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## **Niagara Falls Curling Club Meeting Minutes**

**August 23, 2021**

### **Call to Order**

A meeting of the NFCC Board was held on Monday, August 23, 2021 on the parking lot patio of the Niagara Falls Curling Club. The meeting began at 7:42 pm and was chaired by Board President, Jackie Lynch.

### **Attendees and Regrets**

Directors in attendance included:

Jamie Brunaccioni, Randy Elliott, Stephen Fish, Jeff Glover, Jackie Lynch, June Lumber, Rob Walters and Karen Williams

Directors not in attendance: Schelley Hiebert and Tim Williams

Staff in attendance: Sean Ford

### **Approval of the Agenda**

A motion to approve the agenda for tonight's meeting was made by Karen Williams and seconded by June Lumber. Motion carried.

### **Approval of Minutes**

The Minutes for the July 12, 2021 Board meeting will be included in the September meeting's agenda for approval.

## **New Business**

- Status Report on the Ice Plant Replacement

Jackie Lynch advised that Jeff Glover recently spoke with the contractor overseeing the project, Gordon Wright, and the installation of the new system has been delayed by two weeks due to a parts shortage related to COVID-19 backlogs with suppliers.

Gordon Wright expects the system to be installed by the end of September. It will then take about three weeks for the ice installation so leagues will hopefully start in the first week of November.

The Club will also look at extending the season into May.

An update will be provided to the full membership in the next edition of the newsletter.

- Tribute Evening for Jordan Brown

It was a nice event on August 18<sup>th</sup> with a great turn out of approximately 70 members to wish Jordan the best with his new position at the Grimsby Curling Club.

- Open House and BBQ

It is scheduled for September 29<sup>th</sup>. Jackie Lynch will oversee the organization and will send out a list of tasks to Board members.

Jeff Glover has generously donated his barbeque to the Club. Thank you Jeff!

Sean Ford will speak to the Fire Chief to confirm use of their parking spots and also to invite fire personnel to attend the BBQ.

- Street Rocks Curling display

Steve Fish has arranged for CurlOn's Street Rocks Curling display to be available for the Club's use between September 24<sup>th</sup> and October 3<sup>rd</sup> so it can be used during the Club's Open House.

In addition, Steve has spoken to the City of Niagara about setting up Street Rocks Curling display at John Allen Park, Oakes Park and the Gale Centre. He has also spoken to the Stamford Volunteer Firefighters Association about setting up in the parking lot on September 30<sup>th</sup> during the Thursday night concert series. He will look into other locations such as Oast Brewery and explore having a sign and business

cards available to promote the Club's website. A volunteer sheet will be circulated for Club members to sign up to assist with set up and staffing the display.

Steve is also waiting for the Town of Niagara-on-the-Lake to provide the dates for its floor curling demonstrations at the Virgil Community Centre and Arena. Club members will assist Town staff with the demonstration and will invite participants to come to the Club to try curling on ice.

- Board Recruitment and Succession

There is a vacancy with Sean Ford's resignation to take on the Club Manager's role. There will also be an additional two vacancies this fall: President and Director of Facilities.

A notice will appear in the next newsletter asking for any members interested in joining the Board to let Jackie Lynch know.

There was also discussion about looking to have a youth member participate in Board meetings.

Steve Fish has been confirmed as Director of Communications.

- Discussion on 2021-2022 Membership Fees

Jeff Glover advised that costs for the Club to purchase supplies and services are increasing. It was discussed whether the 2021-2022 Membership fees should be increased.

After an in-depth discussion, it was decided to reaffirm the decision from the June Board meeting to keep fees fixed at last year's rates. However, the Board will look at additional fundraising opportunities to raise additional funds for Club.

An article will appear in a future edition of the newsletter to explain the Club's finances including that the funds received from the City for the land sale have already been allocated to fix the roof over the lounge and to purchase the new ice making system.

Members can assist with the financial sustainability of the Club by assisting in recruiting new members, seeking sponsorships from local businesspeople they know and supporting upcoming Club fundraising events.

