

## Palmetto Curling Club Minutes- August 9, 2017

Attendees: A. Roark, R. Smith, M. Sharkey, J. Van Hoy, M. Hadley, B. Champion-Wescott, K. Parker, K. Sharpe

### AGENDA TOPICS:

- Open Houses (Advertising)
  - o Fliers up at Pavilion
  - o Nigel & Price/ESPN Upstate (\$10/30 sec weekend spot)
  - o Jamie Sinclair- video clip promoting (15 seconds)
    - Put on Facebook
  - o Facebook- event page- have members share
  - o Fliers- print at home and post around town
  - o Magnet giveaway
    - \$150 for 1,000
- Business Symposium (Alison & Jillene)
  - o Open house ideas
  - o Importance of tracking volunteerism
  - o Spring league ideas/structure
  - o Press list- press releases about open houses
  - o Welcome kits for new members
    - Info about club, membership etc.
  - o Business plan info (dedicated ice)
- Tracking Volunteerism
  - o Track it Forward- 25 volunteers free, \$144/year (Board voted no)
  - o Ryan will find new platform (free)
  - o Send email to club with upcoming volunteer opportunities
- World Curling Federation (2/20/18?)
  - o Bring Olympian to open house
  - o Will pay PCC \$700
  - o Will give us floor curling set
  - o School visits, club visit
  - o Fundraiser?
    - Curling
    - Dinner
    - Wine & cheese
- Poster/Banner (Ryan)
  - o To hang at Pavilion while we're curling with info about PCC
  - o Cost? Board is willing to spend \$100
- Sub Fees
  - o \$30 for non-league members
- Fundraising
  - o Thrinacia

- Presentation for League Kickoff (Alison)
- Pre-donations going into league kickoff
  - Board members
    - Send Alison an amt
- Sponsorship Chair
  - Someone to take the lead/talk to corporate sponsors
  - Contact list- who to go to about sponsor opportunities
- Instructor Courses
  - Should club pay?
    - Board voted Yes- for course only, no additional costs. All follow up has to be done with PCC
    - Email to go out with course dates
- Spring league format etc
  - TBD next meeting
- Jerseys
  - \$200 design + additional cost for each style
  - Bulk order?
  - TBD next meeting

NEXT MEETING: 9/6/17 at Alison's house- 6:30 p.m.