

Board Member Meeting

MINUTES

JUNE 14, 2017

6H30

KRISTIN'S HOUSE

MEETING CALLED BY	Alison Roark
TYPE OF MEETING	PCC Board Member Organization
ATTENDEES	N. Plante, A. Roark, K. Parker, T.J. Cofield, M. Sharkey, J. Van Hoy, M. Hadley, K. Sharpe, B. Champion-Wescott, R. Ewing and M. Plante

Agenda topics

OPEN ACTIONS REVIEW FROM LAST MEETING

ALISON

CONCLUSIONS
<p>Website – Ideas and Wish List</p> <ul style="list-style-type: none">○ Easier to navigate – more visual and intuitive○ Regroup topics by block (donation, adopt a rock, etc.,)○ Display future events○ Repository for documents○ 3rd Party testimonials (from open-houses and corporate events)○ Picture at the top of web page more attractive and more about what is curling○ Contact us very visible – easier for first time visitor to ask contact us for questions○ More compatible with mobile phone, limit the scroll down, right and left with multiple clicks○ Make Corporate Event at the top (visible) as a good opportunity for team building activity○ Curling 101 to give an idea of what is the game○ Countdown to the next open-house and to the Olympics○ Sign-up section for the newsletter <p>Possible Events:</p> <p>Media Night:</p> <ul style="list-style-type: none">○ A curling event between the local media people (TV and radio)○ It would be free for them if they bring the cameras and to cover the event.○ It would be a good promotion for PCC and the Pavilion. <p>Hockey Challenge:</p> <ul style="list-style-type: none">○ A curling event between the hockey teams or team members (kind of corporate event)○ Do a curling challenge between periods of a Swamp Rabbit hockey Club game (who get a rock closest to the button) to stimulate the interest. We could involve the mascot, either to hold the broom or to sweep etc., <p>Corporate Event</p> <ul style="list-style-type: none">○ Michelin event – waiting to confirm which Thursday of October are available.○ ACTION: Alison to confirm with Ted and to prepare a quote for Michel.○ Southern Tides are now looking at doing a full corporate event. To be confirmed. <p>Social Events</p> <ul style="list-style-type: none">○ Baseball outing: ACTION: Mark to send a reminder and paypal needs to be set-up.○ End of summer pool Party – Kristen and Mark. ACTION: Check with Kay for her sub-division pool○ Peachtree Friendly to be organized in the fall. <p>Dedicated Ice Update:</p> <ul style="list-style-type: none">○ A member offered a donation of 1/4M if the members raise 100K internally (includes anybody who curled with us before) before the end of the year. Any additional donation would be matched up to a

maximum of 250M.

- Committee created: Alison, Keith, Ryan, Robert, Matt and Mark
- Launch of a full fledge fundraising activity in July.
- Checks to avoid the 2.2% Paypal charges.
- Last year budget and business model is still applicable.
- Alison found a building to rent for about \$56K a year that would work – Matt to see if he can have some of the fees weaved.
- Receipt of donation for income tax.
- **ACTION:** Prepare a proposal for the board to be approved at the next meeting.
- **ACTION:** Alison to find out what will happen if at the end of the year we do not have the \$100K, will the offer still stand and the deadline extended.
- It needs to be clear to the members before they donate what will happen to the money if we do not get the \$100K (returned to the donors or kept by the club).

In Addition:

- **All American Women Association** - \$7.00 per person. **ACTION:** Alison Alison to register PCC so that we can benefit from it.
- **GNCC Representative** – Alan Shaw was proposed by Keith and seconded by Jillene.
- **Business of Curling Seminar** – was approved with a budget of \$500.
- **Pins** – we need to shop around for quote.
- **Flyers for Corporate Event** – to be reviewed in Trello

ACTION:

- **All board members** – join Trello board and update as per the tasks are done. Review and provide feedback on the Corporate Event Flyer and the Donation card.
- **Keith** - transfer the account signature from Ryan to Alison.

NEXT MEETING	Julye 19th at 6h30 pm - To be confirmed
SPECIAL TOPICS TO DISCUSS FOR NEXT BOARD MEETING	Updates on all the new items.