

PEACE ARCH CURLING CLUB
MINUTES OF ANNUAL GENERAL
MEETING Sunday, October 27, 2024

1. Call to Order:

President Christine Makasoff, having confirmed a quorum was present (20 members constitutes a quorum – 25 members signed in), called the meeting to order at 3:14 p.m.

2. Agenda

Moved/Seconded (Mark Evans/Terry Peel) and carried that the order of business as published in the Notice of Annual General Meeting, be adopted as the agenda for the meeting.

3. Approval of Minutes

President, Christine Makasoff, noted there should be a change to the minutes under Part 5. President's Report: the amount of the grant from Via Sport BC should read "\$5,000", not "\$10,000".

Moved/Seconded (Terry Peel/Mark Evans) and carried that the Minutes of the Annual General Meeting held on October 29, 2023 be approved, as amended.

4. Awards

The manager, Ross Scott, presented Lori Goulet with an award for Volunteer of the Year.

5. Approval of Financial Statements

(Financial Statements for PACC as at April 30, 2024 are posted on the Peace Arch Curling Club's website.)

The President, Christine Makasoff, briefly reviewed the highlights of the Financial Statements, noting gross revenues of \$422,508, total expenses of \$420,482 and net income of \$2,026. She also noted the Club's net assets of \$323,102.

On a call for the Motion, it was Moved and Seconded (Judy Skinner/Don Moe) that the unaudited Financial Statements for the fiscal year ended April 30, 2024 prepared by Saklas & Co., Chartered Professional Accountants be accepted.

After discussion, the Motion was CARRIED by a show of hands.

6. President's Report (Christine Makasoff)

Christine reminded everyone that last year, PACC removed the requirement to purchase a membership in PACC. Instead, anyone who is registered in a league, is a member of PACC and has voting rights at the AGM. This was done, in part, to increase participation at the AGM and board level.

Christine thanked the new management company, Optimal Ice, and its proprietor, Ross Scott for a successful first year managing the club. Christine thanked Ross Scott and his company Optimal Ice for a great first year as manager. One of Ross's biggest successes has been increasing rental revenue. Optimal Ice was able to create substantially better ice for PACC last year which we all appreciate. Ross was also the lead person behind the fundraiser for Team Grandy in February. PACC members raised \$6,000 to support the Team at the Scotties.

Janice Scott and Martha MacArthur spent many hours developing a new website for PACC. That was a huge undertaking that is greatly appreciate. The result is a modern website for the club that is easier to navigate.

The junior program was revitalized last year. The Saturday time slot didn't really work for most kids so this year it will be changed to Wednesday afternoons. Thanks to Greg Christofferson, Lori Goulet, Mark Thorvaldson and many others for getting that program running again. This year, we are very fortunate to have Brad Burton, who is a former world-class coach, taking on the position of lead coach of the juniors. I'm not sure if the juniors will every know how lucky they are.

The Board adopted new spare rules last year that are now in the PACC Policy Manual. These new spare rules are a result of multiple meetings with the league representatives who were the ones that approved the new rules. There was a lengthy discussion among members about some leagues not following these new rules. Some members would like the Senators to be exempt from this new spare rule.

We continue to operate without a Treasurer which is a difficulty for PACC. Ross Savage stepped up last year to act as Treasurer however, he ended up moving mid-year and had to resign from the Board. Michelle MacKinnon spent numerous hours with Ross Scott again this year to prepare the year-end financials.

Unfortunately, Warren Ennis also had to step down from the Board during the year. Blaine Makasoff stepped in to increase the Board numbers for the remainder of the year.

PACC hired a company this year to put together two different large, grant applications. Unfortunately, we were not successful in our applications however, we have started the

process of identifying our needs, getting quotes, and analyzing the costs associated with running the club's facilities. We will continue this process and hopefully have success next year in our grant applications.

