

**TCA Board Meeting Minutes**  
**Nov 28, 2018**

**Present:** Danielle Inglis, Melissa Hogg, Cunningham Cory Randell, John Headley, Maureen Condon, Rob Maddock, Bruce Orrell, Jason Chang

**Regrets:** Bill Francis, Grace Bugg, Michelle Smith

Meeting called to order at 7:04 p.m.

**1. APPROVAL OF SEPTEMBER MEETING MINUTES**

- Approved by Melissa Hogg Cunningham
- Seconded by Bruce Orrell

**2. REVIEWING PRIORITIES AND SETTING BUDGET**

- Income just over \$10,000 from all clubs + \$2,000 received from the Grand Slam (for junior curling). About \$50,000 in the account.
- Expenses:
  - Insurance: \$2,000
  - Meetings: \$2,000
  - Promotion: \$1,000
  - \$6,000 remaining
- Priorities:
  - Website + Logo (to be completed in tandem)
  - Logo: inventory of items that would require updating with the new logo
  - Consideration: payment to Co-Op student for digital projects
  - **Action item:** Jason to take on sponsorship opportunity project
    - Jason to reach out to Danny Lamoureux

**Action items:** Agreement to pursue the following priorities this season:

1. Action item: 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

### 3. "WHAT THE TCA DOES FOR ITS MEMBERS' ONE-PAGER

- **Action item:** Grace to lead

### 4. SAFETY CONCERNS

- Issue of ice safety raised by an individual who contacted the TCA; Fall occurred at Tam Heather after bubble had been applied
- Consider sending a safety email blast (i.e: don't step over the rocks; takes pebble 5 secs to freeze) to help prevent accidents from happening
- Email recently sent to all Richmond Hill curlers
- **Action items:** Michelle to bring this issue forward to club managers' meeting; Maureen, Rob and Cory to research wording already available (OCA, clubs) and bring back findings to Dec meeting

### 5. SPONSORSHIP

- For clubs that have TV screens for announcement, look into posting information from the TCA
- **Action item:** Board to check whether their club or clubs that they visit have this technology and how this initiative could be adopted

### 6. SURVEY

- **Action item:** Danielle and Corey to develop a survey for 1) Club Managers 2) all TCA members; Corey and Danielle to discuss in Dec., prepare survey and share with Board for feedback
- Goal is to send surveys out in January

### 7. CHAMPIONSHIP UPDATE

- New format for ladies met with mixed reviews; concerns expressed regarding traffic
- Both events went very well
- Men's: has secured all ice needed; Mixed needs 2 more sheets
- U18: almost full; Grant has great ideas of how to revitalize this field. Adult Reunion Night: all adult curlers welcome. Curling celebrities attended
- Mixed Doubles: Hugh will not be running it this year; TCA will not proceed with this event

### 8. COMMUNICATIONS UPDATE

- **Action item:** Danielle to reach out to Steve Chenier to confirm planning for Symposium in January re: growing curling membership levels at Golf and Country Clubs
- Research continuing bringing a co-op student on board in the summer to assist with website refresh work; work continuing on establishing a cost effective way of moving email to google platform (Melissa)

### 9. TREASURER UPDATE:

- Donation from Weston: TCA Junior Bonspiel: \$3043 (from Mixed Committee) \$1568.13 (from Business Women's Committee)

#### **10. REVIEW ROLE OF, AND COMMUNICAITON TO TCA REPS**

- Suggested wording approved:
  - Be the liaison between the TCA Board of Directors and the respective curling club's staff and club members
  - Update the respective club's manager and club members on all TCA information
  - Provide updates to the TCA about news from their curling club pertaining to events, opportunities, etc. to be shared at TCA Board meetings and, when applicable, on the TCA website
- **Action items:** Bruce to share wording with reps and club boards; list of reps complete in time for Dec 17 meeting; unique approach needed for golf and country clubs. Bruce to send email to TCA Board within the next week to confirm what additional information is required.

#### **11. COMMUNICATION TO CHAMPIONSHIP CHAIRS**

- **Action item:** Maureen to share email with Danielle that was sent to chairs
- **Action item:** Maureen to provide Melissa with access to the google web sheet; Melissa to update website with information

#### **12. OTHER BUSINESS**

- Interest in establishing a new facility in the west end (Greg King)

Meeting adjourned at 8:30pm