



Executive Meeting Minutes

Date of Meeting:	May 6, 2018	Time of Meeting:	10:00 AM – 12:00 PM
Location of Meeting:	Ron Ebbeson Arena	Snack Responsibility:	Sandy Bartley
Invited Executive:	Sandy Bartley, Jacki Martel, Andrea Bianchini, Sarah Nunn, Jeanine Schill, Cathy Mess, Lynnell Moss, Kaylee Marcoux, Janine Hauk, Kelly Kirby, Debra Dolhun, Chalsie Doiron, Tara Vatcher, and Toni Doel		
Coaches Rep:		Director of Skating:	Lynnell Moss
Administrator:	Janine Hauk	Regrets:	Janine Hauk, Chalsie Doiron, Jacki Martel
Absent:			

Meeting called to order at 10:06 AM	
AGENDA ITEM	ACTION REQUIRED
1. Welcome & Introductions	
2. Kudos & Congratulations Welcome New Board Member, Toni Doel. Happy Birthday to Janine on May 27 th !	Sandy will give Toni a confidentiality agreement to sign.
3. Approval of agenda Motion to approve agenda by Cathy seconded by Sarah, all in favor, motion passed.	
4. Review & Approval of Previous Minutes Motion to approve March Meeting Minutes by Andrea Seconded by Deb, all in favor, motion approved.	Board members were asked to reply via email once they read the meeting minutes each month.
5. Email Motions Sandy made a motion to upgrade the email platform through our current provider GoDaddy at a total cost of \$938.17 USD. This amount covers all fees and charges for a period of 3 years. We will not have any additional charges for club email accounts during this time. This email motion passed; motioned by Deb, seconded by Chalsie, 5 yes votes and 3 no response.	A password reset may be required for each of the following email accounts: <ul style="list-style-type: none"> - President - Vice-President - Events and Media - Director of Skating - Administration
ACTION ITEMS	
<u>Completed</u>	

- StarSkate Prep Showcase completed in March. It was very successful and we had great feedback from parents and skaters.
- Jeanine spoke to Eastside to see how our club products are doing.
- Kelly sent out an email to confirm PA commitments to the Spring Session.
- Jeanine will forward the accounting process document to Janine and Cathy and file in Dropbox.
- Flexafit bottle drive has been completed.

Outstanding

- Kaylee will put a photo of Tanisha's award on the website. Kaylee is waiting for pictures.
- Lynnell/Sandy will update the ASC website with Skate Canada and ASC Policies.
- Lynnell will talk to Janine about how to make review/acceptance of key guidelines a mandatory part of registration (once per year).
- Sandy will email the Letter of Intent Template to Lynnell for revision.
- Jeanine will email proposed Bylaw changes to the Board for review.
- Jeanine will follow up with Board Members on upcoming deadlines/brainstorming project.
- Janine will summarize plan for expired account credits as per the ASC Policy.
- Lynnell will review Core Values/Vision/Mission/Goals and make recommendations to the Board for any changes or updates.

6. Priority Agenda Items:

6.1. Financials/Budget (Cathy, Sandy)

2017 Financials are with the accountant. Although the club doesn't charge GST, we do pay it for certain products and services. We need to check with accountant on the possibility of claiming back some of the GST paid by the club each year.

Cathy will contact the accountant regarding the possibility of claiming GST that we pay for ice fees.

6.2. Financial Process (Sandy/Jeanine)

No Update

6.3. Contract Committee (Sandy)

The committee has received letters of intent. The committee will meet on Tuesday May 8th and again with coaches on May 12th.

6.4. Social Media/Website/Online Content Management (Sandy)

Chalsie is going to be taking over. Sandy and Chalsie need to get together for training. The club has great momentum on Instagram. Sandy suggested the following for social meeting strategies going forward:

Sandy and Chalsie will set a date to get together to go over social media resources and passwords.

- a. Keep the great momentum for Instagram
- b. Increase club branding with # Hashtags

6.5. Skater Retention Strategies (Deb)

A discussion took place about possible reasons why skaters leave the club, opportunities for the club, and what retention strategies we could consider to help retain skaters.

Kaylee will survey skaters during off ice (yoga) to find out the reasons why they skate with Airdrie Skating Club.

Strategies for retention include:

1. Sharing positive information about the club on social media and website including:
 - a. Skate Canada Certified
 - b. Qualified coaches
 - c. Options for all levels of skaters from recreational to competitive.

