

# PEACE ARCH CURLING CLUB BOARD OF DIRECTORS MINUTES

**LOCATION:** House of Warren Ennis

**DATE:** Jan 8, 2023

## 1. Call to order

The meeting was called at 10:42 am

The following Board Members were present: Christine Makasoff, Blaine Makasoff, Rod Friesen, Mark Thorvaldson, Warren Ennis,

Also present for part of the meeting was PACC Manager: Gary MacKinnon

## 2. Agenda

**Moved/Seconded (Mark/Blaine)** and carried that the Agenda for this meeting be moved and carried as published

## 3. Approval of Minutes

**Moved and Seconded (Christine/Rod) and carried** that the minutes of the regular Board Meeting held on Sunday, Nov. 20, 2022 be approved as published.

## 4. Business Arising from previous minutes

There was much discussion around the social membership. Mark had constructive conversations with other curling clubs. Vancouver, Cloverdale and Delta Thistle have a primary liquor licence where anybody can come in. In the end it was decided at this time we would remain with the concept of a social membership and PACC would continue with our existing liquor licence.

The social membership for PACC would be structured as follows:

- A fee of \$20 which must be renewed yearly
- If it is a party (more than one person) then only one person requires the social membership and the others have to sign

their name and contact number  
-they do not have voting rights  
-it does not make them eligible for rental discounts (which club members receive)

At this time it was decided to table the concept of the primary licence for future discussion should the need arise.  
All Board members were in favour.

## **5. Manager's Report**

Since the last Board Meeting there have been 2-3 plant failures. Hence, the previous estimate of \$22,00 for ongoing maintenance is probably going to be exceeded.

The ice scraper also needs two new blades, (which have been ordered and are on their way) at a cost of approximately \$2,000 each.

Gary and Blaine took the \$40,000 government grant money and put in to a GIC at a return of 3.75% with a 30 lock in period.  
With another \$100,000 of club revenues they put \$75,000 in a GIC with a return of 5.25% and it is locked in for one year.  
Another \$25,000 of club revenue is available for operating expenses.

It was discussed there is approximately \$81,000 remaining on the club loan of which the principal is being paid off at approximately \$19,000 per year. Hence, this loan should be gone in approximately four years.

There was general discussion about the complete upgrade required to replace the aging and frequently failing infrastructure of the curling club and the need for government grants. Blaine is going to contact Accent Refrigeration to get an estimate of the cost of the necessary upgrade.

Gary will check with the Richmond Curling Club which recently went through a similar process.

Gary also attended a meeting held with all Tenants of the Building and the City of White Rock. The intent of the meeting was to assess how all the space of the building was being used.

There was discussion of Registration for the second half of the season. Four new teams have been added to the Sunday Afternoon Open League and the Stick Leagues are all full. Also the school programs are full. The next Learn to Curl session currently has 24 people enrolled.

On Feb 4 there will be an Intermediate Clinic run by Ross, Doug and Ed.

## **5: COMMITTEE REPORTS:**

**Treasurer:** See manager's report

**Leagues:** Nothing new to report

**Membership:** Nothing new to report

**Junior/Novice:** Marketing committee will meet in the near future to set up a plan to establish a Junior Program for the Fall

**Facilities:** As mentioned above there have been 2-3 plant failures since the last Board meeting.

**Events:** Nothing new to report

**Miscellaneous:** Nothing to report

**Marketing:** Mark has submitted a Letter of Intent to the Peace Arch Hospital Foundation for a \$5000 Community Health Grant.

The proposal focuses on hiring a student from the Kwantlen Marketing program to develop an online presence to increase membership. One of the goals of the marketing program will be to expand diversity within our club. This worked well for the Cloverdale Curling Club and their Junior Program. Suggestions for possible names for the outreach strategy include: Introduction to Curling and Curling Bootcamp.

All members of the Board agreed on the points mentioned below, although a formal motion was not put forward:

1. PACC and it's Membership and Marketing Committee initiate discussions with Kwantlen Polytechnical on the possibility of hiring a co-op student during the summer/fall of 2023 to assist the manager with promoting various Leagues.
2. PACC continue to search and apply for funding to offset half of the costs associated with a cost-shared part time position to assist the Manager in developing PACC's on-line presence.
3. PACC make an allowance in the 2023-24 Budget for Marketing and promotion in support of expanding Leagues and membership in the forthcoming season.

**Next meeting:** Feb 5, 2023 at 10:00am in the PACC Lounge

**Adjournment:** There being no further business the meeting was adjourned at 1:00 pm