Edmonton Outdoor Club

Meeting Minutes, January 7, 2013

# Attendees

|  |  |  |  |
| --- | --- | --- | --- |
| Susan Dack | Rhonda Scheurer | Andrew Hollands | Jeff Shaw |
| Larry Carroll | Mark Gibbons | Narmin Hassam-Clark | Michel Lamontagne |
| George Fedosov |  |  |  |

# Standing Items

## Officers Reports

### Communications – Jeff Shaw

Getting lots of solicitation e-mails and spams. Getting lots of feedback messages as well.

Rhonda suggested that Jeff forward feedback messages to the volunteer coordinator for inclusion in the volunteer newsletters for a “feel good” perk for coordinators.

### Sponsorship – Larry Carroll and Narmin Hassam-Clark

Rocky Mountain Soap has given us some swag for the Christmas party. They will likely turn out to be a great sponsor for us as we are their target market. Larry will thank them at the party and also send a thank-you note.

Camper’s Village will be donating some stuff to the club.

MEC: They don’t really do donations. They have a process for sponsoring community drives financially, but it is a cumbersome process and doesn’t really fit our needs so we won’t pursue at this time.

Organizations who have bought banner ads from us before may be cold leads. Not sure how many of them would renew.

Does the club have any policy regarding selling banner ads to pubs or other organizations that sell liquor? Group consensus was that there’s no issue with this, as long as the establishment is a place we frequent and/or fits within our values (ie. A pub or restaurant is ok, a liquor store would not be).

Michel has been posting some business cards on bulletin boards and such around town. Rhonda will forward him a tear-off sheet poster to use instead.

Larry wants to have some small labels for printing the sponsorship coordinator e-mail address on which can then be added to the back of business cards. The group decided that Larry should buy some labels and expense them to the club.

The question came up about whether we should be advertising ourselves? Perhaps pursue banner ads or something on sites that could drive appropriate traffic to our site.

Susan would like Larry to begin focusing on selling more banner ad spots. For that to happen, Rhonda needs to get on the web site training that she promised Larry. That will be set up asap.

### Safety – Andrew Hollands

There have been no issues with events coming in at this time.

Michel brought up a concern regarding the snow shoe trip on the Lobstick. One member broke through the ice and lost his snowshoe in the river. The concern is that the ice appeared to be very thick and solid, but it turned out to break anyway. The request is for Andrew to do some research about ice safety to be shared with the team, for example, hiking on the shaded bank of the river.

### Photos – Mark Gibbons

We are receiving less and less event photos due to other venues for photo sharing such as Facebook, Picasa, and so on. Moving forward, the photo historian will focus more on gathering photos for photo contests, as follows:

1. Add a monthly photo contest. Winner’s photo will be displayed on club homepage.
2. Greater communication regarding annual photo contest: E-mail to membership regarding the contest; banner ad to contest description page.

Note that our annual photo contest runs for the EOC’s “fiscal” year of April 1 – Mar 31st (not the calendar year).

Larry C and Mark will work on getting prizes for the monthly photo contest and the annual photo contest.

### Treasurer – Susan Dack (for Donna McKenzie)

Donna has paid up for three years of Fotki subscription (photo server) and expects a web hosting bill of approximately $300 soon.

Club has a total funds of $3627.02, which is up from last year at this time, which was $3173.35.

The web site still shows a discrepancy between what it thinks we should have and what we actually have. The web site was not developed to be an accurate accounting system (per Rhonda). Donna’s figures should always be considered as more accurate than the web site figures.

### Volunteer Coordinator – Rhonda Scheurer

Volunteer recruitment is going slow, as usual. We do add a new volunteer every now and then (cheers to George). We have a healthy number of events on the calendar, so we are comfortable with the rate of new volunteer additions.

We continue to focus on recruiting event coordinators through direct conversation and our sporadic volunteer social events.

Ian and I have spoken about him taking over the VC role for the next term, which I’m very excited about. He’s been doing a great job as Assistant VC and he’ll be a great VC for the club.

### President – Susan Dack

Information for coordinators – dog brochure and Walterdale Bridge trail closure maps.

Susan will try to get more “Parks for Paws” brochures which outline city regulations for dogs in parks for use by coordinators who coordinate dog events.

Susan will get the dog information link to Karl for inclusion on web site.

## Action Item Review

Most action items from last meeting have been completed. Rhonda and Susan missed a couple, but they will be done asap. They are carried forward to the Action Items list in this document.

# Old Business

## Coordinator Payment/Refund Policy – Donna

Donna missed this meeting so wasn’t able to speak to the status of a coordinator payment / refund policy.

## Dog Bylaw Info – Susan

Susan brought some dog information for the coordinators, and will provide a link to Karl for addition to the web site.

