

## **RABC Executive Meeting held August 14, 2017**

**Attendees:** Mike Yee, Chris Trothen, Mike Conway, Mike Bitten (Club Professional).

**Absent:** Jackie Tsang, David Kurtz.

**6:25 pm: Meeting called to order.**

**Approval of Minutes from previous meeting:** Motion by Mike Y to approve the minutes of the Executive meetings held June 26, 2017 and July 17, 2017. Motion passed.

### **Old Business:**

**Open House:** The poster for the Open House has been completed and copies have been put on display. Chris said that he did not yet have a copy for the website and that he would talk to Isabel. Chris said that he would run the morning Open House from September 18<sup>th</sup> through the 22<sup>nd</sup>.

**Junior Memberships:** All the Junior memberships are now available in the registration system. All Junior programs are filling quickly and are expected to be filled to capacity.

**Fund raising Account:** The RA is establishing an account for the Club to raise funds towards the purchase of court mats. Mike B will reach out to the Boulevard Club to investigate their new court surface.

### **New Business:**

**Budget Review:** Chris said that there were issues with the current budget that would have to be addressed with the RA. The available funds for expenses seems to have been cut nearly in half although revenues were nearly the same as 2016.

**Membership Review:** Chris wanted to reduce the relative cost of morning membership by either reducing the fee or extending playing hours. Mike B expressed concern that spreading out the morning play would adversely affect the participation in the current morning program. Mike Y asked Chris to come up with a proposal to promote the morning badminton membership including pricing and an advertising strategy.

**Membership Holds:** Chris wanted the Badminton Club to support a policy whereby members could put their Badminton Club membership on hold once every 12 months. Mike Y will contact Nancy to get the details of the RA's current policy regarding Badminton Club membership holds.

**Member Referral Bonus:** Chris said that the RA planned to implement a promotion where any member who referred a new member would receive a \$20 credit towards the purchase of their membership.

**Shuttles:** Chris has been testing shuttles with the aim of making two lines available for purchase by members at price points of \$20 and \$25. Mike Y said that Chris should take his

proposal to Kelly and cooperate with her to come up with a plan of action that works for both the RA and the Badminton Club.

**Sunday Team League:** Mike Y said that he was concerned that there might not be enough teams to run the league but there was still a week until the registration deadline. The sponsorship arrangement with Oliver Sports is before Brian and looks like it will be approved.

**Sponsorship and Equipment Partnerships:** Any arrangement with a sponsor or equipment provider is to be brought to Brian for him to determine if it can go forward within the RA's marketing plan. Mike Y said that the Club or member bringing the proposal forward would be expected to put the work in to make the deal happen.

**Maintenance Issues:** Chris voiced his complaint the maintenance issues such as locker repairs and steam room maintenance are not being handled in a timely manner. He also raised concern that the RA had scheduled carpet cleaning before the end of summer camps. He asked Mike B to bring his concerns to Nancy.

**Poster Preparation:** There have been many delays in the production of posters for the Club. Mike B said that the Emily leaving had really hurt the effectiveness of the promotional preparations.

**Television Interview:** Chris said that he had talked with someone from the local CTV affiliate about doing an interview at the Club. Mike B said to make certain to bring the details to Brian before proceeding.

**Shuttle Launching Machine:** Chris suggested that the Club investigate purchasing a shuttle machine for use by members.

**T-shirts:** The budget for T-shirts has been reduced from \$1800.00 to \$1000.00. This will prevent getting T-shirts for all renewing members. Mike Y suggested re-purposing the shirts as prizes for the Christmas Tournament.

**Tuesday Adult Training:** Mike Y said Javier had come back asking that the pricing structure be changed from \$100 for 5 weeks to \$250 for a ten week program. Mike Y said that he would meet with Javier and Mike B to finalize the program.

**Motion to Adjourn:** Meeting adjourned at 7:58 pm.