

**PEI Curling Association General Meeting
Crapaud Community Curling Club
7pm Monday, November 24th
Minutes**

Action items from meeting:

- Action: Derek to create letter for Ray's signature regarding not changing the Seniors' championship dates.
- Action: Dave to follow-up from the Disabilities Curling demonstration, and report back by email
- Action: Bill Hope to call a meeting to propose changes recommended at the Round Table meetings, and send to clubs. It is hoped that these will be approved before the Seniors championship.
- Action: Bob Leard to look after getting the financial statements for Montague. Ray will go after Summerside. Kim will do Crapaud. Everyone is to shoot for a mid-December Deadline.

Item I: Call to order and roll call

President Ray McCourt call the meeting to order at 7:05 pm

Roll Call

Present: Greg Lucas (Executive Director), David Murphy (Past President), Bob Leard (Montague), Kim Matters (Crapaud), Bill Hope (Ch'town), John DeLuca (Cornwall), Bev McCormick (Treasurer), Melody Beck (Vice President), Shirley Lank (Curl Atlantic), Walter Callaghan (Western), Audrey Callaghan (Vice President), Ray McCourt (President), Derek MacEwen (Secretary), Darrell Doucette (event coordinator)
Absent : Gayle Johnston (Tech Director), Nancy Sinclair (Silver Fox), Russell Jones, O'Leary

Item II: Review Agenda

Audrey approved and Melody seconded the evening's agenda.

Item III: Minutes of Previous Meetings.

The minutes of the 3 summer executive meetings were submitted for adoption. Dave moved and Melody seconded adoption of these minutes. Motion carried.

The minutes of the October 27th general meeting were submitted for adoption. Jerry moved, and Audrey seconded adoption. Motion carried.

Item IV: Business Arising From the Minutes

- *Wheelchair Curling – Shirley reported on progress of wheelchair curling, looking at getting wheelchair access and some ice time or them. Summerside club may be up for it and Shirley will look into.*
Shirley had nothing new to report on this item. Dave reported that there will be a Disabilities curling demonstration on November 30th at the Charlottetown Curling Club.
Action: Dave to follow-up from that demonstration, and report back by email

Item V: Reports

a) President

Ray submitted the following written report:

The year is advancing very quickly and coming into the busy time of the year. We are very fortunate to have a new coordinator added to the staff of the PEICA which will be introduced at this meeting. This will make the jobs of the executive and the club representatives much easier. There are a couple of concerns that I am hearing from members of our association, the first is the timing of the PEI Credit Union Seniors in Cornwall on Jan. 15-19/09. Some players feel is a bit early in the season as the National Seniors is to be held at The Silver Fox in March 20-28/09. In addition, it may limit these teams' competitive edge. I know it is a difficult situation to change as the calendar is drafted in the previous year for the upcoming year of events and who will be hosting these events. We, as an executive of the organization work with the curlers throughout the year and they are asking us to consider reviewing the timing of the event. We did have a concern with the Provincial Legion event but this has been changed.

Membership in all clubs may be a concern this year as the economy may be playing a role in this. We, as an organization should take a leadership role and work with all clubs to promote membership. As a possible way of promoting curling on PEI through the seven clubs is to create a TV ad or run newspaper ads encouraging people to come to the various clubs in their region to try the sport of curling. The clubs could hold open houses on a regular basis and ask friends to join a regular game on a trial basis. The clubs would have to be flexible in allowing this guest to play for a short period. Dues structures could be created whereby you join in the 2nd half of the year and a credit could be offered for next year's dues as an incentive to get that person back in the club. Curling as compared to other sports is inexpensive and we undersell ourselves in some ways. We have to promote the sport in any way we can. There are many armchair curlers out there who watch the major events on TV, we just have to pique their interest in order to get them on the ice.

The Senior Mixed is slated for Dec. 11-14 in Alberton and the Island Petroleum Junior Mixed at the Silver Fox on Dec. 27-30. We will be asking clubs to have support people to work with the coordinator for these events. The 2009 calendar is full from Jan. 2 through Mar. 15 with Provincial events, as well as club spiels. A reminder - clubs dues are due before Dec. 1. As this is our last meeting before the festive season, I would like to wish all season greetings and I thank all for their support thus far in the year and anticipate your continued support in the upcoming year.

