

TCA Board Meeting Minutes
Nov. 12, 2018
Bayview Golf & Country Club

Attendees: Danielle Inglis, Melissa Hogg Cunningham, Cory Randell, Maureen Condon, Bruce Orrell, John Headley, Michelle Smith

Regrets: Grace Bugg, Jason Chang, Bill Francis, Rob Maddock

Meeting commenced: 7:05 p.m.

1. TCA Email

- Working with Wes to move email to Google platform
- **Action item:** Melissa to ask TCA Board members and Champions Chairs who would like a TCA account

2. Championships

- U21 competition
 - News release to be issued about opportunity for GTA curlers to support this event
 - Oshawa Curling Club Dec. 27-30, 2019
- Survey TCA events and analyze trends: increased/declining enrolment
 - Why members participate/don't participate in events
 - How can events be recalibrated to be successful
- Use cut-outs/rollups to promote events (very popular with members)
- Confirm emergency protocols at events (follow the host club's procedures)

3. TCA Reps

- Update description of role/responsibilities
 - Provide updates on club activities, special events
 - **Action item:** Danielle to provide description of club reps
- Send a welcome email when they come on board
- Give them recognition on the website
- Thank at AGM

4. Website Updates

- League section (similar to bonspiel section)
 - A big value add to member clubs
 - Put together template that clubs can complete (check boxes) that summarizes what leagues they offer in order to get it started
- Include information section about ice rentals & private instruction
- **Action item:** Melissa to update contact info for Board members
- **Action item:** Overhaul website - Melissa to establish work team to take this project on

- Include a calendar for events
 - Add more stories
 - **Action item:** Melissa to create editorial calendar
5. Develop Social Media Plan
 - Promote events
 - Consider channels: Facebook page demographics: 45 yrs + (older segment)
 - Instagram: younger demographic
 - Heads up about events taking place
 6. Monthly E-blast
 - Promote news, events; leverage content from website
 7. 2018-19 Budget
 - **Action item:** John to share last year's unaudited budget to entire Board and this year's budget
 8. File Repository
 - Use file repository for sharing information amongst Board members

Next meeting: Nov. 28, 2018

Review and Prioritizing Brainstorming Items

Internal Priorities:

1. Let us help you: survey, one pager, value that TCA provides
2. Financial review: use of funds, signing privileges
3. Branding (logo)
4. Insurance
5. Review bylaws - summer

Sponsorship Priorities:

1. Survey club managers and curlers (2 separate surveys) to gather information about curling demographics in Ontario Note: CurlION has info they can share
2. Who will help us
 - a. Professionals
 - b. Students
3. Levels of sponsorship + strategy + treatment of sponsors
4. Available grants

Promotion Channel Priorities:

1. Social Media, Website
2. E-blasts, club newsletters
3. Utilize connections to news sources
4. Non-paid (CP24, City)
5. Multiple languages
6. Cardboard cut-outs

Communications Priorities:

1. Transition email to Google platform
2. Engage TCA reps, begin planning/research to refresh website
3. Communications plan
4. Social media
5. Internal e-blasts, distribution lists, file repository
6. Print ads, cardboard cut-outs

Development Priorities - driving participation/membership:

1. Survey curlers in GTA
2. Golf and country clubs (Note: Symposium to take place in January)
3. Outdoor curling
4. Learn-to-curl
5. Coaching
6. Rentals
7. Business of Curling
8. Grants
9. New facilities

TCA Events:

1. Promotion
2. Emergency protocol
3. Review of events (trends, opportunities) + facility fees + ice allocation + Leagues
4. Charity involvement
5. Rules (including 5-rock rule)
6. Waivers

Over-arching priorities:

1. Demonstrating TCA value (survey)
2. Email lists, moving to Google platform
3. File repository
4. Financials
5. TCA Reps – engagement strategy
6. Sponsorships
7. Website + social media
8. Promotion of TCA Events
9. Golf and Country Clubs
10. Outdoor Curling
11. Emergency protocol
12. Branding + logo
13. Communications Plan
14. eBlasts
15. Programs (development)
16. Print Ads
17. Development - coaching
18. Rental Ice
19. Business of Curling
20. Grants
21. New facilities
22. Bylaws
23. Insurance

Meeting adjourned: 10:15 p.m.