test Chair  
Stephen Karl, Public Relations  
Amanda Cooper, Coaching Rep

### **Review of Minutes from June 2013**

Draft of minutes approved. **Action:** to be posted online by Secretary.

### **President's Report:** (presented by Lauriel Wills)

One Resume received from Veronica, a coaching candidate. Lauriel will follow up this e-mail to see if she had received a reply as requested by Amanda.

Robyn: Becky has confirmed that she will be available next winter on Thursdays only.

Mondays: still need at least one more coach.

Thursday: Still need 2 or 3.

Still have not received trophies and cheques for deposit yet from Christine or Chantelle who have been unavailable due to personal reasons.

### **Vice President Report:**

*"The main concern right now is for Christine, as her load is very heavy during the summer season with the number of budget items, and banking that need to be addressed. Again, I have suggested that we contact the name of the bookkeeper. Recently Christine and I had discussed how far anyone had gone to contacting her. I said we keep getting name and number from Brandi but no one has placed a call.*

*As noted in previous e-mail Chantelle and Christine are once again faced with major family crisis and have been told to contact us with whatever we can do to aid them in this transition.*

*We may need to contact a bookkeeper to get the books back up to date. "*

If we can get the cost and contact information and rates for the coaches and off-ice trainer for November to April, Lauriel will put something together for the coming season. This is holding up the creation of the registration forms.

Heather: 2 most important things to address is cashing the current cheques currently scheduled for deposit and get the registration forms drawn up.

Laurie: Suggests offering the early registration at last year's rates so that we can get it out by August.

### **Fall Programs/ Registration:**

Discussion follows report regarding organizing the upcoming registration requirements.

**Action: Chantal:** to review the past registration excel sheets from last year and start editing as well as try and locate brochure soft copy and do same. (contact Rob and Brandi)

**Action: Laurie:** to look into the ad for coaching positions with SC, proof and send in for posting. Also add an ad for dance partnering coach as well.

- Tasks to be done:
  - Pricing/ Program confirmation and times of ice/new signage
  - Update brochures: New programs/new central e-mail/ website/
  - Update Website: New brochure when ready
  - Staffing: Contracts/ Coaches to be hired-who will do interviews
  - New triplicate copy registration forms

Possibly add an admin portion to registrations form or indicate price/program on receipts on registration day.

- Discuss the option at board of having an early registration to hold your space with the receipt of money down on your spot. They may not know what the exact cost is but the day of the week and time can we determine it before the end of August/beginning of September.

Need to set up an **ad hoc meeting** in the next 2 weeks to finalize the rates, dates and to complete the registration form. A possible date for this is suggested as next **Thursday, July 25<sup>th</sup>**. Possible attendees should be Amanda, Laurie, Chantal and Lauriel and Stephen.

Pricing is needed for Mondays, covering the first hour of CanSkate and a ½ hour on the other side of group StarSkaters for spins and jumps only 4:30 to 6pm rate. With the option for a 4 to 6pm or 5 to 6pm rate also. Also double check the CanSkate rate with the new numbers.

Wednesday should stay the same as last year but also adding Intro option.

Thursdays at FB: should remain the same for Pre-Can and CanSkate 6:30 to 7:20pm. 7:20 to 8:20 for StarSkate and Intro A&B (group pricing will have to be worked out for this also)

Friday: StarSkate and Intro A&B 6 to 7pm and StarSkate 7 to 8pm.

### **Treasurer's Report:**

- Follow up: Was new criteria sent to coaches for review on the payscale? If so coaches need to bring feedback.
- Follow up: Christine was to find out cost of Coco and program for the entire year
- Follow up: Amanda and Christine were to see if City was increasing cost of ice this year
- Follow up: Draft of cost of an intro program based on 5 children.
- Fall contract has arrived by mail. Amanda and Christine will need to get together on this.
- Christine has been in contact with the City. There has been a problem in our invoicing. Apparently they made an error on the room booking. Christine worked it out.

Question from Robyn: what are we going to do about the Intro fees? The formula used for pricing Intro A & B fees is achieved by multiplying number of minutes/highest coaching fee and divided by weeks and 5 skaters.

### **Secretary's Report/Website:**

*"The action to create the [info@metcalfeskatingclub.ca](mailto:info@metcalfeskatingclub.ca) address has been completed and the address was added to our webpage and Facebook information. No inquiries have yet been received to the new e-mail.*

*The approved minutes from May 13, 2013 have been posted online to our website. "*

### **Registrar's report:**

- No update this month.