- Ray McCourt, President

After the report was presented, there was discussion on the possibility of Maritime-wide TV ads. There was also discussion on having a mail-out to potential club members, but it was felt that this was best left to the clubs. Kim mentioned that Crapaud did a mailout in October. Dave mentioned that we have been reaching Juniors via the Sports Fair. Jerry mentioned that the CCA has been suggesting that clubs introduce monthly membership rates. Shirley suggested that clubs could have a membership deal after the Brier, when interest in curling is high. Bill Hope mentioned that clubs in Ontario had offered 40 memberships at the cost of broom and shoes, and had been very successful in retaining these memberships. There was a suggestion from Shirley that the PEICA send out ideas to clubs on a regular basis.

b) Treasurer/Budget

Bev did not have a financial statement, but presented a tentative budget, projecting a deficit of \$7800. Derek pointed out a duplicate amount of \$2120 for the web site, reducing the deficit to \$5680. A depreciation amount of \$1100 is to be removed, bringing the deficit to \$4580, but a budget for the Hall of Fame has yet to be added. There was a question on the \$5280 amount for food for events, and a discussion on whether or not entry fees should be increased for events that don't pay for themselves. It was mentioned that a cost benefit analysis on each event should be done before the AGM. It was mentioned that the new Dominion Club Championship event would be revenue-neutral.

c) Technical Co-ordinator

Gayle was sick and unable to attend. Shirley reported that Gayle had a meeting on the Nov. 11 weekend, and is working on lining up officials. Dave said that officiating is firmed up for all the events. Greg reported that Gayle met with SportPEI, and they are very happy with her duties and performance as Technical Director.

d) Club Reports

Montague – Bob reported that the club has been running for two weeks, but it has been hard to get the members in the door. He also reported that more events and curlers are needed for stick curling. He reported that Alberton has a stick bonspiel this weekend, the Fox has a Dec. 6th date in planning, and Montague has an event the 1st of January. Cornwall – had a stick day which attracted 32 players from own club. Bob says that they need an invitational event too. He mentioned that Stick Curl Canada has new rule #7, which states that the 1st 3 rocks can't be taken out until 4th in the area from the hog line to the back line. He said that they have played games with the new rules, and they are very exciting, with lots of rocks in play.

Crapaud: Kim reported that a new manager, Peter Lawrence, has been hired and needs to get up to speed. They are down a bit in membership but have some new curlers, and the first bonspiel went well despite a storm. They have a dance on 6th Dec., and have been able to obtain free advertising for the club in the local pharmacy newsletter. They also hold Bingo every 2 weeks.

Charlottetown – Bill reported that they are adding more finishing touches for the Canadian Firefighters, including a huge Canada flag. Curl for Cancer was very successful, with more than \$13,000 raised.

Western: Walter reported that the club has been going since the 1st week of November. They are completely volunteer - no hired help at all. They are having a problem getting members, but a bonspiel on the weekend turned out ok. A stick event is coming up Friday – all stick members have been retained.

Cornwall – John Deluca reported that stick curling is a big success, with 32 club members participating in a stick spiel. The annual Junior cashspiel went well; there were snow delays, but

great ice. Despite some early problems, the ice is now back to normal. A new PA system has been installed. There is good daytime curler turnout. The annual Lorne MacPhail Memorial daytime spiel goes Dec. 3-4. Club membership is roughly the same as last year - around 300. John noted that he has started a number of "Dream Team Challenges" daytime curlers, where groups of people challenge other groups, such as the Mariners vs the Bankers or the DVA retirees. There have been a number of challenges so far, which have generated a lot of interest among the daytime curlers. The club had its first eight-ender of the season.

