



Meeting of the Board of Directors

Monday, September 8, 2014, 7pm, Greely Community Centre

In Attendance:

Heather Patterson, President
Lauriel Wills, Vice President
Laurie Rail, Test Chair
Chantal LeBlanc, Secretary
Tanya Allard, Director
Stephen Karl, Communications
Allison Medeiros, Gala Coordinator

Review of Minutes from Aug 18, 2014

Motion to approve minutes from last meeting by Heather seconded by Laurie. Minutes are **approved**. **Action:** Minutes to be posted online by Secretary.

Report on Actions from last meeting:

Bookkeeper will follow-up on finding the non-profit number as well as reviewing the layout of our tax receipts. **Ongoing.** (Heather will add this to the bookkeeper's task list)

Laurie: will bring in a list showing what our test day fees are and what we are charging per tests to see where we are and whether an increase would be needed.

President's Report:

PA training details update: Training happened on Saturday in conjunction with Winchester. Charged \$10 per skater and our cost was \$68 coach fees, \$90 for PA fees which covered the catering. \$168 cost to the club and well worth it.

Update from the bookkeeper: Heather presents Financial Summary from the bookkeeper (addendum attached). Budget can now be based on the numbers presented from last year as they're very similar results. **Action:** Lauriel and Laurie volunteer to take on filling in the budget for this year and presenting at next meeting. Sponsorships should now be shown as a non-fee based income column in order to separate this from the overall club financials.

Club apparel: we require a 2014-2015 parent to volunteer to co-ordinate an order. If there is an interest from the membership we will ask them if they are interested in taking this task as the current board members are handling many jobs at the moment. Our official apparel provider is Peak Sportswear and Heather will contact her to let her know that if any orders are requested we will be advised.

Stephen presents some design choices for apparel featuring the new logo from the graphic designer, Rob Young. Board choices will be presented to coaches. Our existing back design on jackets will be updated with the new font and the new logo will be on the front lapel, with white leaf. New logo and red leaf will be reserved for letterhead, website and other media.

VP Report

Handbook is 98% complete. Need all board members and coaches to read the final edit one more time. Will be sent out this week with minutes and an email vote will be conducted for final approval.

Coaches contracts will be signed before they step onto the ice in October.

Secretary's Report/Website:

Online Registration went well. Registered 79 skaters ahead of our registration day tomorrow. Updates have been made to our website regarding our new program descriptions, Forms, Calendar, Schedule, etc.

Test Chair:

We're already charging more than other clubs are charging. Our fee is \$25. Others are \$15 but they charge their hospitality fee above that which comes to the same thing. Laurie has responded to the other clubs who had previously contacted us and explained what we do.

As Acting-Registrar: email load was very high. All but the last 2 online registrations have been entered into the spreadsheet. Tanya will now take over the account once we've collected all the new registrations tomorrow. Action: Chantal and Tanya will meet to enter the new data into the master list and upload to Google Drive for sharing with the appropriate coaches and board members.

Laurie did notice that some skaters chose both off-ice sessions. We have not restricted this but this will be allowed as long as our numbers allow it.

Communications:

Regarding the effectiveness of this this year's promotional efforts:

Our sign designs are not as visible as other clubs. Suggestion to re-design with the new logo for Spring skate program promotion roll-out. We can re-use our existing boards and print the back side with the new design to cut cost or just add-on our new logo to the top, etc...

We've done more online advertising to good results.

We may consider going to fully online registration in the future and eliminating the in-person reg.

Budget for promotions/communications: Last year's was \$800 and we went over by \$92. We have 19 signs currently. Stephen will cost out what we will need to budget for renewing the signs.

Stephen is **actioned** to contact Rob regarding further changes to the logo.

Gala Report

Date is still awaiting confirmation. Heather has put in a request for a date change to Saturday, March 7. We are going ahead with the Circus theme: Under the Big Top! We will incorporate this theme on our holiday float.

By beginning of December, the Intro groups should be decided and confirmed for attendance. Intro skaters will not be allowed to perform a solo. STARSkaters can present a solo or request to do a partner program in lieu of a solo. These skaters would also be allowed to participate in the club group dance presentation, as well. We have to ensure that the skaters are approached in a manner in which they will understand their choices.

Jeff and his partner will be invited to be our guest skaters. This may reduce the amount of guest skaters we can have.

We want to keep the popcorn as it was a good fundraiser and flowers with possibly adding cotton-candy to compliment our circus theme and possibly balloon bouquets. Coaches would like to have a dress rehearsal. Not sure if time/ice would allow and this and it could be done during the 10 minute play time. If performance time becomes heavy, we may have to go down to only one coaches' solo and then reduce our associate skaters.

Adjournement.

Moved by Heather. Seconded by Chantal. Meeting adjourned at 9:33pm.

Next Meetings:

Our next planned meeting is Oct 6, 2014. Future meetings: Nov 10, Dec 8, Jan 12, Feb 9, March 9, April 13.

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