



Present: Melissa, Glen, Danielle, Jackie, Maureen, Bonnie, Grace, John

Absent: Jason & Tom

1. Call to Order – 7:01pm
2. Review of Previous Minutes
  - a. Correction of Mixed Double Sponsor – Cool Vans.
  - b. Motion to pass: Bonnie, 2<sup>nd</sup> Danielle.
3. Annandale
  - a. Closing after this season.
  - b. Some TCA clubs at or above capacity, a few are well below.
  - c. Both Oshawa clubs have room for Annandale members, Whitby and Tam Heather have limited availability to take on any more.
  - d. Many Toronto clubs have their “ladies night” on the same night of the week .
  - e. Follow up at next TCA manager meeting to find out about how many curlers are on the main board at the Golf & Country/Curling clubs.
  - f. Discussed some of the special offers that have taken place at various clubs to attract new members when clubs close.
4. WECC Update
  - a. Danielle and Tom had a great conversation with the city discussing the various options.
  - b. The city will be collecting information from various clubs to get some statistics on curling in the GTA and hopefully they will share this with WECC.
  - c. They have provided a stakeholder list to the city for an invite to a stakeholders roundtable discussion.
5. 2021 Continental Cup – Oakville
  - a. Will have an opportunity to have a presence at the event.
6. TCA Mixed Doubles Update
  - a. 11 entries at the moment, considering splitting into novice & competitive, but need to have at least 16 competitive teams for WCF to recognize it.
  - b. Invite the teams that have entered to reach out to other teams to get enough in the event as they'll be interested in the points.
7. TCA Facility Fee
  - a. The plan is to increase it annually each year by \$5 per team.
  - b. The ice fee per sheet doesn't cover the cost of the host club, particularly if the food & beverage revenue doesn't go to the bottom line of the event.
  - c. There's a lot of value in the TCA events as the fees are lower than many bonspiels.
  - d. Facility fee increase passed with one opposition.
8. Sponsorship Update
  - a. Need to focus on awareness of event participants to seek out sponsors, but also participants letting sponsors know that they are visiting their business because they are a sponsor.
  - b. Check in with sponsors on their goal – are they looking for participants to make purchasing decisions or just wanting to gain brand awareness?
  - c. Need to do a better job monetizing different parts of the events.
9. Ontario Trillium Foundation Update



- a. Grant was successfully submitted to help with rocks and rings program.
10. Other Business
- a. Make sure to provide a hard copy or online link to the Curling News thank you from TCA for the sponsors.
11. Meeting adjourned at 7:57pm