



**IN ATTENDANCE:**

Jenn Tregale  
 John Brett  
 Helen Buchanan  
 Sandra Kam  
 Amanda Speers  
 George P.  
 Yvonne English  
 Shamin Spencer  
 Wendy Winder  
 Deanna Saarenoja  
 Irene Winter  
 Kerry Andersen

Deirdre Peters  
 Jason Wordie  
 Gaelle Lecoq

**REGRETS:**

Jenn Battista  
 Jason Spratt

Items																			
1.	<b>Meeting Called to Order</b> 5:04pm																		
2.	<b>Minutes Review and Approval of Agenda</b> Minutes: Amanda S, Amanda O Agenda: Amanda O, Sandra K.																		
3.	<p><b>Action Items:</b></p> <table border="1"> <thead> <tr> <th>Who</th> <th>What</th> </tr> </thead> <tbody> <tr> <td>Irene</td> <td>Vulnerable Sector Checks           <ul style="list-style-type: none"> <li>CAS change of policy. We are required to use their program for volunteer screening. Sterling back checks are now in effect. Irene to investigate further.</li> <li>Club Excellence requirements from Coaches and Board Members</li> </ul> </td> </tr> <tr> <td>Irene</td> <td>Respect in Sport           <ul style="list-style-type: none"> <li>Irene will send out shortly. September 30<sup>th</sup> deadline for Respect in Sport to be completed.</li> </ul> </td> </tr> <tr> <td>Deanna / Kerry</td> <td>Used clothing sale – postponed. Rebecca Johnston will be running. We will coordinate with fittings at Provincial Stream.</td> </tr> <tr> <td>George / Jason W</td> <td>Grant Writing – Kam is willing to help but requires guidance</td> </tr> <tr> <td>Jenn B and Jenn T</td> <td>Revise tiered clothing document</td> </tr> <tr> <td>Amanda O</td> <td>Seasonal Fundraising Document - ongoing</td> </tr> <tr> <td>Shamin</td> <td>Welcome Back Potluck           <ul style="list-style-type: none"> <li>Karen S is organizing it. It will be at the Capitol Hill Community Hall on September 29<sup>th</sup> at 2pm</li> </ul> </td> </tr> <tr> <td>Irene</td> <td>Concussion Protocol to be signed off by all members           <ul style="list-style-type: none"> <li>Irene will send out soon. Due date: September 30<sup>th</sup>, 2019</li> </ul> </td> </tr> </tbody> </table>	Who	What	Irene	Vulnerable Sector Checks <ul style="list-style-type: none"> <li>CAS change of policy. We are required to use their program for volunteer screening. Sterling back checks are now in effect. Irene to investigate further.</li> <li>Club Excellence requirements from Coaches and Board Members</li> </ul>	Irene	Respect in Sport <ul style="list-style-type: none"> <li>Irene will send out shortly. September 30<sup>th</sup> deadline for Respect in Sport to be completed.</li> </ul>	Deanna / Kerry	Used clothing sale – postponed. Rebecca Johnston will be running. We will coordinate with fittings at Provincial Stream.	George / Jason W	Grant Writing – Kam is willing to help but requires guidance	Jenn B and Jenn T	Revise tiered clothing document	Amanda O	Seasonal Fundraising Document - ongoing	Shamin	Welcome Back Potluck <ul style="list-style-type: none"> <li>Karen S is organizing it. It will be at the Capitol Hill Community Hall on September 29<sup>th</sup> at 2pm</li> </ul>	Irene	Concussion Protocol to be signed off by all members <ul style="list-style-type: none"> <li>Irene will send out soon. Due date: September 30<sup>th</sup>, 2019</li> </ul>
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Wendy / Trisha	Trisha recommended an AQB Member Facebook - Wendy to discuss and work with Trisha
Kerry / Shamin	<p>Repsol will be renovating the competition pool to a 10 lane 25 m wide pool and expanding the dive tank to 25 x 25 m in addition to renovating the change rooms and moving to a single entrance and front desk at the south end of the building. The impact will be a maximum of half the pool training time for the duration of the renovation 12 – 18 months (est). Timing TBD..., earliest estimate is renovations to begin 2020-2021 competitive season.</p> <p><u>Actions:</u> Create a committee to do the following: with the closure of Inglewood on December 31<sup>st</sup> and the pending Repsol renovation, determine our temporary, short term and longterm pool requirements and goals, create a prioritized list of pools (timing) options, and a strategy to obtain the required pools/timing</p> <p>Current situation:</p> <ul style="list-style-type: none"> <li>- PS moving to Repsol after December 31<sup>st</sup> for the balance of 2019-2020 season</li> <li>- Shamin currently contacting City Pools <ul style="list-style-type: none"> <li>o There are two city employees assigned to look at city pools and surrounding pools to see what is available to help us in our current situation. They asked for the summer to compile a list. Shamin will contact them for an update.</li> </ul> </li> <li>- Kerry currently contacting Y's</li> <li>- Conversation needs to be started now</li> </ul>
Helen	Official change of AQB name with Registry, AAS, CAS, Insurance, bylaws, policies etc... A possible 6-8 month wait time for Registry.
John	Provide each board member with the slides from last year's AGM – completed by Sandra