### **Test Chair:**

*"Bruce Malaka has indicated he may be away in Feb therefore may be unable to evaluate for our Test Day. He will get back to me in September with final confirmation.*

*I have contacted Catherine Caule to request if she can judge for us and she has confirmed "yes".*

*If large numbers of testers skating, we will need two judges for double paneling. "*

### **PR Report:**

*"Rob has responded to our acceptance of his offer to create a new logo. Unfortunately there is not enough lead time to have something ready to show the Board at the next meeting. As the graphic is being created electronically, we can view it on our own computing devices and provide comments. I would suggest that we consider an email meeting rather than wait for the August one since we need to get the new logo on our new signage, brochures, website, etc.*

*If you could forward the names of the sign companies that Christine sent you to me, I can then start getting some estimates as most will charge by size/material rather than complexity of design or colour. We need to get at least 3 estimates from at least 3 different companies. Suggestions from Christine were Sienna Print, Pynn Signs, Monte Cristo or Southwest Binding in Ottawa.*

*New item. The lack of publicity that surrounds figure skating in particular the arenas that we use regularly. Hockey and other ice sports are well represented with posters, wall paint schemes and trophy case (yes – we have one at Metcalfe but there is nothing at Leitrim). Some of our ideas are:*

- a. Ensure that we have our current program brochures stocked in the program information area*
- b. Explore having club signage present at both arenas – this would involve negotiating for a mounting space at Leitrim and revamping our window in Metcalfe. Since Rideau also uses Leitrim, perhaps we could mount a lobby to have dual permanent signage and a bulletin board for the promotion skating events, etc. If the Board likes this idea. “*

**Action:** Laurie will search old emails for old gala poster we could update for posting around.

*“Spoke to PR rep from Rideau and if we can get the space from the City we might be able to share it with their club as well, if their board were willing to go this route as well.*

- c. Schools campaign – this needs to be started in the next month at the latest in order to be included in the first information bulletins issued by schools to parents and students. It would be an opportunity to not only promote skating interest to the younger kids, but also interest older skaters to come to the club, especially as we will need more assistant coaches with the new Canskate program. To gaining access to public schools is relatively straightforward since the individual schools decide on what they will/will not promote. Gaining access to Catholic schools is a bit more difficult – the school board has to approve any promotion before it can be publicised by their individual schools. They have recently updated their policy on which type of activities that they will promote (it was in the Citizen last week). I think that we can satisfy their requirements/concerns but I have no idea how long it will take to gain their approval. I need our own Board’s direction on this.”*

Lauriel passes on the list of Associations and Schools from Chantelle to Stephen.

*“Decisions about tendering bids and entering into contracts for purchasing services and goods: Board would need to know how much prior-see if it works in budget-vote-then you would need invoice and cheque would be made-but we will need to check this out with Christine.*

*Layout for new signs – I will work with Rob on this. I will send out some draft sign content ideas for comment (not a design, but wording, features, etc.). This will guide a final sign design and also be part of what I will approach sign makers with for estimates.*

*Some feedback received for new logo is to stick to original colours with little graphic for ease of embroidering. Sarah had no specifications to add regarding her needs for the logo for the skating memento book she is working on.*

*Sponsor package – Has received the package that we currently have. We will need to update it before we approach potential sponsors in the next short while before they get approached by other sports groups – the competition for sponsorships is apparently quite fierce.*

*The priority is now that signs have to be ordered before the end of August. Total budget for advertising is \$470. We're going with the standard size and see what we can get for this amount. As soon as we can get a proof we can circulate it by email and get them ordered as soon as possible."*

**Action: Stephen** will send out the wording of the signs as a first step.

### **Coaches Report:**

*"Will need to create an interview committee of parent/board members and existing coaches, of at least 3 persons, to interview prospective coaches as we are advertising for these positions. "*

**Lauriel and Heather** put their names forward for this committee to be joined by one of the existing coaches.

*"Music: Rideau has approached the City regarding the horrible, deteriorated sound system at Fred Barrett. Lauriel brings up the issue that the sound quality may actually be unsafe for hearing. We should endorse their complaint by drafting our own letter as well. "*

**Action: Stephen** will contact Dan from Rideau and start a draft of our own complaint letter.

*"Rhys has confirmed he can only do partnering Thursday, depending on his school schedule.*

*Rate scale still unavailable. Contracts need to be addressed as well, as soon as scales are complete.*

*Coaches agree that we need to step up our arena advertising as well."*

### **Board Positions Updating and assigning names in conjunction with Skate Canada**

Laurie and Lauriel will work on these and to bring feedback to August or September meeting. Deadline is October with Skate Canada.

### **Toy box (Fred Barrett Arena)**

Lock is now with Heather and she will ask Dean to find chain. Progress is being made. Heather says the chain will be put on by Thursday.

### **The new wooden boxes for forms and money:**

Still pending as we await to hear from the contact.

## **Gala Night:**

Ice contracts have arrived. They need to be signed and returned asap by Amanda.

The requested date March 30 seems to be approved but we will need confirmation by Amanda.

**Action for Chantal:** Email the Gala Coordinator, Alison Madeiros Brent, with password and invite to the next Board meeting and include in future board correspondence. The Board would like to also receive regular reports from the Gala committee at future board meetings.

Christine had confirmed she would order 25 new programs for the sponsors. At this stage not received. Lauriel will proceed with mailing the "Thank You" notes and we can follow up with the sponsors when we receive the programs.

## **New Items:**

Inspection of Harness: Must be done before our season starts. **Action: Lauriel** will follow up with Chantelle to see if it's been booked and what is the cost.

End of new items.

Meeting is adjourned.

## **Next scheduled meeting:**

**Monday, August 19 from 7 to 9pm.**