

PEACE ARCH CURLING CLUB

MINUTES OF BOARD OF DIRECTORS MEETING

**Held at Peace Arch Curling Club on
Monday, July 31, 2023**

1. Call to Order

The meeting was called to order at 7:02 p.m.

The following Board members were present:

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

Also present:

Ross Scott, Manager

2. Agenda

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

3. Approval of Minutes

Moved/Seconded (Warren/Blaine) and Carried that the Minutes of the Board Meeting held on June 12, 2023 be approved as published.

4. Business arising from previous meeting

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

The contract with Optimal Ice has been signed by Christine on behalf of PACC and by Ross Scott on behalf of Optimal Ice. Accordingly, we welcome Ross to our Board meeting as our new manager's representative.

Action item: A letter of thanks from the Club should be sent to our past Manager, Gary MacKinnon, and an announcement /introduction of our new manager should go out to the membership.

5. President's Report

See above item 4(a).

6. Manager`s Report

See Manager`s written report attached to these Minutes.

Ross would like to have the LTC clinics at start of the season rather than where they are currently scheduled.

He needs a list of who has keys and fobs for the building – please email Ross if you have any of these.

Ross donated 2 LTC sessions which were to be auctioned off at the Gay Pride event on July 31.

The Club will be getting new Point of Sale machines (wireless) as there were security issues with the old ones. The rental price for these new machines will be increasing to \$34.95 per month for each one.

Motion (Mark/Christine): That we go in-camera for a discussion of the Club`s lease and cost sharing arrangements with the City of White Rock. CARRIED

After reviewing Ross` draft schedule of league fees for 2023-2024 (which he prepared based on the prior year`s fees subject to comments/feedback by this year`s Board of Directors) the following motion was made:

Moved that PACC increase its league fees by 10% across the board except for the evening Open and Men`s leagues which shall remain at \$320 for the full season. CARRIED

With respect to miscellaneous **Financial** matters the following motions were duly made and carried:

Moved that Ross Scott be added and that Gary MacKinnon be removed as an authorized signatory on the PACC bank account(s) at The Bank of Nova Scotia. CARRIED

Moved that Blaine Makasoff and Dale Bradford be removed and Christine Makasoff and Warren Ennis be added as authorized signatories on the PACC bank account(s) at The Bank of Nova Scotia. CARRIED

Moved that the Club set up a new account at The Bank of Nova Scotia for the sole and exclusive purpose of depositing all current and any future funds allocated to our Capital Account. CARRIED

Moved that the Club increase its limit on its credit card to \$5,000 from the current \$1,000 and to permit Ross Scott to use this card in place of Gary MacKinnon, our former Manager. CARRIED

7. Committee Reports

a) Finance

(see above under Manager`s Report)

b) Leagues (Blaine)

Nothing new to report.

c) Facilities (Rod)

Rod reported that Kim Turnbull is scheduled to come to the rink tomorrow to start repairs on a number of headers which should be replaced/repaired.

d) Events (Christine)

Nothing new to report

e) Capital Fundraising (Christine)

Nothing new to report.

f) Membership/Marketing (Warren/Mark)

(See Mark's attached written report)

Mark reported that he has recruited the following new members for the Ad Hoc Marketing subcommittee: Martha McArthur, Ernie Price and Ed Holland. Members of the Membership & Marketing Committee are presently Warren Ennis (co-Chair), Mark Thorvaldson (co-Chair), Christine Makasoff (ex-Officio), Bill Jones, Lori Goulet, Ed Holland, Martha McArthur, Don J. Patterson, Ernie Price and Ross Scott.

As stated in Mark's written report, the Ad Hoc subcommittee was mandated to the end of October 2023 but Mark wishes to extend its mandate for an additional 3 months in order to deal with the ViaSport grant and reporting of how it was spent. Mark proposes that we make the subcommittee a Standing Committee so it will be permanent.

