

Berwick Curling Club
Annual Meeting
April 11, 2016
2015-2016 Season

Date: April 11, 2016

Time: 7:00 pm

In Attendance: See attached list

Mike Larsen called the meeting to order at 7:00 pm. Agenda was provided to discuss the items.

The minutes of the semi-annual meeting Sept.22, 2015 were posted on our web site. Brian Illsley motioned to approve the minutes and Claude LeBlanc seconded it.

Committee Reports:

All listed reports are attached as given from committees:

Social league, Spiel reports, Learn to curl, Day Curlers Report and President's reports.

Bar Report: Mike gave bar report for Tony. It was a very successful year for sales, and the Board was able to keep bar prices at previous levels for the season. Final numbers for sales and expenses are not in yet.

Ice Report: Brad gave update. Everything ran well, with no issues with the ice plant. There were many positive comments on great job done by Brad and Donnie.

Financial report will come later from Brad. Our fiscal year-end is May 31st, so our final numbers are not yet available. However, Brad noted that at the start of the season, the Club had less than \$500 in its bank account, and as of today, the balance sits at slightly over \$24,000. There will be some expenses through the summer, but we are anticipating starting the next season with around \$21-22,000 in the bank.

Junior curling report: Alice McNeil will be taking over the program from Melissa, who will move to Treasurer for a year. With this, there is a need to change the signing authority for the Junior curling program. Greg Hubbert motioned that the Club authorize changing of the signing authority for the Junior program from Mary Ellen Lonergan and Melissa Reeves to Alice MacNeil and Melissa Reeves. The motion was seconded by Linda Evans, and approved upon a vote of the members present.

New Business:

1. Election of New Officers /Board members:

Mike presented the proposed slate of officers and Board members for the 2016/17 season. He noted that Michelle would be stepping down as Co-President due to a change in her professional life which has resulted in a busier schedule. The proposed slate of officers and board members is as follows:

President: Mike Larsen
Vice President: Greg Hubbert
Treasurer: Brad Schurman
Secretary: Arlene MacArthur
Past-President: Michelle Larsen

Board of Directors (9):

Bryan Illsley	Joseph MacGillivray	Shelly LeBlanc
Claude LeBlanc	Deb Hubbert	Beth Easson
Curt Palmer	Danny Vaughan	Hartley MacArthur

Mike Larsen called 3 times for any nominations from the floor. There were none. Eric Sturk moved that nominations cease and that the proposed slate of officers and Board members be approved. Seconded by Dan Keddy. Motion approved. Mike welcomed the new members of the Executive and Board, and thanked those who will be leaving the Executive and Board for their service to the Club.

- 2. Wall of Fame-** Greg reported that he has already started on the Wall of Fame for 2016. He also noted that the annual KMCC fundraising dinner and auction was held on Saturday night. Brian Illsley of Kentville Toyota donated \$25,000. Nichols Family Farm donated \$25,000. Greg reported that between these and the Raise the Rings campaign, approximately \$115,000 has been raised toward the new curling club.
- 3. Sale of Club:** Not sold as yet. There has been a recent showing from an interested group. Mike advised that Donna Conrad provides monthly updates.
- 4. Support for Sport Grant:** Mike noted that he had submitted a grant for equipment purchases, and that the Club has been awarded \$1,200. This will be used to replace the brooms, sliders, crutches, and sticks at the Club. Beth Easson advised that she is looking into the possibility of leveraging this grant money to secure additional grant money for the same purpose.
- 5. Day Curling fee structure:** Mike advised that a proposal with respect to the Day Curling fee structure had been presented to the Day Curling group. At this time, it has been decided by the Board that a sub-committee will be formed to look at this proposal further, with a mandate to bring a recommendation back to the Board for approval. The sub-committee will be made up of 2-3 members of the Board, and 3-4 members of the Day

Curling group. The goal is to have this in place for the 2016/17 season.

6. Our annual Lobster Boil will be June 18, 2016, with pickup from 2pm to 5pm. Brad to look after getting tickets made. We are planning on selling 250 tickets and encourage all club members to get involved with this.
7. For the new members of the Executive and Board, Mike advised that the next board meeting is scheduled for May 9, 2016 at 7 pm.