- d. Programs options compliment other skating programs such as hockey, ringette, synchro, etc.
- 2. Gather more info about why skaters leave the club:
 - a. How many skaters move to other clubs or quit skating?
 - b. Exit interview or email asking skaters to provide info about why they are leaving.
- 3. Other ideas to improve skater retention:
 - a. Compare prices of ASC programs with other organization's similar program offerings.
 - b. Continue to develop a culture of caring by checking in with athletes on how they are doing throughout the time they skate with ASC.
 - c. Reminder to parents and skaters that formal meetings with coaches can be scheduled at any time to discuss direction and goals for individual athletes.

7. **President's Corner**

7.1. *Message from Past-President*

Sandy shared some words of wisdom from her time on the Board. Her message included being supportive of our coaches. As Board members, we need to set an example for other members by valuing the contribution coaches bring to the club and athletes.

7.2. *Bylaw Changes/AGM Review (Jeanine)*

Jeanine has been discussing bylaw changes with Kelly from Skate Canada. Three items came up during discussion that will need additional information before we can move forward with any proposed bylaw changes. These items are:

- 1. If we have a gaming license, paid staff (or contractors) may not be able to serve on the board as voting members.

Feedback provided by ALGC is as follows:

- a. Firstly, contractors ARE considered paid staff. They said at the end of the day we pay for their service.
- b. As long as the paid staff do not make up the main positions on the board (President, Vice President, Finance, fundraising, Secretary), then they are fine (these are the positions/information that goes on the casino application. I gave the example of PA chair and test chair – they were not concerned. We should add this to the job requirements for those roles.
- 2. If a club is registered with a society then bylaw changes cannot come into effect until they are voted on with the society.
- 3. Discuss financial standings of the club including:
 - a. Date of the fiscal year
 - b. Financials being provided at AGM

Sarah will follow up with ALGC regarding questions about paid staff. Feedback has distributed to the Board by email and added to meeting minutes for documentation purposes.

Jeanine will follow up on the question about society registration.

Cathy is working with the accountant on 2017 financials.

8. Vice Presidents Corner

Welcome to Toni Doel.

9. Admin Corner

9.1. *Canada Day Parade – July 1st, 2019*

- a. Volunteers needed
- b. Someone to take over organizing the Parade

9.2. *Volunteer/Fundraising Requirements for 2018/2019*

Sarah is currently reviewing fundraising requirements for 2018/2019.

9.3. *Fall Power Camp Fees for August/September*

The power camp schedule will increase from 4 days to 5 days per week this year with cost of sessions essentially staying the same with a small increase for CanPower of \$2.50 per session. A motion to approve new fees for 2018 was made by Cathy, seconded by Deb, all in favour, motion approved.

9.4. *Program Schedule for 2018/2019*

Lynnell is currently reviewing the program schedule for 2018/2019. She is reviewing an option to switch to a 28 week schedule and discussed some impacts of scheduling decisions.

9.5. *Winner of Home and Garden Contest*

Melissa Forsyth won \$300 to be used towards programming with ASC.

10. Director of Skating Corner

10.1. *Program Schedule for 2018/2019*

Revisions are in progress. Information has been sent to the city for approval.

10.2. *Airdrie Home and Garden Show*

It was a good experience. We learned that location of the table is important. The hallway locations get lots of traffic while people are walking past. It would be great to have more colorful photos and videos about what we do. Lynnell suggested that the club consider purchasing a TV and have it mounted over the ASC office at Genesis place showing video clips of our skaters on a continuous feed as advertisement.

10.3. *Ice Users Meeting*

Scheduled June 13th, 2018.

10.4. *Staff Planning*

No response to advertisements for coaches. We lost 2 coaches this year. Lynnell will start soliciting with other coaches.

10.5. *FlexaFit Program - Dryland Training*

Scheduled May 18th – 20th

There currently 6 skaters registered. The course information has been distributed to other clubs and coaches. Lynnell advised that some coaches may be attending without skaters.

Sarah will take over organizing the Canada Day Parade.

Sarah will provide information to Janine.

Lynnell will give fee schedule to Janine so sessions can be opened for registration.

Lynnell will provide information to Janine.

Jeanine asked that the dates and info for this item be added to the timeline spreadsheet.

Lynnell will look into cost of equipment and requirements for City approval to mount TV streaming videos outside office.

Coaches' Corner

10.6. *Gala/Coaches Photos*

Photos will be on May 17th at Ron Ebbesen Arena. The photographer will be Bernie. An email will be sent to skaters with makeup and hair info and photo times for each group.

