

RABC Executive Meeting held June 13, 2018

Attendees: Mike Yee, Mike Conway, Jackie Tsang, Angelina Lee-Chan, David Long, Mike Bitten (Club Professional), Jill Pomeroy (RA Recreation), Kelly (RA Recreation).

619 pm: Meeting called to order.

Approval of Minutes from previous meeting: Jill asked about Morning Member summer play hours, the hours have historically been changed to allow morning members to play without interfering with summer camps. Motion by Jackie to approve minutes of meeting held on May 9, 2018. Motion passed.

Old Business:

2018-19 ODBA Tournament Schedule: The ODBA will meet before determining the final two tournament dates. It has been requested that one evening (7-11pm) be reserved for member play. The current rental fee for the ODBA is approximately \$300 per day. Kelly asked the RABC to compare rental rates with other venues to see if it is appropriate to raise rental fee.

New Business:

Pickle Ball: Kelly said that the RA has been petitioned to create a Pickle Ball Club and is investigating using the Badminton Facility on weekdays between noon and 4:00 pm. From meetings with the Pickle Ball Community, the RA has determined that while there is adequate affordable recreational Pickle Ball available in Ottawa, there is a lack of training and development programs as well as the Club atmosphere that the RA can provide. There would be no drop in participation under the RA plan, only member and Club based play. The Pickle Ball membership would be costed at about \$25.00 per month and run for 10 months so as not to interfere with summer camps. Kelly said that the RA would prefer not to run Pickle Ball as an independent program under the recreation department's oversight. David L raised the issue of conflict of interest where the Badminton Club is being asked to put the interests of the Badminton Club aside to support Pickle Ball development. Kelly said that the RA is planning to renovate and expand to four gym spaces in the next few years which might be a solution if Pickle Ball needs to grow. David L said that the marketing plan that he has developed would not be able to go forward in competition with the RA's Pickle Ball goals. Mike B said that there have previously been three programs in place during the noon to 4 pm time slot, a National Training Centre, a Sports-Etudes program, and the partnership with Franco-cite. All required hard work and dedication on the part of the Club Executive Members at the time. He also said that shared court space has not worked in the past and would recommend dedicating all six courts in the time period to only one activity. Kelly said that the RABC contribution is only part of a much larger budget and does not include anything to do with the cost of the dedicated space that the Club uses, it does not include utilities, insurance, cleaning and maintenance of the Club area and common areas, it does not include the Club operating staff's time or shared marketing of any type. Kelly said that the RA will produce a new financial study that shows that the RABC has been improperly budgeted and actually has a contribution shortfall of \$50,000 yearly.

David requested that he have a meeting with Kelly so that the marketing plan could be discussed in full before the RA decides to go ahead with their Pickle Ball plan.

The RA plans to go ahead with Pickle Ball in September regardless of the RABC's position on the issue, no adjustment will be made to the RABC's contribution requirements if the RA decides to dedicate this time to Pickle Ball. Kelly said the RA will not be hiring any more staff to support the Pickle Ball Club, Mike Y expressed concern that the RA has been lax in supporting initiatives meant to generate new members. Kelly suggested that Mike B has time to administrate the Pickle Ball activities.

Marketing Plan: David L presented his plan to generate and retain 100 new badminton members. The plan is aimed at the same time slot being proposed for Pickle Ball and has a projected return of \$50,000. The Badminton Club survey would be incorporated into the marketing plan. Suggested target members would be frustrated government employees, such as CRA workers. Member tracking through the turnstile would be an important part of the plan. Initial requirements to put the plan into effect would include business cards and a Club email for David from which he could send information. Jill expressed concern about this plan not addressing the 1-4 pm time slot. Kelly said that there might be impediments to putting the plan into action, such as access to government employees, that the RA has not been able to overcome previously. The branding of the Club is a crucial factor in putting the plan into action. Kelly said that any branding message or poster would have to go through the RA's director of Marketing.

Summer Tournament: Angelina said that the fun tournament would be held on one day, August 18th. She plans to have three events in three age groups (WD, MD, XD in 30+, 50+ and 80+) with players restricted to 2 events. Guests would be welcomed to play with RA members. Jill said that the budget would have to work, Angelina and Jill will work out the budget and poster.

Team Tournament: The date has been set for July 21-22.

Motion to Adjourn: Meeting adjourned at 8:10 pm.