Motion to adjourn meeting by Danny Vaughan, seconded by Claude LeBlanc. Meeting adjourned at 8:30pm.

Respectfully submitted,
Gwen Boyd, Secretary.

Berwick Curling Club
2015-2016

a) Scheduling Report

Comm: Fee report. April 11, 2016.

SOCIAL LEAGUES....

Our first social league draw worked around the new "Learn to Curl" Program, so we played on Tuesday and Friday nights. There were 7 teams on Tuesday, and 5 teams on Friday.

The second draw had 8 teams on Tuesday, and 8 teams on Thursday (moved back after the "Learn to Curl" program ended).

The third draw had 7 teams on Tuesday, and 7 teams on Thursday.

TEAM LEAGUE...

The Wednesday Team night started the season with 10 teams! With the ability for teams to leave or enter the league at mid-season, we dropped one team and picked up a team, so the second half of the league also had 10 teams!

PROCEDURE...

League registration was still done on a sign-up basis at the Club (minimum 2 weeks of charts being available to sign!).

All schedules were posted on our website and Facebook page this year, rather than email distribution, and it seemed to work well! A few hiccups, but nothing major!! Special THANKS to Dan Keddy for posting to the website so efficiently!

Schedules and results charts were also posted at the Club!

Draw winners in each league received two free bar tickets!

Submitted by Leta Totten

Leta Totten

Spiels Report 2015-2016

All 10 spiels were well attended this year.

Highlights: *OS the Year*

Special attention will be given to the Murray Spiel next year. We are looking at changing the date to something in December; as well as changing the format to Skins. The hope is to bring out more players. We only had 8 teams this year. Claude discussed our plans with the Bezansons and we have their full support.

The Apple Spiel was a great success - with a waiting list of seven teams.

- We will certainly use our 4 new sheets.

While the Apple Spiel was well represented by curlers (1/2 Berwick teams, and 1/2 away teams), our volunteer representation was low. We are looking at ways to increase membership volunteerism for next year.

The Edie Corkum Spiel was well attended as always. Thank you so much to Gwen Boyd and so many more for their continued efforts.

We had some corporate sponsorship this year.

-Our first spiel of the year was sponsored by Scotian Gold. Thanks again to Scotian Gold.

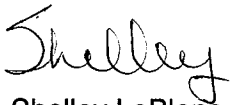
-We introduced Pay the Pig this year. This little guy has been a great addition to our fundraising efforts. Meadowbrook Meat Market has sponsored our little oinker.

-In addition to sponsoring two Pay the Pig nights, Meadowbrook's sponsorship extended to providing food products for our Murray and Apple Spiels.

We look forward to continued sponsorship from Meadowbrook Meat Market. We may see some piggies on our hog lines next year.

This has been a year of learning for both Claude and I. We will take all we have learned and bring it with us to next year, for an even more successful year.

Thanks so much.



Shelley LeBlanc
Spiel co-Coordinator

Learn to Curl / Beginner League Report

An Adult Learn to Curl program was offered with the intention of recruiting new members to the club this past season. The plan was to run 2 Learn to Curl programs, one in October and another in January, aiming for 24 new curlers to sign up for each program with the target of retaining a third.

The program was offered on Thursday evening at the cost of \$50 for the 8 week Curling Canada standard program with a membership incentive that new curlers would have their applicable yearly membership reduced by \$50 if they join the club in January.

We ended up with 36 +- new curlers joining the October program. A number of them left without completing the program, a few completed the program but chose not to join the club in January for various reasons. We retained 10 +- new curlers and the word of mouth publicity generated several inquiries for the program.

With the overwhelming success of the October program, it was decided to concentrate our efforts to retain our new curlers by furthering their learning and understanding of curling in a game setting. Instead of running a second Learn to Curl program in January, we created the Beginner League on Friday evenings.

Appreciating that not everyone coming off the Learn to Curl program would feel comfortable joining regular curling leagues, the Beginner League was designed for the Learn to Curlers to come, have fun and socialize while practicing the skills they've learned. This league was also open to new curlers who did not get the opportunity to join the Learn to Curl program in October.

