

PEACE ARCH CURLING CLUB

MINUTES OF ANNUAL GENERAL MEETING

Sunday, October 29, 2023

1. Call to Order

President Christine Makasoff, having confirmed a quorum was present (20 Voting/Life 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

Moved/Seconded (Terry Peel/Doug Wrong) and Carried that the Minutes of the Annual General Meeting held on October 23, 2022 be approved as published.

4. Approval of Financial Statements

(Financial Statements for PACC as at April 30, 2023 are posted on the Peace Arch Curling Club's website.)

Our President, Christine Makasoff, briefly reviewed the highlights of the Financial Statements, noting gross revenues of **\$319,797**, total expenses of **\$329,895** and net income of **(-\$10,098.)**

She also noted the Club's net assets of **\$321,076**, of which **\$143,000+ was** on deposit at the Bank of Nova Scotia.

Christine thanked our Past President, Blaine Makasoff, Gary MacKinnon, our former Club Manager, who retired effective as of April 30, 2023 but continued to assist the Club with rentals and financial reporting until our new manager, Ross Scott assumed his position effective as of August 01, 2023. She mentioned the challenges the Board of Directors has had with keeping our financial information current since the retirement of Michelle MacKinnon as Treasurer of PACC last year. Fortunately, Michelle has continued to assist the Club with its financial recordkeeping, especially

with the transitioning to our new manager, Optimal Ice Curling Services Ltd. (Ross Scott's company) and with a provincial Gaming Branch Grant application which resulted in the Club receiving a \$25,000 grant.

On a call for the Motion it was Moved and Seconded (Janice Scott/Don Moe) that the unaudited Financial Statements for the fiscal year ended April 30, 2023 prepared by Saklas & Co., Chartered Professional Accountants be accepted.

After discussion and on a call for the question the **Motion was CARRIED** by a show of hands.

5. President's Report

President Christine thanked the following individuals and groups:

- Blaine Makasoff, Mark Thorvaldson, Greg Christofferson, Rod Friesen, Warren Ennis and Dale Bradford for their time and services in governing the Club this past year;
- Stan Turner and his committee for organizing the Strathcona Cup event which was a great success by all accounts;
- Don Moe for organizing the 1st Stirling Bonspiel. Christine opined there should be an article in the Peace Arch News promoting the event.
- Mark Thorvaldson for successfully applying for a grant in the amount of \$10,000 from ViaSport BC to be used in the marketing of our Club.

6. Directors' Reports

A. Vice President (Greg Christofferson)

No report

B. Secretary (Dale Bradford)

The Secretary's primary duties are to record the Minutes of meetings of the Board of Directors and of the Annual General Meeting and any special meetings of the members of the Club. Those Minutes are to be as accurate as possible in recording the discussions and decisions made during such meetings. **Action Items** highlight tasks allocated to and agreed to be undertaken by individual Directors and are usually reported on at the next Meeting of the Directors. These action items and any long term or new issues then form part of the agenda for upcoming meetings. Since our last Annual General Meeting, there have been 11 regular Board meetings. Minutes of all but one of these meetings (the missing meeting was held

immediately prior to this year`s AGM and for the sole purpose of reviewing and approving this year`s Financial Statements for presentation to the members at the AGM) are posted on our Club`s website by our member, **Martha McArthur**.

C. Facilities (Rod Friesen)

Rod reported that the ice making plant has been running pretty well so far this season aside from repairs to the condenser and an ammonia leak, both of which have been taken care of by Kim Turnbull.

Kim also repaired and/or replaced several headers during this past summer.

Rod noted our ageing plant and floor will continue to present challenges for our Club and we need to be planning for replacement of much of the ice making plant and possibly the floor in the not too distant future.

President Christine reported that she and a couple of other directors recently attended a conference at Chilliwack on the Business of Curling. One of the topics at that conference was obtaining government grants for capital replacement of equipment and facilities. Christine advises PACC will likely need to accumulate a capital replacement fund of at least \$100,000 before applying for any government grants. Our 1st concern in pursuing grant funds will likely be to replace the condenser and compressor in our ice making plant, then replacing the floor.