PACC was successful in receiving a larger gaming grant this year, in the amount of \$32,000, up from \$25,000 last year. PACC was also awarded a \$1,000 grant from the City of White Rock which the Board approved to be spent on advertising to increase membership at the Club.

One of the main concerns this year as President has been the escalating common area costs that are shared with the City of White Rock. In November and December 2022, the HVAC system for the building malfunctioned. That resulted in a huge additional cost in electrical usage which PACC had to pay a portion of. This event led to a discussion with the City about which costs should PACC be responsible for in regard to capital replacement and repair. The Board has had three meetings with the City this year concerning this issue. The City and PACC both agree that the Operational Agreement does not align with the Lease Agreement. (the Operational Agreement was written by the City). The goal over the next year will be rewriting the Operational Agreement however, before we do that, we need City Council to understand the financial difficulties that PACC faces and get their support and backing for a less onerous contribution toward the replacement and maintenance cost of the shared building? PACC's first step will be attending an upcoming City Council meeting to introduce the club, the history and its role in the community.

Finally, the Day Ladies League, which for years has hosted the By the Sea Bonspiel and other fundraising endeavors, will now be a standing committee on the Board. Mary Holmes, will sit on the Board as the chair of the Day Ladies standing committee.

7. Directors` Reports

A. Facilities (Rod Friesen)

The plant and facility have been running pretty well. The platform for the dehumidifier was lowered this year. The lowered platform provides better access to maintain the dehumidifier and will hopefully create better ice conditions. PACC has identified the compressor and condenser as needing replacement in the next few years.

B. Membership and Marketing (Mark Thorvaldson)

Mark reported that PACC sponsored/hired a Kwantlen University student, Dominik Goedl, in January. Dominik was able to set up an Instagram account, produce some Facebook templates and provide input into the new website. Overall, it was a good endeavor for the Club. PACC was represented at the WR Farmer's Market for several Sundays. The manager confirmed that many people who signed up for Learn-to-Curl, heard about it at the Farmer's Market.

The following reports were presented at the AGM:

- Membership & Marketing Committee Report - September 2023-24
- Sport Marketing Internship – Description of Main Activities
- Summary of ViaSport Grants

8. Manager's Report presented by Ross Scott of Optimal Ice

There was will some trepidation in incorporating, leaving a relatively stress-free teaching job and taking on this new position, but I and my team felt the support of Peace Arch Curlers everyday, and I am grateful for that.

The year was successful with the expansion of several areas.

Leagues

Our volunteer team was highly successful with the creation of a new league on Sunday that was built from our Learn to Curl Program. We had a second group in January, and some have come back for another round. The challenge is to place the second group in a league as the season ends so quickly.

School Program

We had 658 student visits between High School program in the morning and elementary schools during the Tuesdays. That equated to over 210 volunteer hours. Ed Holland was able to have 2 High School teams from EMS participate in the zone playdowns. Lost in the final. We are looking at Semi and Elgin to try and get a local High School league started.

Website

With the support of Martha McArthur, Janice Scott and out KPU student Domink the Try Learn Play was adapted from Curl BC and we made it our own. Our model has been copied by other clubs. We have moved into Instagram to try and reach out to different groups. It would be my recommendation for a full-time volunteer who understands the social media world to take this on for the club.

We need members to visit the site regularly to drive traffic to the site. It boosts its position in Google. We will be using the site for our newsletters and other information so visit it as often as possible.

Plant Operations

The infrastructure is ageing, and we need to find a way to replace the floor, evaporator, compressor, chiller, and on and on. We have possibly 3 years left on some equipment and months on others. Plant failure during Christmas caused some issues as we almost lost the ice and had to postpone the Hutch.

