



Minutes of the Meeting on June 17, 2013

In Attendance:

Lauriel Wills, Vice President-Chairing the meeting
Christine Tague, Treasurer
Heather Patterson, Registrar
Chantal LeBlanc, Secretary
Laurie Rail, Test Chair
Stephen Karl, Public Relations
Amanda Cooper, Coaching Rep
Robyn Van Schie, Coach

Review of Minutes from May 2013

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

Treasurer's Report

Christine distributes a printed financial report detailing:

Spring registration details.

Notes: there is a \$4000 discrepancy between bank statement and Financial Spreadsheet...it could be a typo in the spreadsheet. The bank statement is correct and shows we actually have \$4000 more than we have calculated.

Summary of Financial position in 3 year comparison shows we are in good shape.

Secretary's Report

Action for creating new email addresses for VP and Canskate have been completed. Passwords have been sent to Amanda and Lauriel.

Registrar's Report

1) Firehaus Coffee 2012-2013: Heard back from the provider, Julie Marchand and wants to discuss with Heather how we can make this more efficient. They could arrange for a drop off.

Hi Heather,

Off hand, flipping through my receipt book I have:

14 large bags (\$4 per bag to the club) ; and 13 small bags (\$2 per bag to the club).

That being said- I'd have to go back through all our books and confirm it all if that doesn't match what you have!

I know Amy came by numerous times. So I am hoping I gave her a receipt every time she took coffee with her.

I know there weren't too many skaters in the end who did the fundraiser- that being said, if the club decides to do the fundraiser again,

I can sit down with the organizer as I have some suggestions on how it can be run a little more smoothly. I would have loved the club to make more money :-)

Warm Regards,

Julie Marchand

www.firehauscoffee.com

613-612-4998

2)

a) Heather would like to implement attendance sheets to track when skaters are actually skating. This is to help the club keep our lists up-to-date. These sheets could be completed by board members should it work out that a member is in attendance at each of our hours OR they could be put out and members would be expected to check-off or add their name each time they skate.

b) Heather would also like to produce a sheet that lists the CanSkaters by coach to help with the Gala costumes and program.

From Robyn: can you include their SC# so to help with registrations for competition?

c) Heather will create a binder that includes all skater info to be left at both rinks. This would provide emergency contact names/ numbers and medical conditions at the rink in case an emergency should happen. To be left in the inbox at each rink each with rink specific info.

3) Our coach Rhonda was due to have a baby this month. We need to double check that all is well and send a card & gift. **No motion needed because this is part of agreed procedure.**

4) Have had a few summer CanSkate inquiries after week 3. These individuals expected our "summer" session to occur in July/August.

5) Regarding receiving cost questions from parents with registration inquiries, would like clarification on how to deal with these. Christine offers to create a spreadsheet with the calculations built in to provide potential skaters with accurate rate information at registration time. Planned for winter, once the fees have been agreed upon.

Test Chair Report

Emailed Bruce Malanka to save the date Feb 17, 2014 for our test day.

2 parents have approached Laurie about joining for the next remaining Mondays/Thursdays as guest skaters. Propose lifting the maximum 3 guest skates to accept these skaters for the next 5 weeks.

PR Report

Stephen presents his report:

The club needs to have consistent and effective contact with the general public to promote, build, and sustain our skating programs. To do so, we need to have effective tools. These include:

- Press kits and press contact lists - this includes general information about the club and what it offers. We also need to promote the achievements of our skaters in competitions, awards, etc. If at all possible, we should also include achievements of club alumni, perhaps even profiles of current skaters and coaches. We could get a sponsor to support this idea. We need to maintain an updated list of media contacts and organizations that is available to the board.
- Spot event promotion - this is primarily our outdoor signage that is placed in strategic locations to promote our registration events. What we currently have is no longer effective and requires significant improvement.
- Programs - we are losing potential skaters to other clubs (some apparently have waiting lists) while we still have empty spots. A partial reason for this is the late start for MSC compared to other clubs in our area, which start in September. To even the other clubs advantage, is it possible to start the MSC skating year in September at Leitrim, include Metcalfe when ice becomes available in late October? Can we then continue to finish the Fall/Winter season at Leitrim after Metcalfe becomes unavailable after March? Our shortened season is a disadvantage for our ability to attract and retain senior and competitive skaters and the types of programs that we can offer (ie. competitive synchro team)

- Fund Raising - to increase our coffers through means other than club fees, we will need to continue to find ways to both promote MSC through community involvement fundraising and through sponsorships.

Community involvement: Brandi has graciously supplied me with a list of fundraising efforts that have been done in the past and others that were suggested but not carried out due to lack of volunteers (We need to tackle this issue). I also heard mention that the Metcalfe Fair will give a donation if we can supply helpers during the Fair. We should look into this further. We need some more ideas along this vein that can involve our skaters and their families to support MSC activities that are fun and promote the benefits of the club and the sport. Being an Olympic year, perhaps we can play off of this theme (without getting into problems with the IOC)?

Sponsorship: Soliciting new sponsors and continuing the support of current sponsors is a key task. We need to have an up-to-date professionally presentable package that outlines our club goals, history, and benefits to the community. This can work in conjunction with a media campaign that encompasses club activities during the regular skating season, special events (Gala), etc.

I would like the board's approval to create a new email box called: info@metcalfeskatingclub.ca

Rationale:

This new email address is intended to be used for all inquiries and submissions made by the public for such things as:

- Further details about programs offered by the club
- Information about special events
- Online submission of registration forms, etc.
- General questions about skating, coaching, etc.

