

# PEACE ARCH CURLING CLUB

## MINUTES OF BOARD OF DIRECTORS MEETING

**Held at Peace Arch Curling Club on  
Monday, June 12, 2023**

### **1. Call to Order**

The meeting was called to order at 7:04 p.m.

The following Board members were present:

Christine Makasoff, Blaine Makasoff, Dale Bradford, Mark Thorvaldson, Greg Christofferson, Warren Ennis, Rod Friesen

Also present:

Gary MacKinnon, Manager

### **2. Agenda**

**Moved/Seconded (Blaine/Rod) and Carried** that the Agenda for this meeting be approved as published.

### **3. Approval of Minutes**

**Moved/Seconded (Blaine/Warren) and Carried** that the Minutes of the Board Meeting held on May 15, 2023 be approved as published.

### **4. Business arising from previous meeting**

#### a) Status of Management/Ice Technician Contract with Optimal Ice

Christine reported that she and Ross Scott have reached agreement on most issues of concern noted in the original draft Agreement prepared by Ross. The Contract period is to run from August 1, 2023 to April 30, 2024 (9 months) with Optimal Ice to be paid \$5,800 semi-monthly commencing on August 15/23 for a total Contract remuneration of \$104,400.

The Contract will also provide that Optimal Ice can bill PACC up to an additional \$3,600 for any management related services it is requested to provide during the three month period from May 1, 2024 to July 31, 2024 at a rate of \$45 per hour.

All reference to restrictions/limits on Ross Scott working at or for any School Board/District shall be removed from the Contract and Optimal Ice may provide management and/or ice

making/maintenance services to other curling clubs provided those contracts don't interfere with the contractual obligations of Optimal Ice to PACC.

## **5. President's Report**

See above under "Business arising from previous meeting".

As regards the Club's need for a Treasurer, Christine has contacted Saklas & Co. for advice on whether we need a Certified Public Accountant or merely a qualified/experienced bookkeeper to assist us with our financial record keeping, etc. She is waiting to hear back from them.

Christine attended the Business of Curling seminar at Chilliwack and said there were lots of good ideas which came out of the presentations and discussions.

One of the ideas she liked was dividing our full season leagues into 2 sessions, much as the Senators do already. This might encourage more registrations among curlers who otherwise might not because they plan to travel or be away for much of the Fall or Winter months. By splitting up the season it might also encourage more people to register as spares for the part of the year when they plan to be away. Splitting the season into 2 parts might also encourage "newbies" to register for regular leagues during the Winter session after completing a learn to curl program during the Fall.

Another benefit to the members is by splitting up the season it allows them to only pay one half of their total annual fees at the beginning of each session rather than all up front at the beginning of the curling season.

Another idea Christine noted was there needs to be targeted marketing rather than a shotgun approach for prospective members. However, we should still be inclusive in our marketing.

The question for the Board is "how should we implement the change to a split season with separate registrations for each part?" After discussion it was:

**Moved and seconded (Christine/Greg) that we make the Sunday Afternoon Open League a 3 month session during each of the Fall and Winter seasons. MOTION CARRIED**

If this change to a split season is successful and results in increased registrations for that league then we may consider changing more of our leagues to the same format in future.

## **6. Manager's Report**

Gary circulated a draft Events Calendar for the 2023/24 season.

The 1<sup>st</sup> item of discussion on the calendar was Saturday, September 9 Info/Registration Day at the Club. After discussion it was agreed that a Marketing subcommittee should be formed to take this event on as a project to promote the Club.

The 2<sup>nd</sup> event under discussion was the Grey Cup Party scheduled for Sunday, November 19. The feeling was the event wasn't well attended last year (35 people present). It was decided to leave the event in the Calendar for now and we'll revisit it in the Fall.

The 3<sup>rd</sup> event of question was the 3<sup>rd</sup> Annual Wine Tasting set for February 9. Again, it was decided to leave it in the Calendar for now and revisit it later in the year.

**Action item: Gary and Blaine will explore the idea of a beer tasting event which could possibly be tied in with the Grey Cup Party.**

After discussion it was agreed by the Board to keep the Club open on Family Day, Monday, February 19, 2024.