Kaylee will send out info to Gala participants.

10.7. *Gala 2018 - Update*

Date: June 2nd, 2018

Theme: Heros and Villains

Coaches: Kaylee/Chalsie

Fee: \$150.00

Cathy will find a brokerage company.

Janine will locate CRA business number if required for brokerage.

Costumes:

Costumes are currently at the US Border. We need a brokerage company.

Gala Decorations needed:

Chalsie's mother is looking into prices for fabric/black material to cover the boards around the perimeter of the arena. (Chalsie)

Sarah proposed that we purchase new frames for curtains which can be used for Gala and also for competitions.

Lynnell will look into options/prices for the metal frames for curtains.

Decorations need to be made for Gala. Kaylee wants to make a city skyline along the black curtains with stars, super hero logos, and expressions. We will invite Gala parents and skaters to an arts and crafts day to work on Gala decorations at Sarah's house. Date of event is May 20th from 2-6PM. We will order pizza for participants.

Andrea will draft an email invitation to be sent to Gala parents and skaters inviting them to help with Gala decorations.

WestJet Ticket Fundraiser (GALA)

Tickets are mostly sold. Deb asked that anyone who has extra tickets let her know as there is currently a list of people who would like to purchase tickets.

A winner will be drawn after Gala on June 2nd

11. **Financial Corner**

11.1. *Financials*

Under Priority Items

12. **Program Assistant Corner**

Kelly has confirmed 7 PAs for Spring Session. We have four PAs for each date.

13. **Test Chair Corner**

No Updates

14. Fundraising & Volunteer Corner

14.1. Order of Agenda Items

Sarah advised that her corner has been last on the agenda for quite some time. By the time we get to the end of agenda we are pressed for time and she finds that she doesn't always have enough time to discuss important items for fundraising.

Andrea will revise the order of the agenda to give Board members who have been at the end of the agenda for a long time an opportunity to discuss their items at the beginning of the meeting.

14.2. Bingo Fundraiser

Sarah is waiting to hear back about the level of commitment required to host bingos each year. She will also find out if we can piggyback on another organizations bingos.

14.3. Alberta Winter Games 2020

Sarah agreed to be the club representative for Alberta Winter Games.

14.4. Championship Competition – March 2019

We will be hosting the Championship Competition in March. This year it will be run a bit differently than in past years. ASC will provide volunteers but will not be responsible for organizing and planning the event. Detailed information will be provided as we get closer to hosting the event.

14.5. Opportunities for Fundraising in 2018/2019

1. Raffle Table at Competition
2. Pub Day
3. 50/50 Draw
4. Curling Club Tournament
5. Bacon Sales (or other items/coupon booklets)
6. Wine Survivor. (We can sell tickets on uplifter).
7. Plainsman mini golf

14.6. Parades and Events 2017/2018

We are registered for the Canada Day Parade.

Theme: Celebrating All That is Canada

No candy or treats can be thrown from floats this year. Jeanine suggested walking behind the crowds away from floats to hand out freezies.

Lynnell/Jeanine will find out if freezies can be passed out behind the crowds away from the busy parade area.

There are Red/White Pompoms at Plainsman arena that can be used for the parade.

In Camera: None

Meeting Adjourned: 1:03PM. Motion to approve by Andrea, Seconded by Cathy, all in favor, motion passed.

PLANNED FUTURE MEETING DATES

Monthly Board Meeting attendance is mandatory but Planning meetings are not

Meeting Type	Date and Time	Location	Snack Responsibility
Monthly Board Meeting	June 10 th , 10:00 AM	REA Boardroom	Debra Dolhun
Monthly Board Meeting	July 8 th , 6:00 PM	TBA	Chalsie Doiron
Monthly Board Meeting	August 12 th 6:00 PM	TBA	Lynnell Moss
Monthly Board Meeting	September 10:00 AM	TBA	Jeanine Schill
Monthly Board Meeting	October 6:00 PM	TBA	Janine Hauk
Monthly Board Meeting	November 10:00 AM	TBA	Toni Doel
Monthly Board Meeting	December 6:00 PM	TBA	Andrea Bianchini
Monthly Board Meeting	January 10:00 AM	TBA	Kelly Kirby
Monthly Board Meeting	February 6:00 PM	TBA	Cathy Mess
Monthly Board Meeting	March 10:00 AM	TBA	Kaylee Marcoux
Annual General Meeting	April 6:00 PM	TBA	AGM Dinner