

DATE: 9 June 2014

LOCATION: Toronto Cricket Skating and Curling Club

ATTENDING: Hugh, Richard, Grace, Sindy, Paivi, Cory, George C, Jeanette, Danielle, Jason, Michelle

REGRETS: George K

1. MEETING TO ORDER

Hugh calls meeting to order at 7:23pm

Acceptance of previous minutes – **Jeanette moved, Jason seconded – CARRIED**

2. FINANCE REPORT

- a) Any outstanding expenses need to be in to Sindy ASAP since she will have to close the books before June 30
- b) Need to change over the signing authority for accounts (paperwork is ready to go)

3. TCA CIRCUIT

- a) Grace presents the \$1,200 budget for the TCA Circuit – **Hugh moved, Cory seconded – CARRIED**
- b) Grace is aiming to have everything ready to launch TCA Circuit on August 1, 2014
- c) Rich suggests allocating money towards promotion of the TCA Circuit with signage at TCA clubs
 - Speak to the club reps and spiel organizers to get the banners up
 - At the minimum, produce one for each of the clubs who host a spiel
- d) Michelle will investigate promotions for the TCA Circuit and costs for signage and flags
- e) Suggestion by Grace to put up the artist's logo on the TCA website as a thank you for creating the TCA Circuit logo free of charge
- f) Feedback about TCA Circuit poster and handbook needs to be sent to Grace by the end of June
- g) Spend time at AGM to explain how the Circuit works

4. BONSPIEL REPORT

- a) Registration for the bonspiels will be going online starting August this year
- b) Bantam/junior spiel does not have Travelers as a sponsor, needs to find another main sponsor
- c) Need more volunteers to run the bantam/junior spiel
- d) T&D Ladies mentioned CARP might be a potential for sponsorship
- e) TV coverage

- Goldline Men's spiel is talking to Rogers again to broadcast the games
- Looking into getting coverage for the bantam girls at Oshawa (connection to someone at Rogers in Durham)

f) CurlingZone covered one game at every draw at Tam Heather last year, perhaps offer to list Gerry (CurlingZone) as a media sponsor

g) Accessible Media Inc. (TV for the blind) is a possibility to approach to get coverage of the spiels, Grace will introduce Hugh to the CEO

h) Business women's budget - **Paivi moved, Danielle seconded - CARRIED**

5. SPONSORSHIP REPORT

a) Hugh, Rich, George C and George K met to discuss cost sharing scheme could work with a paid staff member, didn't reach an immediate conclusion

b) Hugh spoke to the OCA about whether they might be able to help fund a full-time person for development at the TCA

c) Need data and support for why and how the TCA can use sponsorship

d) Looking into applying for grants

- Trillium grant (deadline of July 2 or in the fall), will look into applying for fall grant
- Pull in Cory's contacts and Hugh's contacts for help with a committee to apply for grants

e) Hugh finished putting together a promotional sponsorship deck

f) Hugh met with CIBC Asset Management, a division of CIBC, explained that it will take time to get back with an answer regarding sponsorship, but they seemed interested in the whole structure and the interesting nature of the TCA

g) Will look into smaller sponsorships as well

h) GreyPower Insurance is another potential sponsor to be pursued (no conflict of interest anymore)

i) Look into connections through curling clubs to potential sponsors

j) Identify ourselves to different segments that we might appeal to, different product/service categories (i.e. Canadian Tire)

6. GALA EVENT

a) Jeanette met with Paivi and Hugh to discuss some ideas, still need to nail down more specifics

b) Jeanette will be looking for event committee members

c) November timeframe for event

d) George C recommends to gear all funding to the bantam/junior spiel (making it a charitable event)

e) Steam Whistle Brewery was discussed as an option to host the event, curling clubs or facilities where they will not charge us are also options

7. COMMUNICATION REPORT

a) Danielle is compiling an updated list of club reps; BOD members please get back to Danielle with correct contact information ASAP

- b) Grace mentioned that we would like to get the word out about volunteers for TCA events/spiels via the club reps and have TCA reps help with events when the event is being held at their respective club
- c) TCA email addresses have been created for all BOD members, Danielle to send instructions later this evening
- d) Access to the TCA file repository on the back end of the TCA website has been created for all Board members, Danielle to send instructions later this evening
- e) Anti-spam procedures must be in place by July 1. Danielle and Jeanette are working on the TCA anti-spam procedures
- f) Draft of communications plan has been created, waiting for finalization of anti-spam procedures to complete
- g) Please send any website updates to updates@torontocurling.com, this has been working well for the bonspiel chairs so far

8. PRESIDENT'S REPORT

- a) New candidate to the TCA Board - Dave Rooney to join the BOD for juniors
- b) Whitby is interested in joining the TCA, Hugh will chat with them in the next couple of weeks
- c) Weston would like to partner with TCA to help with the event, i.e. sourcing a spare pool for the 2015 Canadian Mixed
- d) Sportsnet is interested in partnering with TCA for the Players' Championship to create excitement and sell tickets

9. OCA MEMBER-AT-LARGE POSITION

- a) Unclear if the TCA would have a vote at the upcoming election due to the existing bylaws
- b) TCA Board needs to have a name of someone on the TCA Board to be put forward to be the TCA rep on the OCA Board - George C nominated Hugh as the rep and Cory seconded
- c) Paivi will go to the AGM to represent the TCA and hold the proxy (if allowed)

10. CCA SUMMIT

- a) Hugh is attending, possibly George C

11. OTHER BUSINESS

- a) Date for next meeting: Monday, July 7 at 7:00pm via conference call
- b) Look into dates for AGM in September based on what the zone meeting dates are

12. MEETING ADJOURNED

- a) **George C moved, Cory seconded – CARRIED 9:38pm**