

# Membership

- Good re-building year!
  - Great to have several previous members returning post-Covid.
  - We welcomed many new members.
    - 32 full season, 9 half season (4 graduates from ALTC).
  - Increased junior program participation.
    - Sunday juniors/high school (38) and unlimited juniors (3).
  - 256 total members compared to 207 members (20 juniors) last season, 296 maximum in past.
- We offer flexible membership options
  - 65 one night/daytime, 47 two nights/one night+daytime, 31 unlimited.
  - Plus 10 half-season members.
  - Plus 4 shift-work members.
  - 29 senior discounts (not available on new, one night/daytime or half-season member rates)
  - 14 members paid in installments.
  - 17 pay as you play fees paid (maximum 3 per person).

# Comparison of Membership Fees – 2022-2023

## 1. Cost of a one-league membership for 2022-23:

King \$395.50	<b>Alliston</b> \$400 +100 Vol Fee (refundable)	Shelburne \$373 or \$423	Cookstown \$425	Brampton \$435.05	Orangeville \$445	York \$555	Barrie \$589.86
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## 2. Cost of a 3-league membership for 2022-23:

<b>Alliston</b> \$500 +100 Vol Fee (refundable)	Cookstown \$525	Orangeville \$635	Barrie \$793.26	King \$813.60	York \$995	Shelburne \$973- \$1123	Brampton \$1011
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# Membership

- Fall 2022 advertising/recruitment efforts.
  - Potato Fest Street Fair
  - Lawn signs
  - Radio station ads
  - Open houses
  - Clinics (Free novice and Girls Rock, ALTC program)
  - Word of mouth – most-effective advertising and best chance for member retention
    - Thanks for members for bringing in new members!
    - Offered \$50 POS credit program – 17 received this year.
- Need ideas/help for next season.
- It's also important to retain new and returning members.
  - Thanks to all members for being welcoming and friendly!

# 2023-24 Membership Registration

- Early registration.
  - Targeting online registration open by September 1
- Friday night is BOOMING!
  - Register early to get a spot in the league next season.
  - Encourage new curlers to join other evening leagues.
    - Spots available in men's and ladies, and CYO leagues – these are fun leagues too!
    - Possible mixed doubles evening league (late draw Wednesday?)
- Lockers – we don't have enough for everyone.
  - Register early to reserve your locker – returning members first chance (with limit).
  - Consider sharing with a friend.
- Membership payments.
  - Due before season start dates – allows teams to be set in advance.
  - Possible late fee – volunteer management should not have to chase for payments.

# Advertising & Marketing

- COVID impact on local business community – less capacity.
- Last year began an effort to expand advertisers with some success.
- Need to continue outreach to broader business community in coming season.
- Advertising/sponsorship revenue is a direct offset to club operating costs and membership fees.
- Need all members to reach out to business contacts.
- Open to creative arrangements (e.g., product/service donations in lieu of payment for signs).

# Volunteer Hours

- Thank you to all the members who volunteered in various ways to support the club in this busy year of rebuilding.
  - To date, 603 volunteer hours have been completed by voting members (not including board members, managers, coaches and conveners).
    - An increase of 439 hours over last year.
  - 60% of voting members eligible to receive refunds of the volunteer fee completed at least 4 volunteer hours.
    - An increase in volunteer participation of 50% over last year.
- For those that completed their volunteer hours:
  - A list of members eligible to receive refunds will be emailed to the entire membership this week.
  - The volunteer fee will automatically be carried forward and applied to next season's volunteer fee unless a refund is requested.
    - For members that wish to be refunded, kindly email [allistoncurlingclub@outlook.com](mailto:allistoncurlingclub@outlook.com) to request it by April 15.
    - Refunds will be issued by April 30.

# Volunteer Training

- Effective June 30, 2023, Smart Serve certifications are only valid for 5 years
  - Online course.
  - Renewing a certificate (before expiry) is cheaper than a new certification.
    - Approximately 40 members (whose certifications will expire on June 30) to re-certify and submit their receipts by April 15, 2023, so costs get captured this fiscal year .
    - A few other members have certificates that will expire in 2023-24, season and we will budget to have these renewed.
    - We will also budget for a few new certifications in 2023-24.
  - Anyone with Smart Serve training is asked to provide a copy of their training certificate to the Volunteer Coordinator and Bar Manager.
- Food Handler Certification
  - Need to get a few members trained at ACC expense.
    - Let Volunteer Coordinator know if interested.