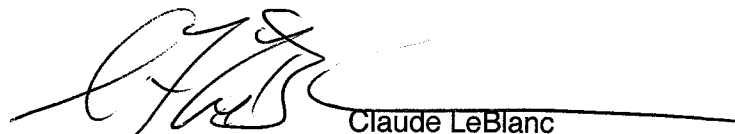
This league was tailored to produce a supportive, no pressure atmosphere of fun and learning in a game situation with coaches on the ice either playing (if needed) or helping the new curlers at both ends of the sheet.

We had 4 teams in the Beginner League made up of 8 of our 10 retained curlers from the Learn to Curl program plus new curlers and coaches.

The price to join the league in January for new curlers who did not participate in the October Learn to Curl program was also \$50. The same incentive was also offered to them if they join the club in 2016-2017. Their applicable registration fee for the 2016-2017 season will be reduced by \$50.

As a continued effort to increase membership to the club, we will run another Learn to Curl program in October 2016 and will continue to run the Beginner League. We will also evaluate the need or desire to run a second Learn to Curl program in January 2017.

To continue this initiative, we intend on hosting a Coaches clinic at the club to augment and upkeep our club coaches who assist in delivering our Learn to Curl programs and Beginner League.



Claude LeBlanc
Club Coach

Annual Report for the Day Curling 2015/2016

The Berwick Daycurling group enjoyed a great season of curling, which took place on Tuesday and Thursday afternoons, comprising of a group of members / non members in excess of 24 players at times.

Our regular daily membership was down but the revenue saw an increase over last season partly due to a 10% increase in the dues. We were able to pass on to the regular curling club a total of \$3344.00 up from the \$2900.00 given the previous year.

Other than the regular curling there were visitations at Middleton & Bridgetown, with return visits to the Berwick club, both being well attended with 24 curlers.

Within our group, we held a mini bonspiel and social at Christmas and also again in March for our closing, after which we all enjoyed a turkey dinner at the Lions Club.

On behalf of our group I would like to extend thanks to Tony for opening the bar for our visitations and also for our Christmas and closing events.

Submitted by Joy Parker,

Berwick Curling Club

President's Report- 2015/16 Season

It is fair to say that the 2015/16 curling season has been a whirlwind of activity around our Club. Right from the start, it seemed like we were running, and the pace never slowed down. So let's exhale collectively as we recall the events of the past season.

The season started off with a significant challenge...the Club's financial picture. We were in serious trouble, and had it not been for the Lobster Boil in June, would have been defaulting on bill payments later in the summer. The Executive and Board spent a considerable amount of time analyzing our financial structure, and ultimately made the difficult decision to raise dues for the past season. Rest assured, these decisions are not taken lightly. However, we believe that we have learned a great deal about ensuring the financial side of our Club is well looked after, and our initial look at the books for this year would indicate a positive outcome.

Once the final numbers for the year become available, the Board will be taking another good look, and get to work on forming another solid plan for the coming season. Our financial goal is simple...we want to be able to pay our operating expenses out of our normal Club revenues, such as dues, bar, sponsorships, and rentals. There will always be things that need to be purchased, or things that need to be fixed...we hope to be able to funnel all our fundraising activities toward these items.

With our financial picture in September not very rosy, we pulled together a turkey supper fundraiser at the Lions Hall in an effort to raise cash, in order to give ourselves some breathing room. The event was a huge success...over 220 meals served, and additional funds raised through the silent auction and 50-50 draw. Overall, the Club netted around \$8,500 through this event. We'd like to give special thanks to Bill Wilson, who spear-headed the organization of the event, and thanks also to those that helped with the organization and execution. We'd also like to give recognition to Ken Pineo, who, along with Bill, probably sold close to half the tickets for the evening.

Once the season started, two initiatives received a considerable amount of attention. As part of the operating plan for this season, we felt strongly that recruitment of new curlers was paramount to our success. So, under the guidance of Michelle, a Learn-to-Curl program was developed and launched. The original plan was to try and recruit 24 new people in to try curling...we wound up bringing in 36. Overall, the program was a great success, as we retained about 12 of them to curl in the Club.

