

CCC Meeting Minutes - 5 April 2017

- Phillip McInnis recap of last 4 years
 - Strategic Plan drafted
 - Met with City Council about a new triplex rink
 - Council changed and plan went nowhere
- Focus has been to maintain the current facility until a new home could be found
 - A new multiplex complex may be built for the 2023 Canada games
- Presented financial summary from 2012 to 2016, inclusive
 - Currently about \$189,000 in losses over the last 4 years
 - Received a \$25K contribution from the City last year
 - Total assets around \$400K
 - Operating costs are around \$185K per year
 - Revenue for 2017 was \$135K (without the grant)
 - Membership dues and locker rentals remained about the same
 - Total payables for 2017 is about \$72K
- Need about \$3000 per month to pay mortgage (about \$145K owing) and insurance
- Property worth about \$400K so debt to equity is good but we have no liquid cash
- Ended the year last year with \$10K in the bank; this year we do not
- Refinanced with the bank but could not borrow against assets
- ACOA gives money but it's only 50% for capital and improvements and doesn't pay debt
- Red Shores now competing against CCC for the Gold Cup & Saucer dance
 - Big drop in revenue from that event this year
- Much more discussion around finances, expenses and revenue
- Question asked about breakdown of expenses vs. revenue
 - Shown onscreen
- Question asked about how much more revenue did having a manager bring in
 - Answer was determined from values presented onscreen
- Question asked about how many members we had
 - 208 last year, 188 this year till end of Dec
- Switched to slides highlighting suggestions and ideas submitted
 - Slide content can be found here:
https://drive.google.com/open?id=1prhDDb0WyTbclf0mPENlicSDVXPjqoSiqR5P4wM_Deo
- Question asked about who profits from sale of facility, who is liable for any loss
 - Profits would go to a non-profit sports organization
 - CCC is Incorporated so no members would be liable for losses
- Phillip and Kevin Champion announced that they are done: the CCC needs people to step forward and help
- Sandy Matheson gave an overview of the strategic plan
 - Presented at the AGM
 - Strategic planning committee met and drafted it

- Focused on membership, marketing, facility, finance
 - Is a good plan but execution was weak
 - What needed to happen was teams to come out and carry out the plan
- Discussion around what would happen if building turned over to the city
 - Talked about getting a new facility
 - Recognition that overhauling current facility would cost a lot
 - Example of Crapaud being out for the year because their ice plant went and it was estimated to cost \$100K to repair
- Even if we do turn it over to the city we have to put work and effort into keeping curling here until Charlottetown steps up for 2023
- Julien Gaudin raised a few points
 - We need more members
 - Ideas include two person mixed league
 - Approach Holland College
 - Actively pursue companies to sponsor commercial teams
 - Publicize draws in the paper
 - Membership fees haven't gone up much, only 1.5% per year on average
- Phillip raised point about how Amy Duncan's Learning to Curl program was a great success through advertising on Social Media only
- Some discussion about leveraging the use of the kitchens
 - Kitchen downstairs requires repairs to the fan, cost est. around \$1200
- Phillip noted that there are great ideas but they need to be followed up on and executed by a core group of people
 - Reiterated that it won't be him or Kevin
- It was noted that if the city ran the facility there could be less work for volunteers
 - Cornwall was held up as example of how curling maintained control Oct-April
- Dave Kassner suggested that we draft a plan and take it to the city: here is what we propose
 - For example, we need a new facility - does the city want to be a part of it?
 - Would the city want the current building?
- Question remains: are we going to open in the fall?
 - Would need to have members pay dues early
 - Have to find other forms of fundraising to sustain us
- Phillip Gorvette raised silent donation option
 - \$25,000 goal over 30 days
 - Level awards, including free membership
- Talked about Signage and advertising
 - \$500 per sign
 - Susan Dowling-Shaw offered to be on committee
- Jodie Murphy raised suggestion of crowd sourcing so we can open next year
- Cathy MacDougall asked about meeting with the city before next CCC meeting
 - Suggested including people from Belvedere as well
- Point raised that we need a board of directors

- Anybody we reach out to for financing are going to ask who is looking after things, who is spearheading the push to keep the club open
- We need to assure the city that there is a plan for who is going to lead the CCC
- Sandy Matheson thanked Phillip and Kevin for all their contributions
- Kevin thanked all the volunteers
 - Reminder that everyone owns a brick of the building
 - Reinforced Sandy's plea to vote to have a board
- Phillip - we are not the only ones who want to keep the club open
- Question was asked about what positions are open?
 - All of them
- Discussion around how we fill the positions
- Immediate decisions deferred so people could have time to think about things
 - Another meeting scheduled for **6pm April 19th at the CCC**
 - Mitch O'Shea volunteered to chair the next meeting
 - Notice to be submitted to The Guardian for publication
- Kent MacPhee offered to co-chair fundraising committee
 - Louise offered to co-chair
- Amy Duncan volunteered to coordinate a committee on programming
 - Talked about how the junior program was a great success
- Jackie Reid mentioned the schoolchildren she brought in from Stonepark every week
- Show of hands: everyone who attended is committed to keeping the club open
- **There was an agreement that there was no purpose in spreading reports that the club might be closing**
- Meeting adjourned