Bar

The out-of-date sign above the bar is gone and we have gone to menus for our selection. Based on what I observed last year and comparisons with local clubs and restaurants I have

picked some different drinks to offer. Asahi Canada has been very supportive and purchased us a new tap for their products and has supported the novice bonspiel last year. Moving forward they have signed a deal for 5 years to support the High Tides bonspiel and contribute to our new jackets. Samples arrive on the 29th. We said goodbye to 2 of our bartenders and welcomed a new one Daina. Stephanie's arm was twisted to return to 1 night a week.

Pro Shop

Thanks to members the pro shop was successful as the Asham rep came for a visit. We have a consignment deal with them for shoes so visit the shop what they have to offer, and we can order them in for you. The club can offer discounts as a wholesaler so the price you would pay online is a lot more than what we charge you. It is cheaper to order through the club.

New Jackets made by Asham that the Pros wear are coming soon. Try one on and Look Good Play Good.

New Business

Return it account – Peace Arch Curling club

Nov. 2 Craft fair – please come

Volunteers – Need event volunteers to coordinate with manager. The manager is not responsible for running special events.

9. Election of Directors

The election of Directors of Peace Arch Curling Club for 2024/2025 was held during the meeting.

A call for candidates for Directors was made, with the following individuals expressing interest in serving as a Director: Christine Makasoff, Mark Thorvaldson, Rod Friesen, Greg Christofferson, Mark Evans, Joel MacDonald, Keith Gracey, and Mary Holmes. All were elected as Directors by acclamation (voice vote).

All elected Directors consented to act in their positions as the PACC Board of Directors for the period of one year until the next AGM in approximately October 2025.

Assignment of Directors to Officer roles will be done at the next meeting of the Board of Directors.

10. Adjournment

There being no further business to attend to and after being duly moved and seconded the meeting was adjourned at approximately 4:48 pm.



Membership & Marketing Committee September 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 to Sports BC

An three extension was provided with 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.

Design Costs = \$ 840 (including Web Review of \$ 170)

Print Costs = \$ 748

Taxes = 131

Total = \$ 1,719.70

Although total was \$ 220 above the July PACC Board approval of \$ 1,500 we had asked graphic designer to complete additional tasks including web review (completed):

- ☐ 'Brochure Design COMPLETE
- ☐ Brochure Printing 250 pcs. COMPLETE (additional 100 received)
- ☐ Roadside Sign design COMPLETE
- ☐ Social graphics COMPLETE
- ☐ Connect Ed Flyer Revised_2 attached WITH SSD DISCLAIMER, "
- ☐ Large Banner 96 x 48 COMPLETE
- ☐ Small Banner 60 x 30 COMPLETE
- ☐ Juniors 4x6 Postcard **In production**
- ☐ Website Review COMPLETE provide report to M&M next week
- ☐ Ad for PeaceArch News for Juniors - APPROVED
- ☐ Stick & Sturling 4x6 Postcard- COMPLETE

3. - ViaSport grant Budget Update: M&M Sub-Committee

tabled (attached) shows \$ 5,800 unspent of which \$4,300 expires in January 2024. Proposals for \$ 1,500 in printing based on estimates July 2023

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)/Rotary Book Sale

Members have volunteered to assist with the booth:

Rotary Book Sale – 4 days

WR Farmer's Market – 4 Sundays - September 3, 10, 24 and upcoming 1 October

6. Kwantlen PolyTech University – Melville Internship Program

Pre-application/job description outline prepared. Three areas identified:

- Web re-organization
- Facility Marketing & Signage Sales
- Member Services and Development

Deadline for submission is 5 October

Approximately \$ 2,200 available of \$ 5,000 contribution required for 460 hours of internship



SPORT MARKETING INTERNSHIP – DESCRIPTION OF MAIN ACTIVITIES –

1. SOCIAL MEDIA OUTREACH AND WEB STRATEGIES

A main focus of the internship will be planning and organizing the Peace Arch Curling Social Media strategy. The goal of the social media strategy is to attract new members and direct them to the PACC website for information on Registration. The Club plans to rely on social media to promote 2024 activities of the PACC Curling Club in South Surrey and White Rock and identify and acquire new curlers.