D. Marketing and Fundraising (Mark Thorvaldson)

(See Mark`s written report attached)

Mark thanked Dianne Perry for her help with arranging for a PACC booth at the White Rock Farmers` Market. Mark`s experience and feedback at the Farmer`s Market and at the Rotary Book Sale which rents our facility is that there is considerable support for curling in the community. However, Mark feels we need to do more to promote curling at PACC. He noted our daytime leagues are generally doing well but some of our evening leagues are suffering from reduced participation.

Mark confirmed PACC has been accepted by Kwantlen Polytechnic University to employ an intern student to assist with online promotion and marketing of our Club and with website redesign. The student has not yet been chosen and will start his/her internship at PACC in early 2024. The internship will last for a period of 4 months and will be paid for largely from the ViaSport grant previously mentioned.

E. Membership (Warren Ennis)

Warren reported he was surprised at how few people knew about PACC at one of the Farmers` Markets where we had a kiosk (see Mark Thorvaldson`s report above).

Warren indicated our Club needs to attract new members, especially younger members, in order to remain viable. One of our initiatives for the current year was to establish a Teachers` League. However, his contact at Surrey School Board left her position and thus far there has been no response to Warren`s proposal from the new person at SSB.

F. Junior Curling (Greg Christofferson)

No report.

6. Election of Directors

The following persons, namely: Christine Makasoff, Mark Thorvaldson, Rod Friesen, Greg Christofferson, Warren Ennis, Dale Bradford and Ross Savage, all having consented so to act, were elected by acclamation and will constitute our new Board of Directors for 2023/24.

7. Special Resolution

The following Motion was made by **Dale Bradford** and seconded by **Ross Scott**:

“Whereas the Directors of PEACE ARCH CURLING CLUB (the “Society”) have determined that due to ever increasing operating costs, an ageing facility and the current requirement to grant Voting members of the Society a discount on their annual curling fees, in order to spread the costs of curling at the Club equally among all of the Society`s members, both Voting and Non-voting alike, and to encourage greater participation in the Society`s affairs by those members who are currently Non-voting Associate members:

NOW THEREFORE BE IT RESOLVED AS A SPECIAL RESOLUTION that the Bylaws of the Society be revised by deleting article 2.1 Application for Membership under PART 2 – MEMBERS in its entirety and replacing that article with the following:

“VOTING MEMBERSHIP

2.1 Any person interested in curling at the Peace Arch Curling Centre who is not already a Voting Member shall become a Voting Member of the Society upon payment of the annual curling fees together with such other one-time initiation fee as may be determined by the Directors from time to time.

2.1.1 Any Voting Member who paid a Voting Membership fee pursuant to the Society`s Bylaws in effect at any time prior to these revised Bylaws coming into effect shall continue to receive such discount off their annual

curling fees as the Directors shall determine from time to time each year to and including the 2028/2029 curling season. Any Voting Member who can demonstrate to the Club Manager that he or she has not fully recovered the amount which he or she paid for their Voting Membership by way of discounts from their annual curling fees or discounts off rental of Club facilities or equipment, or any combination thereof, upon payment of their annual curling fees for the 2028/2029 season may upon request receive such additional discount from their curling fees for that year as the Club Manager shall approve but not thereafter.”

After full discussion and review of the Motion by the members present, on a call by the Chairperson it was duly **Moved and seconded (Lillian Moe/Doug Wrong) that the proposed resolution be approved. Said resolution was then CARRIED on a show of hands by more than 2/3 of the Voting Members present.**

8. Adjournment

There being no further business to attend to and after being duly moved and seconded the meeting was adjourned at approximately 4:38 pm.

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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



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

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

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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)			
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Total Revenue	\$	6,500.00	

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	27-Sep	Plan (Rev)	Available	
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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

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