O'Leary: no report as Russell was absent

Silver Fox: It was reported that they are hiring a manager, with interviews this week. Membership is down this season. They are trying a Wednesday night Stick League, and other ideas to bring in more members. Juniors is on par with last year (75-100), under the direction of Lana Simmons and Sheila Compton. The Seniors are very active, and comprise the larger part of the club membership.

e) Curl Atlantic – Shirley reported that AGM didn't take place on the weekend due to the snowstorm and not enough incoming members. Meetings with the 4 Atlantic groups were held separately. Karen Ouellette is tending her resignation effective Dec. 31, but will assist the incoming executive director in taking over the job. The AGM will take place by conference call in the near future.

f) Hall of Fame

Jerry reported that the event took in \$830, with \$400 of that coming from the sponsor, who are in the last year of their agreement. Future sponsorships – he has approached PEI Mutual Insurance, the Olde Dublin Pub, and the Robinson family. Expenses from the event totalled \$2154, of which \$987 was for the reception. It was concluded that sandwiches are too costly. Food was bought for 150 people, but only 90 showed up. Future events will have to have more economical food. Also, some clubs are too expensive, due to their rental and catering fees. We need to be able to cover the food and hall rental with a \$300-\$400 budget, which may mean taking the event to other facilities.

Audrey moved the adoption of the reports. Derek seconded. Motion carried.

Item VI: Correspondence

Greg distributed a series of CCA surveys to the club representatives.

Dave had received correspondence regarding Sport PEI meetings tomorrow and Wednesday morning regarding off-Island events support, and one on Wednesday regarding Island amateur sport issues. Darryl and Shirley agreed to attend.

Item VII: New Business

a) Event Coordinator Introduction

Greg introduced the new Events Coordinator Darrell Doucette, who was selected via a competitive process. Darrell mentioned that he has worked as a golf event planner, where he had managed a number of golf courses, and now has his own business in golf event planning. He had previously worked in construction planning .

b) Dominion Contract for Provincial Event

There was discussion as to whether all clubs had confirmed their attendance. Some did it by completing the form in the Dominion handout and mailing it in directly, so the PEICA would not have known. There was general agreement that PEI would be participating, and that the rules for participation would need to be carefully defined. Meetings have taken place with Shirley and her daughter Susan MacInnis, who is the Dominion's PEI representative for this event.

c) Round Table Meetings

Action: Bill Hope to call a meeting to propose changes recommended at the meetings, and send to clubs. It is hoped that these will be approved before the Seniors championship.

c) Financial Reports From Clubs

It was noted that John Morrison at Community and Cultural Affairs needs letters with financial statements for the last two years from all seven clubs. Montague, Summerside, Crapaud, and O'Leary have still not been received. Ray sent an email to Russell Jones, the O'Leary president. It was noted that Montague has its numbers.

Action: Bob Leard to look after getting the financial statements for Montague. Ray will go after Summerside. Kim will do Crapaud. Everyone is to shoot for a mid-December Deadline.

e) Stick Curling Dates

The previous dates were 2-4 of March, which conflicts with the 55+ games curling portion. A new date of 16 to 18 February has been proposed by the host club (Cornwall).

Motion: Audrey moved that we the change dates. Bob seconded. Motion carried.

f) Provincial Draw Formats

Covered under item C.

g) Dominion Insurance 2010

Shirley mentioned that a proposal was being prepared for Charlottetown and Cornwall to co-host the national event in 2010

h) Hall of Fame

- covered under reports

i) Wal*Mart

Dave mentioned that Carl Gibbons was the manager, and they had signed a two year agreement, giving \$1000 to PEICA and \$500 vouchers to winning team members at the Scotties.

This is a national level initiative. A plaque will be presented to Wal*Mart management on Thursday after 2 pm.

j) Seniors event timing

A letter was circulated regarding the timing of the Seniors event, set for January 15-19 in Cornwall. It was felt that this was too early in the season. It was pointed out that the date was proposed last February and approved at the AGM, and since no alternate dates are available at the host club, it is not possible to move it now.

Motion: Dave moved that we keep the dates the same for this year, but revise for next year to be approximately four weeks in advance of the national event. Melody seconded the motion.

Carried.

Action: Derek to write letter for Ray's signature

Item VIII: Adjournment and Next Meeting Date

The next meeting will take place Monday Jan. 12th 2009 at 7 pm at the Crapaud Community Curling Club.

Adjournment – Derek moved adjournment. Ray called the meeting adjourned at 9:48 pm.