We all learned a great deal with respect to the LTC program, and plans are already underway for next year's program, which will be under the guidance of Claude LeBlanc. Claude put in a tremendous amount of time with respect to LTC this year, not only in the program in the Fall, but spearheading a new Beginner's curling league that ran on Friday nights, with the goal of helping to ease the transition from LTC to curling in the Club. Claude is already working on changes that we'll make to the program for next season. We'll say it again...recruitment of new curlers is the single most important initiative that we

have in this Club. If we don't recruit, we shrink, and eventually cease to exist. Our feeling is that we have a great program to offer, which will only get better over time.

For all those that took the Club Coaching course and helped with the LTC program this year, many thanks. It took a great effort by everyone, but it was well worth it!

The second initiative that took on greater importance this season was to ramp up the social aspect of the Club, with more events planned in order to help put some more fun back in curling. Thanks to Michelle for heading up this effort...and I believe that we can all agree that we had a great deal of fun at the Club this season. Our "Pay-the-Pig" fundraising idea was a tremendous hit, and our thanks to Shelley LeBlanc for bringing the idea forward, and thanks to Meadowbrook Meat Market for their generous sponsorship of our "Pay-the-Pig" nights. Thanks as well to everyone for their honesty when it came time to Pay the Pig.

Our bonspiels were well attended and organized, and the Apple Spiel in particular was one of the most successful in many years. Thanks to Claude and Shelley for their hard work in organizing these events this past season.

Our second Wall of Fame ceremony was well attended, and made for another great night of walking down memory lane as we inducted 3 teams, a group of builders, and our great friend, Andy Hopkins. This event always generates considerable buzz around the Club and community, and has become a highlight night of our curling calendar each year. Special thanks to Greg Hubbert for his work on developing and organizing this wonderful night.

Our Club depends on volunteers to operate, and while we've mentioned a few folks already in this report, we'd like to mention a few more:

- 1) Donnie Smith and Brad Schurman, for making and maintaining the ice throughout the season.
- 2) Tony Berezowski, for managing the Bar, and for heading up the initiative to return to Volunteer bartenders.
- 3) Dan Keddy, for updating and maintaining the Club's website.
- 4) And Leta Totten, for doing the Club's scheduling this season. Leta has informed us that she intends to pass this along to someone new for next season...all we can say is, that person will be inheriting a well-organized, and very essential, club duty.

We can't stress enough the importance of fundraising to our Club. Our strategy changed a bit this year, as we drew a distinction between revenues from operations and revenues from fundraising. Our goal, as mentioned, is to be able to cover the Club's operating expenses through our normal revenue streams...dues, bar, advertising, and rentals...so that fundraising activities can be solely devoted to paying for extraordinary items...major repairs, new equipment. Whether we are in an old Club, or a new Club, there will always be something to pay for.

We had strong success this year with our various fundraisers, and will be putting more energy and effort into fundraising as we move forward. With that in mind, we'd like to thank:

- 1) Greg and Deb Hubbert, for organizing our year-end auction fundraiser.
- 2) Tammy West, for running our Club 200 fundraiser.
- 3) George Boyd, for heading up our annual Lobster Boil fundraiser.

So, when you add it all up, we've had what we believe to be a very successful and fulfilling year. We expect the numbers to confirm that once they are ready. And while it is important that we all take the time to catch our breath, history tells us that our break can't be long, and there are a number of things that will be looked at this summer as we prepare for next season: For example:

- 1) The Board will continue to refine the Club's membership dues structure to ensure that it meets the Club's needs for the coming season.
- 2) We'll continue to work on some changes to the LTC program for the coming season.
- 3) A recruitment strategy for our Sunday night Corporate Rec League. Our focus for this past season was to get the LTC program up and running. With that well in hand, we now turn our attention to rebuilding the Sunday night league, which is down to 6 teams.
- 4) Our Club bylaws were last updated almost 15 years ago. It's time for a review to see whether there are some areas which need to be freshened.

And, if we get a funding announcement, which we're all hoping for, we will be starting the process of building a new home for the Berwick Curling Club. So there could be a few things to do during the off-season...

It has been our pleasure to act as the Club Co-President's this year, and we want to assure everyone that it only put minor, occasional strains on our marriage. We're obviously passionate about this Club, wanting to see it grow and succeed for many years to come. Our thanks to everyone who contributed to our Club's success this season, and we're looking forward to an even bigger and better year next season.

Respectfully,



Mike and Michelle Larsen
Co-Presidents
Berwick Curling Club