## Recommendations for Bike/Dog Events – Andrew

One recommendation beyond following the city’s bylaws and regulations: include a note in your event itinerary if you will be riding bikes through any off-leash areas.

## Christmas Party Plans – Narmin

We have 50 people registered and most are paid.

Program:

1. 5:30-6:15: Arrive/Greeting
2. 6:15-6:30: Volunteer Introductions
3. 6:30-7:30: Dinner
4. 7:30- Gift Exchange, Door Prizes, Mingling

## Banner Ads in Exchange for Gifts-In-Kind – Larry C

Larry does not want to offer banner ads in exchange for gifts-in-kind. Banner ads are very inexpensive, but are an important revenue stream for the club. It is difficult to value gifts-in-kind. The group agreed.

# New Business

## Canadian Wildlife Federation Promotion of our Hiking Events – Larry C

The Canadian Wildlife Federation has approached us about them posting our events.

We do not need to have our events promoted – they’re full (or over-full) already.

We do not wish to pursue this but Larry will thank them and suggest they may want to include a link to our web site if they wish. This will form the basis of a club policy regarding other organizations posting our events, which Rhonda will add to the policy manual.

## MEC Process for Donations – Larry C/Narmin

Already covered during Sponsorship Officer report.

## First Aid Training for Coordinators – Rhonda/Andrew

The club has enough money to put some funds to subsidize some first aid training for coordinators.

Andrew will look into options for both Standard and Wilderness First Aid. Wilderness is more expensive than Standard, and would be more appropriate for coordinators who do trips out-of-town, while Standard would be more appropriate for coordinators who do events primarily in-town.

We will start with the process we defined originally, and tweak it if needed:

1. Coordinator pays for training up-front
2. Coordinator successfully completes the training course
3. Coordinator coordinates ???-number of events for the club
4. Club then re-imburses coordinator for ??? (ie. 90%?) of cost of training

## 2013 AGM – Susan

The AGM is tentatively scheduled for April 12th at Billiard Club. The event will be free to attend and will be promoted as an “Anniversary Party” (not AGM).

We will not provide any food at the event. The Billiard Club menu will be available for members to order from if they wish.

We will provide one free drink ticket to attendees, but this will NOT be advertised anywhere as we don’t want to attract people who would only come to get a free drink.

The AGM will be from 6-9. There will be a simple program:

1. Introduce new officers
2. Photo contest
3. Door prizes

We would like to invite interested members to attend the first half-hour of our March Meeting to meet us and see what we’re all about. This will make our upcoming officer positions accessible to people who are not already on the volunteer team. Susan will send out a note to all members inviting them to attend the first 30 minutes on March 19th which will include our job descriptions, and which jobs require a person to be an event coordinator.

# Next Meeting

Next meeting is scheduled for March 19, 2013.

# Action Item Summary

|  |  |
| --- | --- |
| **What** | **Who** |
| Send Donna donation $ electronically if possible | All |
| Ice safety information for coordinators/newsletter | Andrew |
| Look into Standard First Aid and Wilderness First Aid training options for coordinators | Andrew |
| Draft Coordinator Payment/Refund Policy | Donna |
| Include request for coordinators to include note about if they’ll be riding bikes through any off-leash areas when coordinating cycle events in volunteer newsletter  Also note that we have an out-dated recommendation for Lee Valley's "Stabilicers" in a lot of winter events being copied. It would be better to recommend "Microspikes or Stabilicers" as Microspikes are better. | Ian |
| Commence forwarding feedback e-mails to Volunteer Coordinator | Jeff |
| Procure prizes for monthly photo contests | Larry/Mark |
| Procure prize for annual photo contest | Larry/Mark |
| Follow up with Karl re: how to add monthly photo contest winner to homepage | Mark |
| E-mail to membership re: Annual photo contest at AGM and monthly photo contests | Mark |
| Create content for photo contest description for web site | Mark |
| Send sponsorship information and letterhead to Larry Carroll | Rhonda |
| Train Larry Carroll on sponsorship area of web site | Rhonda |
| Send Michel tear-off advertising poster | Rhonda |
| Train Mark on refreshing the photo rotation on homepage | Rhonda |
| Create banner ad graphic for photo contest | Rhonda |
| Create banner ad graphic for AGM | Rhonda |
| Add policy to manual re: other organizations posting our events | Rhonda |
| Arrange Billiard Club for AGM on April 12th | Rhonda |
| Create AGM event on web site | Susan |
| Create fancy schmancy PDF of photo contest description | Susan |
| Get link to dog information to Karl to add to web site | Susan |
| Potential volunteer invitation e-mail to attend 1st 30 minutes of Mar 19 meeting | Susan |