After a review of Mark's report it was **Moved and seconded (Mark/Christine) that the Marketing subcommittee's mandate be extended for an additional 3 months and that Board approves the expenditure of up to \$1,500 for printing costs of various promotional materials as set out in Mark's attached report using some of the funds received from ViaSport for this purpose.**

CARRIED

g) Junior & Novice (Greg)

Nothing new to report.

h) Nominations (Blaine)

Nothing new to report.

i) Constitution & Bylaws (Dale)

Nothing new to report.

8. New Business

- a) The new electronic sign at the entrance to Centennial Park off 16th Avenue is expected to be installed by September. We will need to decide on how we will use our space on that sign.
- b) See attached report on the Seniors' Expo held on June 17, 2023 from M. McArthur
- c) Re. fees for upcoming season, see above under Manager's Report
- d) Re. communication and transparency, see above Action item under Section 4. Business Arising from Previous Meeting

- e) Nothing to report on potential MNP corporate sponsorship but it was suggested that they could possibly form their own league given the size/number of employees in that firm.
- f) Re. resolutions changing signing officers, see above under Manager`s Report
- g) Re. the request by B. Coates to use our dry floor for pickleball next summer, it was agreed he could do so at a rate of \$175 per hour.

9. Next Meeting

After discussion it was determined that our next Board meeting shall be held on **Thursday, August 31, 2023 at 7 pm.** at Peace Arch Curling Club upper lounge.

10. Adjournment

There being no further business, the meeting was adjourned at 10:07 pm.

Optimal Ice - Managers Report for Peace Arch Curling Club

July 31, 2023

I have been putting in office hours just to speed up the transition process at no charge to PACC.

Met with Michelle to discuss GST fee payments and QB issues. I need to get CRA information so I can file online as well as bank permissions set up. Met with marketing committee to understand plans for season. If I have banking access I can work through them to fill reports.

Start-up date: I have reached out to Kim Turnball in regards to repairs and start up. I would like to turn plant on Sept 1 to allow for a week of practice, clinics, learn to curl events etc. prior to season kickoff Sept. 25.

Met with Gary once in the summer to get a start and am compiling a list of questions for him. Note he has not been paid for June.

Will set some meetings up in August with Gary for additional training on systems and procedures that PACC has established.

Jacob plans to work on the box to protect the Evaporator outside in August when I am here and he has full access.

Who has keys and fobs to the building so I can keep track of access- city might ask -Gary has turned in his keys and fob.

I donated to the Gay Pride auction 2 vouchers for free lessons for 4 people/2 hours. I will take care of the coaching aspect. Value \$800

During the Gay Pride set up had a strange encounter with a company that the city is using to create advertising sign in the common area. He was copying down our advertisers to offer them a package. I informed the City of this event. I expressed my displeasure at the attempt at "stealing" advertisers. He said he would contact the person and ask for the information to be removed.

New point of sale machines- Wireless- The old ones have security issues and have to be replaced. I have one to be set up and the other has to be ordered. I didn't have access to bar at the time to obtain codes. Price changes to 34.95 after 6 months

Suggest a Motion to go in-camera to discuss City of White Rock

RENTALS

July 19, 2023 Met will representatives from the City and Director of Family Practice (Fraser Health)

A plan for the use of the lounge and upstairs studio to create a more community hub in White Rock. Will be funded by the Ministry of Health. We would need to open up our operating agreement with the city which might be useful in getting more cost share for hydro. They need us to have a commitment to explore with them and then they would take the interested groups through. They are working on proposal and budget.

Positives:

- Guaranteed revenue 5-10yr lease
- Tenant improvements - new tables/chairs /might need access to dry floor (city programs)
- Make moveable wall solid - we will have more space to put plaques up permanently. Sound proof. But see negatives
- Increase visibility in community
- Promote our sport
- Help out Candlelight cuisine
- Hours 9-5 not nights
- Redesign bar to put solid cover over instead of gate style (ask for electric bar list)
- City might be more willing to support our capital infrastructure project.
- Reopen operating agreement for some changes

Negatives:

- removal of pool table/curling table/darts - possible unless they want to use it
- loss of access in day time
- lack of other rental opportunities
- parking loss
- loss of extra studio room for larger events (spiels) -reopen operating agreement (Might need to make movable wall solid)

Questions:

Recommendation: a motion put forward to explore the potential of a partnership with Wellness Hub project task force.