Gary distributed a draft Profit & Loss Statement as at April 30, 2023 using our accounting software (QuickBooks). He noted there is \$3,000 in uncollected advertising fees and \$0.00 from the provincial Gaming Grant as the application deadline was missed last year (an application was submitted on time for this coming fiscal year).

Gary noted there were a good number of registrants for the learn to play pickleball sessions (total fees of \$5,118.37) but very few users of our facility to play pickleball during the summer. He also noted the Club's share of common area costs for the Centre for Active Living were up 29.6% (\$39,140.96 vs. \$30,200) from the prior fiscal year.

As of May 15/2023 there was \$62,321 in our Operating account, \$21,682.21 in our Gaming account and \$75,000 in a GIC @ 5.2% which matures on Jan. 27, 2024.

Gary advised that he has completed the bar inventory which showed \$1,000+ of liquor in stock. In terms of revenue for this summer Gary confirmed the Pride event on July 29 and the YMCA rental of the pro shop area from June 28 thru to August 30.

Gary also advised that we will need a contact person(s) for YMCA during the summer in case of an emergency. Accordingly the Board agreed to the following schedule for emergency contacts by YMCA:

**June 28 – July 4 Warren**

**July 5 – July 12 Rod**

**July 13 – July 20 Greg**

**July 21 – July 28 Dale**

Gary advised that we should meet with YMCA on June 29 to show them around the facility.

**Action item: Mark agreed to meet the Gay Pride representative on June 19 to show her the facility so they can plan for their event on July 29.**

Gary noted Candlelight Cuisine will be closed from July 1 – August 22.

**Action item: the GST and Employee Remittances will have to be filed for July and August. Christine agreed to attend to these items.**

## **7. Committee Reports**

### **a) Finance**

(see above under Manager's Report)

**b) Leagues (Blaine)**

Blaine noted that any curler aged 60 years or older is eligible to play in the PCMCA upon payment of a \$5 membership fee. After discussion it was:

**Moved and seconded (Blaine/Warren) that: "All persons registering for PACC Tuesday and Thursday Men`s leagues aged 60 years and older shall be charged an additional \$5 to pay for their membership fees in the Pacific Coast Masters Curling Association ("PCMCA"). CARRIED**

**c) Facilities (Rod)**

Nothing new to report

**d) Events (Christine)**

Nothing new to report

**e) Capital Fundraising (Christine)**

Nothing new to report.

**f) Membership/Marketing (Warren/Mark)**

Mark reported a few highlights from the Business of Curling seminar which he recently attended. One of his takeaways was that PACC`s curling fees are too low and we give too many discounts.

The Marketing committee will again be hosting a kiosk at the White Rock Farmers Market and will need a cheque for the registration fee.

Sara and Susan Loken were great ambassadors for PACC`s school visitation program. Mark proposes to send a letter of thanks, including pictures, to all of the teachers who brought their students to our Club this past winter.

**g) Junior & Novice (Greg)**

Nothing new to report.

**h) Nominations (Blaine)**

A poll of the directors was made to confirm who intend to stand for reelection to the Board at our AGM in October. The following confirmed they will stand for reelection:

Rod Friesen  
Warren Ennis  
Greg Christofferson  
Mark Thorvaldson  
Christine Makasoff

Blaine Makasoff and Dale Bradford both indicated they would allow their names to stand if there are not enough other members of PACC volunteering for the Board in order to bring the number of directors up to the minimum 7 required by our Bylaws. Both would agree to stay on as directors-at-large.

The biggest area of concern is to find a Treasurer. Christine has attempted to discuss the Club's bookkeeping and accounting needs with MNP but hasn't made contact with them yet.

**i) Constitution & Bylaws (Dale)**

Nothing new to report.

**8. New Business**

There was some discussion of an informal brainstorming session on marketing and growth strategies for the Club with a possible date being on July 24 at Greg's home. A potluck was suggested. TBD

**9. Next Meeting**

Monday, July 31, 2023 at 7 pm. at Peace Arch Curling Club upper lounge

**10. Adjournment**

There being no further business, the meeting was adjourned at approximately 10:00 pm.