## **Business Arising from Minutes**

- Website update:

Rob Walters advised that the new website is operational at [www.niagaracurling.com](http://www.niagaracurling.com) and there has been over 300 visits in the last month. Rob encouraged Board members to review the site's content and see what additional content they would like added. Board members advised that they would like to have a members' only section along with the ability for online payments. The Club's website platform, GoDaddy, offers PayPal and credit card options to pay online. Rob and Sean Ford will work on those options with Sean and Jeff Glover looking into an option to offer e-transfer payment for members to pay their fees.

Steve Fish confirmed that he is overseeing the Club's Facebook and Twitter accounts and is regularly updating. Steve is using Canva to create notices that can easily be sent out through the Club's social media channels. He mentioned that a recent post about Learn to Curl had 1630 views.

Steve also provided an overview of the capabilities of targeted advertising on Facebook along with asking members to "like" the Club's Facebook page and retweet Club tweets on Twitter to promote curling to their friends.

The Club will look at Facebook advertising to promote curling to different demographics.

## **Manager's Report**

Sean Ford advised that the transitional meetings with Jordan Brown are going well. Jordan has provided Sean with information on a wide range of issues including the process to order beverages and pro-shop supplies to contacting Niagara Region Public Health to discuss re-opening protocols.

Sean has also created new email accounts: [manager@niagaracurling.com](mailto:manager@niagaracurling.com) and [president@niagaracurling.com](mailto:president@niagaracurling.com) to compliment the new website. He is receiving calls and emails from individuals wanting to curl this fall.

Sean recently completed the Arena Refrigeration Plant course so he is ready to oversee the operation of the new ice plant system.

CurlOn has provided some guidance on a return-to-play protocol for the fall. Sean is reviewing the guidance from CurlOn and will be contacting Niagara Region Public Health to inquire about their position on a re-opening protocol. He mentioned that some curling clubs have announced that only vaccinated curlers be allowed to curl while others are allowing unvaccinated members to curl but they will not be permitted in the locker rooms or the lounge. He will continue to monitor the situation and will provide an update at the next Board meeting.

Sean asked league coordinators to provide event dates as soon as possible so they can be inputted into the Events Calendar and posted on the Club's website.

### **Committee Reports:**

Finance Report: Jeff Glover advised that the Club is in good shape with limited expenses at this time.

Jeff is working on scenario budgets based on varying levels of membership. The key for the upcoming season is working towards increasing our membership numbers to pre-Covid levels.

Jeff also advised that the federal and provincial governments have recently announced funding for municipalities to upgrade their facilities. Jeff and Rob Walters will be looking into government funding programs that the Club may qualify to apply.

### Strategic Planning Committee:

Rob Walters updated the Board that the Committee is working on how to introduce the plan to the Club membership in the fall.

The Committee has included Transparency as a Value in the Strategic Plan given that members are interested in knowing what is happening at the Club and what the Board is discussing. Along with updates on the website and in the newsletter, Board minutes will be posted on the Club's bulletin board and on the Club's website.

Rob asked Board members to review the SWOT analysis which was developed in the spring to determine whether any elements have changed or any new elements should be added. Rob suggested that a review take place every 6 months to ensure that the SWOT is up-to-date.

## **Section Reports**

Randy Elliott stated that the Day Men's section will provide Sean Ford with event dates in the near future. He asked whether any decision has been made about kitchen service for the fall. Jackie advised that Chef Tim, due to employment commitments, will not be returning this year. The Club will look at other options.

Steve Fish mentioned that he is getting inquiries about the Little Rock program as parents starting considering fall activities as kids return to school along with a couple of new experienced curlers who are interested in assisting as instructors.

## **Other Business**

### **Acceptance of Reports**

A motion was made to receive all presented reports by Karen Williams and second by June Lumber. Motion carried.

### **Adjournments**

A motion to adjourn was made by Karen Williams. Motion carried.

Meeting adjourned at 9:40 pm.

Next meeting scheduled for September 21, 2021 at 6 p.m.