- **Rentals – Dry Floor:**
 - **White Rock Rotary Club** rental for their Book Sale to 4 days, starting Thursday, August 24th through Tues, August 29st. I'm including in the contract to allow us to have a table to talk to people about curling- marketing event- possible increase to fee from 333-350
 - **YMCA** move out end of August
 - **Gay Pride** event has viewed site and is excited to be here. They have requested presence at the event. I have volunteered.
 - **Gay Pride summary**-Event a success. No protestors just a local random guy barged in and he left. RCMP did a stop in and we told them about it. He is known to them. Friday was 9-5 and Saturday was 9-2 am. I stayed till the sound crew left with their gear so I could shut the back doors down. We need to add management services to the contract.
 - Wifi: used upstairs bar and changed password to something more convenient. A suggestion would be to explore a separate access for the point of sale machines so they are more secure
 - The city didn't tell the cleaners and concern was with some organizers. Explained the situation to both parties.

- **Rentals – Lounge:**
 - August 19 celebration of life -12-4 - full price
 - Inquiry from a L. McFarland for end of month rental for Life Force Canada. Conflict with Gay Pride events. Other information to be provided

CLUB ACTIVITIES

- **League Schedules**
 - A final decision is required regarding 2023-2024 league rates, Capital Improvement Fee and Membership Fees, in order that Curling IO be updated for Registration Day.
- **Pro Shop**
 - What do we want to stock this year?
- **Financial**
 - Need a motion passed to allow me to obtain signing authority for banking and to remove Gary from account. I can't even get into the bank system to check balance as two step verification is on and I can't reset it.
 - Need limit on PACC credit card increased to \$1000 and allow new manager to use it and old mgr removed as well as debit card. Who has the cards presently?
 - Received June/July rent from Candlelight Cuisine.
 - City of White Rock invoice for July - September common/Leased area costs- \$26 880 total. Invoice date July but we haven't even reached September yet. Are these costs including Hydro? No breakdown for our accounting.
 - Operating permit renewal with technical safety BC -\$270
 - Day Ladies have contributed \$1000 towards ice making equipment - Is the board willing to open another account- contingency or capital improvements fund?
 - GST has been submitted.

BUSINESS

- Registration Day plan - Curling I/O Live Before August 21 Other registration dates
- Bar questions -price increases: \$1-1.50 across board?
- 2023-2024 league fee proposed increases - small- identify member rates more clearly
- Advertiser rate sheet increases-proposal
- Met with Martha McArthur about Website and updates -
 - Permission to spend \$149 US with Hostgator to look at ways to freshen up our page. \$4100 for a complete revamp.
 - Permission to put Curl BC 50/50 link on website- benefit if someone from PACC wins we get the half.
 - Do we receive any funds from Curl Canada- we have their old logo? In past we did have- Currently? And/or grants?
 - There is confusion with Advertising \$ and single sponsor donations to spiels. It seems sponsors get same billing as year advertisers and it should be that way. We sell spots/packages and one time sponsors shouldn't have the same promotion.
 - Revamp web page to 6 larger buttons and TRY LEARN PLAY will be our slogan. It came up in a marketing meeting.
 - Do we want the donate button anymore- do we have to put more attention on rock handle sales/ capital improvement plan.

EMPLOYEES

Phone message from old bartender Eve stating that she wasn't paid a long time ago due to her not accepting e-transfers- said she is out \$1000 's. Not sure if we were paying by e-transfer back then.