The current marketing campaign includes new branding and graphic design. Within the framework of the Board's Membership and Marketing Committee the intern will develop the social media marketing plan and advertising strategy consistent with the 'Get Into Curling' theme. Promoting the Junior curling programs will be a major focus. Direct advertising with youth and students through the schools has been discouraged. Social media strategies for various Leagues will replace directing promotional support.

A Board committee is planning a major rebuild of the PACC website starting in January 2024 and running concurrent to this assignment. In addition to the Social Media outreach the intern will assist with planning the Web page rebuild and developing the Club's web strategy. The student input may include research into registration platforms and similar Curling Club web strategies.

PACC needs to re-organize its membership contact lists to maintain online relations with curling members and supporters. League-specific customer-contact programs would assist the organization. Data on the curling I/O database has not proved to be a reliable data source for marketing or demand forecasting. The intern will assist in developing e-mail contact and distribution lists and strategies to simplify with League updates. Contacts with prospective curlers and follow up with questions and inquiries require improvements

Apart from the website rewrite the intern will engage in Social Media promotion and marketing. This may include:

- Improve Search Engine optimization
- assisting Webmaster on website content including posting and maintenance
- develop Facebook, Instagram, x-Twitter pages with additional graphic design content
- social media marketing of Junior program, Learn to Curl, Novice leagues and sports camps
- curating relevant content for the Peace Arch website and print materials, orchestrating impactful social media campaigns, and
- coordinating a range of marketing, communications, and engagement initiatives

Intern Responsibilities:

- Contributes to the marketing strategy by leveraging social media to identify and acquire customers.
- Creates new strategies for market development, acquiring and analyzing data, and consulting with internal and external sources.
- Creates new membership database by identifying and assembling marketing information.
- Provides marketing information by answering questions and requests.
- Creates social media marketing strategies to promote PACC and its Junior program
- Maintains social media marketing by advising PACC on strategies and developing internal procedures

2. FACILITY MARKETING AND ADVERTISING SALES

The Peace Arch Curling Club includes an Upper Lounge bar area available for rentals and occasional groups. The club has identified the rental of the facility to social organizations and groups as a potential revenue source. However, the existence of these facilities has not been adequately promoted. Many businesses and groups are unaware of the location of the club or their facilities.

The current corporate sponsorship is drawn from local businesses purchasing annual advertising spot sales. Many current advertisers are club members. BC curling clubs have taken advantage of community support to expand the range of sponsors and form of promotion activities. The intern will be expected to participate in identifying local firms with an interest in associating their brand with our community-related activities. This activity includes advising the Club Manager on policies and actions needed to increase club visibility and marketing sales.

Inside the Club we maintain signage and TV monitors as advertising platforms. Website advertising has not been structured with schedules to assist revenue opportunities. The intern will develop and implement strategies to attract local business advertising to web and internal ad platforms.

The intern will provide administrative support to assist Manager, Peace Arch Curling Club in club marketing and external communications including organizing/coordination of meetings and events. This presents an opportunity for sales outreach to local businesses to promote signage, sponsorship and/or facility rental opportunities:

- participate in identification and contact with local firms with an interest in associating their brand with our community-related activities
- increase club visibility and promotional advertising by implementing a promotional program based on curling club contribution to the community
- invite and arrange for local business leaders to visit the Club and tour facilities and assess their promotional goals
- assisting in planning various curling bonspiels and events including corporate ice rentals
- facilitate group bookings and special events for use of the curling ice and lounge
- ensuring basic safety precautions are in place for new groups on the curling ice

3. MEMBERSHIP DEVELOPMENT AND SUPPORT

Peace Arch Curling believes better marketing and promotion is key to generating greater diversity and inclusivity in club activities. Curling is a popular Canadian winter sport with a large potential community support. However, the club has shared in a popular Curling image as a sport dominated by aging white males and out-of-shape former athletes. Our Club membership is aging. The few attempts we've made to reach out to a younger demographic have not met with great success.

