

CRSC Strategic Planning Meeting Minutes

July 26, 2022

1. **Call to Order:** 5:31pm

2. **Quorum:** 6/8 Sue, Rory, Rene, Kelsey, James (Heather via google meet) Sarah and Shannon were unable to attend

AGENDA:

- 1a: **Board Meeting Details:** Sue went over some meeting details, etiquette, protocols, need to adhere to agenda, adding items to agenda, the setting of set meeting date/time (third Tuesday 6:45pm in person)

- 1b: **Purpose of SPM:** Rory provided insight on the purpose of SPM's and how this annual meeting can help CRSC create and implement long term strategies on multiple facets of club development.

- 2a: **Special Guest** Spencer Dearing, PostMedia – went over marketing plan in detail Club challenges, goals, and strategies, who to market to, reporting and cost breakdown per term.

Motion to accept the marketing plan as submitted with discussed adjustments.

Motion: Kelsey

Second: James

CARRIED

- 2b/c: **Other marketing** ideas, CR Neighbourhood Welcome Program, Pier Street Market booth, Crows Nest Gallery – more research needs to be done on these options.

- 2d: **Team Wear-** Launch date Sept 6/22, deadline for order Sept 22/22 – Coaches would like outerwear options. James has a connection with Stormtech. He will inquire. Rory to create google form to collect data from the form. Sue to investigate the option of link between google form and paying via EFT. UPDATE:

EFT not possible with google form without purchasing another payment method. Suggest we use UPLIFTER for purchase payment.

3a: **Google Workspace** – quick introduction, all club documents in one place, electronic versions of all documents, Rory to make a Board Shared folder for easy access to frequently used documents.

3b: **Vacant Board** positions:

Secretary: Heather volunteered

Treasurer: although this position is not vacant it was decided that Rene slowly start to share job with another board member – Heather will work with Rene.

Portfolio Leads: discussion around Lead being from Board and then recruiting other members who have expressed interest but felt they could not commit to being on the board.

PR/Social Media: James and Kelsey will co-lead

Fundraising: Kelsey and James will co-lead

Events: tabled for August meeting

4a: **Mission Statement:** Heather stated she has experience with this and volunteered to work on this and bring forward ideas to next Board Meeting. Kelsey offered to do some research on other club's mission statements – tabled to August meeting.

5a: **Internal Calendar:** this will be viewable via the Board Shared google folder. It displays Board/Club deadlines, gaming, payroll, insurance, etc. as well as all items on the Members calendar

5b: **Monthly Review:** due to time constraints we did not do a monthly review of internal calendar, suggested that each board member take some time to look through it.

5c: **Competitions/Ice Show/Assessments/Seminars/PA Clinics:** quick overview by Rory on plan for Pro D Day seminars. All other topics were tabled to August Meeting.

- 6a: **Budget Review:** Rene did budget review. All looks good.
- 6b: **Fundraising options:** new grant opportunity through Vancouver Foundation. Sue will be applying for grant using materials from BC Gaming Grant submission.
- 7a: **Coaching Structure:** Rory discussed the plan for supplementary coaches, Jade, Jocelyn, Trina. Jocelyn is spending the summer getting her certification current. Trina is hoping to take the CanSkate Coach course. BC is sold out. Board discussing possibility of monetary assistance for her to take course in Edmonton. Rory to ask Trina to submit a proposed budget to the board, then a decision will be made.
- 7b: **PA Credit Requirements:** table to August Meeting
- 8a: **Policies and Procedures:** table to August meeting. We will discuss 1-2 policies each board meeting and make changes as needed.

TABLED ITEMS:

1. Club Oath of Office
2. Events Coordinator
3. Mission Statement
4. Competitions/Ice Show/Assessments/Seminars/PA Clinics
5. PA Credit Requirements
6. Policies and Procedures

Next Meeting: August 23/22 6:45pm - Pinecrest Room

Motion **THAT** the meeting be adjourned at 9:30pm. Made by Sue Smith