I contacted Kent Bird and she was paid by cheque. Not sure what she is talking about and it was many years ago. Eve also contacted Della Bird, bar manager, and complained as well. Option to go back 7 years and have a look but not sure if necessary or best use of time at the moment.

FACILITY

- Capital Infrastructure Project

-Need to strike a sub-committee to focus just on this plan and grant application. We have a three year window to make this happen. New floor by start of 2024-2025 season. Upgrades to chiller and evaporator and physical plant the following year. Goal to not have any interruption to the curling season. A capital improvement account that funds can be secured in separate from operating might appeal to members- eg the day ladies request.

- Go Fund Me Account - linked to new account- country wide campaign-world campaign if we can get nick edin involved- \$1 per person=1 million people. We just have to get the word and clicks out via social media etc.
- Facebook/Twitter/Threads/Instagram - who manages our current accounts passwords etc. I would like to have a look and see if my staff can handle updating and pictures etc.
- Mice - we have some indication of mice in the wall next to floor heater unit on wall next to candlelight cuisine counter- insulation coming out and small fecal matter attached.
- Computer upgrades to newest outlook and Microsoft package is free for non-profits

For Discussion and Guidance, as appropriate:

Who is available to go to bank? ASAP
CRA password situation.

Ross Scott

Optimal Ice Curling Services Ltd.

Manager of Peace Arch Curling Club



Membership & Marketing Committee July 2023-24

1. PACC Board Update - ViaSport grant funding of \$ 5,000 expires in January 2024 at which time a final report will be provided
Ad Hoc Committee mandate only to October 2023. Request term be extended 3 months to allow for completion of ViaSport Grant reporting. Recommend: 1) extension be provided with, 2) consideration given to Standing Committee with amended terms of reference (subject to Board Review).

2. ViaSport Grant Province of BC Interim Report -An interim report on the RallyTogether 2023 Sports grant is attached with a request for approval of approximately \$ 1,500 in printing expenses. The anticipated printing/production budget relate to ongoing projects and are an outline only:
 - 'Our House is Your House'
4'x6' Coroplast sign (corrugated plastic back with a decal overlay) \$275
and/or 4'x6' vinyl banner \$265 each

 - 'Brochure - Curling Season in Here'
8.5" x 11" trifold brochure \$190 for 200 pieces

 - PACC Reply Card -
Double-sided rack 4" x 9" card \$150 for 200 pieces

 - 'BC Scotties Team Poster - Congratulations Sarah Loken'
4'x6' Poster Glossy stock \$240 (paid)

 - PACC Junior Program - Lawn Sign (C. Makasoff)
Juniors Program Lawn Sign Approx Cost = \$ 400

 - PACC Junior Program - 'You've Seen' Sign: (Or)
 - PACC - What's Next 8 ½" x 11" Handout

ViaSport grant Budget tabled (attached) shows \$ 5,800 unspent of which \$4,300 expires in January 2024. Proposals for \$ 1,500 in printing based on estimates

3. Sub-Committee Update - Membership & Marketing Sub-Committee meeting 10 July 2023

Highlights:

- a. New Manager - Ross Scott was introduced in first meeting
 - Wants to continue growth of Learn-to-Curl
 - Schedule of League offerings being worked on
 - Marketing sub-committee should be important sub-committee.

- b. Social Media & Website- Martha MacArthur -
 - Resignation and transition of new Manager not been announced creating confusion about PACC.
 - To get estimates of costs to revamp website.
 - Need to commit more resources and SubCommittee prepared to use ViaSport grant funds to help with
 - a) Website revamp,
 - b) Search Engine optimization
 - c) QR codes
 - d) graphic design

- c. 2023-24 Calendar and League timetables were a priority for new Manager and Board to complete to identify marketing targets.

- d. Registration Day 2023-24 to separate in person registration 9 September and hold an 'Open House' and instruction on 23 September.

4. Surrey Schools - Update

Sarah Loken photo/letter provided to half of South Surrey Zone 6 schools (10 schools) with thanks and invitations for 2023-24.