For the 2023-24 season the Club has added new time slots and expanded Learn-to-Curl programs to attract students and young people to the sport. Despite successful school group visits there have been impediments in advertising a Junior programs to local youth. Peace Arch plans to build on success with Learn-to-Curl weekend programs with retention strategies and marketing outreach to attract new members.

The Club values inclusion and diversity in planning its activities. Our Club aspires to be an open community that acts like a family. That passion about the sport of curling may not have been communicated. For example, the 'Our House is Your House' theme sponsored by CurlBC is intended to broaden the membership base. Working with the Membership and Marketing Committee the intern will assist in reaching out to non-traditional groups and local communities. We are seeking creative ideas and assistance in developing promotional material and websites to attract a younger and more diverse population to the sport.

Without the benefit of statistical tools the Board has identified three audiences for outreach marketing designed to consider curling as a winter sport alternative:

- Adults from within the South Surrey/White Rock area interested in taking on a new sport and participating in various curling leagues
- Specific communities and groups in South Surrey/White Rock outside the traditional curling demographic. These may include groups and organizations with less knowledge of curling as a recreational alternative.
- Families with Junior members who would consider curling as a family sport

The intern will assist the Club Manager in coordinating the Saturday afternoon Junior program. Coordinating the Junior program may include creating and maintaining client relationships. This may include follow up with Surrey schools to identify opportunities for support and promotion of the Saturday program.

The intern will be provided with opportunities to move PACC toward specific marketing strategies to reach various groups. Under the general instruction of the Board and Manager, and with limited promotional budgets, the individual may be directed to implement and lead marketing strategies and campaigns to attract interest from target groups.

Under the direction of the Board and Manager the individual may be required to develop working relationships with external groups and agencies in support of defined projects. In an external capacity the individual may be asked to represent PACC and develop collaborations with municipal staff, CurlIBC, other clubs or corporate people.

CANDIDATE QUALIFICATIONS

The ideal candidate will have a degree or completing courses towards a degree in Communications and Marketing.

The intern will have knowledge of marketing and communications principles and be able to implement practical methods to assist club management. An understanding of sports marketing concepts and community outreach approaches would be an asset.

Marketing: the contractor may be involved in marketing the Peace Arch Curling Club. The individual will work with the Club Manager to relate League structure and targets to the marketing campaign and promotion.

- Assist in planning assigned recreational programs and provide instruction in the activities
- Promote interest and enthusiasm in recreation programs
- ensure safe and proper use of equipment and facilities

The individual must work with the Manager, PACC toward defined marketing strategies to reach various groups. Under the general instruction of the Board and Manager, and with limited promotional budgets, the individual may be directed to implement and lead marketing strategies and campaigns to attract interest from various groups.

The individual will be required to provide general sales support to the Manager. Sales support will involve promotional opportunities including social events and advertising contracts.

Technical Qualifications:

- Experience working in digital marketing, particularly within the industry
- Demonstrable knowledge of SEO/SEM, marketing database, and social media advertising campaigns
- Knowledge of website and marketing analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends, SEMRush, etc.)
- Knowledge of ad serving tools
Setting up and optimizing PPC campaigns on all major search engines
- Graphic design and production skills using and industry-related programs, such as Adobe Photoshop, Illustrator, Canva or Sketch.
- Familiarity with HTML and CSS or JavaScript development and constraints. This may include accessibility standards, color, typography, and composition.