Responses and further correspondence can then be conducted from the specific email addresses, based on role. For instance: question about registration or forms would be sent to the info box, response would be from the registrar box and any further contact concerning that issue would be to/from the registrars box.

The advantages of having the info@ box:

- Easy to remember
- Defacto standard for most organizations and businesses for initial/general contact (most people would not know which board member should be contacted)
- Concise – can be added to all publications, press releases, signage, etc.

- Reduces the chance for correspondence to get lost because it was sent to the wrong board member box
- Can be managed by different board members (if we so choose)*

Stephen:

Met with Kelly Signs and estimate is approximately \$60 per package: \$32 per sign/frames approximately \$29. We would need about 20 signs, depending on the frame in order to cover our advertising area. Christine and Stephen will share contacts.

Motion to create new email box: info@metcalfeskatingclub.ca for inquiries from public. Moved by Laurie. Seconded by Christine. Motion passed.

Secretary will monitor the email account and forward email inquiries from the public to the appropriate members.

Report from Coaching Rep:

Robyn:

Rate scale: numbers on different options need to be reviewed. We should aim to complete this by next meeting.

Awards: Lauriel will help Amanda establish the new trophies for the coming year.

We are currently short of coaches for next year since Becky will be in on Thursdays only, Erin-not coming back, Stacy-not confirmed, Amy-no, Jess-not available and Brandi may not be returning as well. We will need to advertise these coaching vacancies, as we need to fill at least 3 positions.

For Intro we will have to ask the club to ensure that the coaching is standardized for compliance with our set curriculum and ensure parents are receiving equal coaching services. As a board we need to put some checks in place to ensure that coaches are giving their full attention to the skaters at all time in a group class and receiving a quality lesson. Peer review is possible but difficult since it's during private lesson time.

Ice-changes: Coaches propose Mondays to schedule ½ pre-Canskate class at Metcalfe from 4-4:30 on partial ice for up to 20 kids/2 coaches. The rest of the ice will be allotted for specific tasks for Starskaters during this time. Free skating would not be allowed for Starskaters until after 4:30. 6-7 will be Canskate. Thursdays would remain with a similar schedule except no half-hour Pre-Canskate allotment.

Dance partnering may be an issue again as we haven't had a commitment yet from Rhys Jones.

Discussion regarding the need for early registration. If Christine can receive the ice contract by next Monday, then we can have the rates set in time for early registration by August.

Board Positions

List of Skate Canada positions and who holds the title. This will have to be updated at the end of August beginning of September on the Skate Canada Website. We are trying to figure out whose role falls best under what title. We need to fit Stephen Karl (PR) into a spot.

Skate Canada Title	Who has the title. Highlighted names will be moved into other positions or removed.	Who will take over the position?
President	Chantelle Crete	Chantelle Crete
Past President		
Vice President		Lauriel Wills
Secretary	Lauriel Wills	Chantal Leblanc
Skate Canada Delegate		
Club Test Chair	Laurie Rail	Laurie Rail
Treasurer	Christine Tague	Christine Tague
Club Administrator	Amanda Cooper	
Coordinator	Amy Wyman	
Director		
Membership Chair	Heather Patterson	Heather Patterson
Coaching Representative	Rhys Jones	Amanda Cooper

Off Ice Training 2013-2014

Been in contact with City the Client Service Centre in Metcalfe is not available. We can use Coco's studio for the same price as this year. Two classes on Tuesday 6 people per class for

\$90.00. Would like to see the training start in November and run until April. If everyone agrees we will make the commitment with Coco now. Last year's spaces were full.

The cost will continue to be included as part of the Starskate program fee. Starskaters should receive the information about off-ice training availability at registration. Also should be added to the brochure.

Chantal moves that the board make the commitment to the trainer now. Seconded by Amanda. Motion passed.

Toy box (Fred Barrett Arena)

Update on the new inbox/coaches mailbox at Fred Barrett arena. Needs to be repaired.

Action: Heather will take care of the chain for the lock.

Review of Gala Night :

From Lauriel:

Thank you to all the board and the coaches for putting so much time and energy into the Gala it was a wonderful evening.

Thank you cards are ready but holding off at sending as Christine is getting another run of the programs and I will send that with the Thank you.

Popcorn is a keeper and I would keep it in the arena. Many people loved it because of the fact children could go get it themselves.

Suggestions:

We are all in agreement that renting the hall upstairs would help the flow-have the room for dressing and undressing not so tight.

Amanda has said it would be better for the committee to give them a theme then they will say if it will work or not.

I will take baskets off the fundraiser for next year.

If we can do another large gift for draw then we can sell tickets in advance.

Mr. Fortin and Ellen need to be asked again to sell through the stands they did an amazing job.

Everyone loved our guest skaters.

For going from 50 to 150 skaters in one year-the show went well.

Costumes that were used are now vacuumed sealed.

A few draw prizes have already been secured. As well, Christine says that the surround sound system donor will also donate again.

Motion: Heater moves that we assign \$1000.00 as a gala budget for the fundraising volunteers to have a starting point when planning costs such as ice and coaching. **Seconded by Robyn.**

Motion passed.

Motion: Christine moves to set aside \$100 in the budget as a donation amount to go toward a skater scholarship to be drawn at Awards ceremony. **Seconded by Heather. Motion passed.**

No other new items

Meeting adjourned.

Next scheduled meetings

July 15th, 2013

Fred Barrett meeting room 7 to 9pm