SSD#36 Business Development suggested PACC could apply for 'Verified' contractor status to ease communication with schools.

5. White Rock Farmer's Market (WRFM)

Managemymarket.com registration closed for season. PACC could receive priority for vacancies but \$ 55 registration payment has to be made first. Members have volunteered to assist with the booth.



Revenue	Final		Details
	Dollar Amount		
Sport Volunteer Grant			
Grant Amount Requested	\$	5,000.00	Minimum Rally Together Grant
Earned Revenue (ie. user fees etc.)			
Sponsorship/Donations (PACC)	\$	1,500.00	advertising
Other Grants (specify)			
Other (specify)			
Other (specify)			
Other (specify)			
Other (specify)			
Total Revenue	\$	6,500.00	

Expenditure Tracking

Expenditures	Final			Details
	Current	Plan	Available	
Printing - Posters & Brochures	\$ 333.00	\$ 750.00	\$ 417.00	Jr Boot Camp-check FS
Coach and Volunteer training	\$ 78.83	\$ 800.00	\$ 721.17	Sarah Loken Promo Lunch
Public wall advertising	\$ -	\$ 650.00	\$ 650.00	
School program promotion	\$ 203.84	\$ 150.00	-\$ 53.84	
Peace Arch News print advertisement	\$ -	\$ 500.00	\$ 500.00	
Part-time Marketing/Communications employee	\$ -	\$ 3,510.00	\$ 3,510.00	
Contingency		\$ 85.00	\$ 85.00	
Market Promotion		\$ 55.00	\$ 55.00	
			\$ -	Check financial statement
Subtotal:	\$ 615.67	\$ 6,500.00	\$ 5,884.33	
Cash Expenditures	\$ 615.67		-\$ 4,384.33	

Planned Expenditures - Budget Request July'23

1000

4'x6' Coroplast sign \$275 each (corrugated plastic back with a decal overlay)	275	Strong, rigid, good for indoor & outdoor but more challenging to maneuver because it's rigid.
4'x6' vinyl banner \$265 each	265	Easily transport, indoor/outdoor but needs to be tied down
8.5" x 11" trifold brochure \$190	200	200 pieces for WR Farmer's Market
4" x 9" double-sided rack card \$150	150	200 pieces could include detachable business reply card
WR Farmer's Market Registration Fee	55	Previous approval by PACC Board
Contingency	55	Toward printing expenses

Report to the Board

Seniors' Expo, hosted by Trevor Halstead, June 17, 2023 at Elks Hall



Eileen Ennis and myself attended the Seniors' Expo and manned a display table on behalf of Peace Arch Curling Club. Approximately 200 people attended over the time (9:00 am – noon). We were one of about 25 displays. Most were directed to an audience of seniors who were looking for assistance/care. Only PACC and Mann Park Lawn Bowling offered something for “active” seniors. Our door prize was a gift certificate for free learn to curl session.

We wore PACC long-sleeved shirts and the display included:

- PACC banner with old logo
- Broom, stick, and stabilizer
- Pair of curling shoes and a gripper
- 2022/2023 season brochures
- forms for people interested to fill in and “curling rock” to collect same
- table-top curling game

Our tabletop game attracted quite a bit of interest. One person who stopped to play said, “This is the most fun table.”

Eileen brought her stick and was able to explain to many who stopped by that there are options available for those with knee, hip, or back issues.

Although the timing of this event does not mesh with our season, we had 7 people leave their names to be followed up in September. Of particular interest was Gail Harmer who works with seniors on limited income. She brought up a good point that organizations such as ours should consider offering reduced membership fees to seniors who cannot afford to get out and participate in sports and socialize. This is worth discussion at the board level I believe.

Overall about 20 people stopped to talk, 5 or so played our game and about 10 took brochures. Although numbers were small, if we get a couple of members from the 7 who left their names, it was worthwhile.

Submitted,
Martha McArthur