# **CurlON Volunteer of the Year Award**

**Anne Brander  
Kevin Wiltshire**

# Ice Makers' Report

- Thanks to Bryan and his crew (Scott, Marnie, Dann and Zak) for their hard work on the ice this season!
- Head ice technician:
  - Bryan has decided to resign from his role for personal reasons.
  - Need to form a sub-committee to recruit and hire a new HIT.
    - Anyone interested in getting involved, please let Willie know.

# Rentals

- Good revenue generator for ACC.
  - Approximately \$12,000 revenue in 2022-23 (approx. 5% of total).
  - Minor cost (above normal operations).
- Thanks to all coaches and volunteers who helped!
- Types of rentals:
  - Corporate curling events (Ernie Dean, Baxter, Honda, Briway, Young Gun Containers, Nova Nordisk) and non-curling events (Bijoux).
  - Family/friends events (members/non-members) for curling and non-curling (birthday parties, Stag and Doe).
  - Schools (mostly February, March).
  - Non-profit (Cornhole tourney/league, Cookstown CC for cashspiel).
  - Individual sheet rentals (competitor practice, friendly game).

# Rentals

- 2023-24 rentals already booking:
  - Quilters Guild.
  - Talking to Honda about a Shift A/B league (daytime).
  - Inquiry from Alliston Hornets for possible fundraiser event.
  - Previous renters contacted:
    - Boxing Day booked.
    - A few Saturdays already booked.
- Members get 25% discount
  - Contact Susan for info about hosting your own family/friends event.
- Need to improve club marketing/sales
  - Website, social media, other opportunities.
  - Anyone interested in helping?

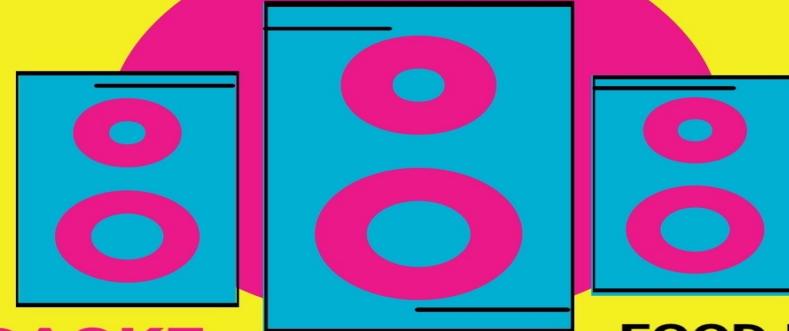
# Summer Socials

- Goal: Keep in touch with your curling friends over the summer
- Saturday June 3rd, 7:30 pm:
  - Celebrate Summer!
  - Karaoke/open mic with dance party and food included.
  - Bar will be open ☺
- Considering other events:
  - August 12th – Potato Festival
  - Euchre Tournament
  - Golf Tournament
  - Anyone interested in helping to organize?

ALLISTON  
CURLING CLUB

# SUMMER SOCIAL

FOOD & MUSIC



KARAOKE  
OPEN MIC  
DANCE PARTY

FOOD INCLUDED  
ALL ARE  
WELCOME

Advance tickets available at  
[www.allistoncurlingclub](http://www.allistoncurlingclub) ->Events  
->Registration  
Questions or etransfer payment to  
[allistoncurlingclub@outlook.com](mailto:allistoncurlingclub@outlook.com)

JUNE

3

Saturday

DOORS OPEN 7:30

ENTRY \$25

# Board of Directors - Election

- Returning to the Board for the second year of their respective terms are:
  - Michael Jarvis
  - Willie Macpherson
  - Greg Brander
  - Paul Shervill
  - Remi Welch
  - Mark McCague
  - Jim Roberts
  - Spancer Zaple
- Standing for re-election are:
  - Susan Froud
  - Alain Corbeil
  - Dave Brackett
- Nominations for new Board Members – 3 Open Positions.