Additional Marketing Qualifications/Skills:

Strong leadership characteristics including an ability to work both independently and in group settings

Ability to establish dialogue and communicate effectively with program participants, volunteers, curling staff and the general public

Creating and maintaining client relationships

Experience working with youth and adults in a recreation or amateur sport setting

Excellent communication and interpersonal skills

Social media skills

Self-motivated yet customer-focused

Familiar with registration systems and database programs

Proficient in marketing research and statistical analysis

Revenue	Final		Details
	Dollar Amount		
Sport Volunteer Grant			
Grant Amount Requested	\$	5,000.00	ViaSport Rally Together Grant
Earned Revenue (ie. user fees etc.)			
Sponsorship/Donations (PACC)	\$	1,500.00	In Kind _ wall ad space, WR Market fees, etc
Other Grants (specify)			
Other (specify)			Ice rental Jrs camp
Other (specify)			
Other (specify)			
Other (specify)			
Total Revenue	\$	6,500.00	

Expenditure Tracking

Expenditures	Final			Details
	27-Sep	Plan (Rev)	Available	
Printing - Posters & Brochures	\$ 1,212.00	\$ 1,200.00	-\$ 12.00	Jr Boot Camp-check FS
Coach and Volunteer training	\$ 78.83	\$ 800.00	\$ 721.17	Sarah Loken Promo session
Public wall advertising	\$ -			See Lawn Signs
School program promotion	\$ 203.84	\$ 150.00	-\$ 53.84	
Peace Arch News print advertisement	\$ 120.00	\$ 500.00	\$ 380.00	
Part-time Marketing/Communications employee	\$ -	\$ 3,260.00	\$ 3,260.00	
Contingency		\$ 85.00	\$ 85.00	
Market Promotion	\$ 55.00	\$ 55.00	\$ -	
VistaPrint (2) - Lawn Signs	\$ 405.66	\$ 450.00	\$ 44.34	Check financial statement
White Design - Graphic	\$ 550.00	\$ -	-\$ 550.00	
Meta Ad 1	\$ 40.59			
Staples	\$ 50.61			
Web Gator Hosting Training				
Subtotal:	\$ 2,716.53	\$ 6,500.00	\$ 3,874.67	
Cash Expenditures	\$ 2,716.53		-\$ 2,283.47	

Planned Expenditures - Budget Review October'23

0

Revenue	Final		Details
	Dollar Amount		
Sport Volunteer Grant			
Grant Amount Requested	\$	5,000.00	ViaSport Rally Together Grant
Earned Revenue (ie. user fees etc.)			
Sponsorship/Donations (PACC)	\$	1,500.00	In Kind _ wall ad space, WR Market fees, etc
Other Grants (specify)			
Other (specify)			Ice rental Jrs camp
Other (specify)			
Other (specify)			
Other (specify)			
Total Revenue	\$	6,500.00	

Expenditure Tracking

Expenditures	Final			Details
	27-Sep	Plan (Rev)	Available	
Printing - Posters & Brochures	\$ 1,212.00	\$ 1,200.00	-\$ 12.00	Jr Boot Camp-check FS
Coach and Volunteer training	\$ 78.83	\$ 800.00	\$ 721.17	Sarah Loken Promo session
Public wall advertising	\$ -			See Lawn Signs
School program promotion	\$ 203.84	\$ 150.00	-\$ 53.84	
Peace Arch News print advertisement	\$ 120.00	\$ 500.00	\$ 380.00	
Part-time Marketing/Communications employee	\$ -	\$ 3,260.00	\$ 3,260.00	
Contingency		\$ 85.00	\$ 85.00	
Market Promotion	\$ 55.00	\$ 55.00	\$ -	
VistaPrint (2) - Lawn Signs	\$ 405.66	\$ 450.00	\$ 44.34	Check financial statement
White Design - Graphic	\$ 550.00	\$ -	-\$ 550.00	
Meta Ad 1	\$ 40.59			
Staples	\$ 50.61			
Web Gator Hosting Training				
Subtotal:	\$ 2,716.53	\$ 6,500.00	\$ 3,874.67	
Cash Expenditures	\$ 2,716.53		-\$ 2,283.47	

Planned Expenditures - Budget Review October'23

0