4. **President Update – John Brett**  
AGM Preparation – One slide / director

- Will each director create a slide to discuss what went well this season?
- Sandra has sent everyone last year's presentation that can be used as a guideline. Thanks Sandra!

**New Board Members**

- Treasurer – Deirdre Peters has been shadowing Jenn B since June.
- Director of Ops – Amanda is looking for someone to shadow the role this year.
- Secretary – Deanna will carry on for the next 2 year term
- Director of Public Relations – Trisha P has been shadow Wendy and is preparing to take on this role
- Director of Recruiting – Jason Spratt is prepared to assume this role
- Director of Non-Member Fundraising – Jason Wordie is prepared to assume this role
- Registrar – Gaelle will shadow Shamin this year and assume the role during the 2020-2021 season

John to send a notice will be sent out to the membership to see if anyone else is interested in the roles up for election.

John to send Notice of AGM needs to be sent out (by September 25<sup>th</sup>) 21 days in advance of AGM on October 16<sup>th</sup>. Current member emails sent out – it will need to updated as changes occur.

Replacement Pool Times for PS Please see PS report for further details

Repsol Renovations – timeline TBD

- Competition pool and dive tank renovations
- Main desk change of location

- Change room
- We need a plan in place. The time is now to act to secure pool space during this time.

5. **Head Coach Report – Jenn Tregale**

**National Stream – Parent Meeting October 1<sup>st</sup> – 6 to 7pm**

Welcome back to what is going to be another fantastic year at the AQB!!!

I am so happy with how Shape Camp went and even more so about Rule the Pool. We had some great comments about RTP and many athletes from outside the province said they will be back next year. I think next year we will do RTP from Sunday to Thursday so people can be home for Labour Day. Labour Day is later this year, so looking at August 30 to September 3.

Junior Worlds are being held in Quebec City in later August 24 to 30<sup>th</sup>, 2020. I think it would be fabulous to try to do Shape Camp in QC and have the athletes attend the events and see the best athletes in the world in their own backyard! We could train during non-event times and attend the events as much as possible. Could be VERY fun for everyone!

Training is up and running at both PS and NS. The swimmers are working very hard in preparation for team selections!

I am extremely pleased with our coaching staff! Everyone is very motivated and working hard to get the best out of their swimmers.

Things are always a bit up in the air at this time of the year as people prepare for team selection and the results that will be announced. Unfortunately there is always the threat of losing athletes that don't make the team they want to make, but I really hope everyone is in for the entire year because they love the sport, not just for making a certain team.

VIVOS is working on our new track jackets. The photos I have seen are great, I am just waiting for the final product we have discussed. They are able to make the jacket, a hoodie, t-shirt and tank with the same design on it. We are also talking about making the club suit with the same design. Paulo and Yolanda were at Rule the Pool and measured the girls for this year. They are preparing to give the girls each a black suit, as part of our sponsorship agreement from last year. They promise all the products will be in our hands by mid-November. They are currently away but are planning to come to Calgary possibly next week to do more sizing.

The Inglewood saga..... we have secured space at Repsol to help with the issue of IP closing. It's not perfect but it's water and that's what we need. At the PS parent meeting, it seemed that being centrally located was important to everyone. Kerry is setting up a meeting with the Eau Claire Y, so I am looking forward to hearing about that!

Repsol is available the weekend of May 22-24 so it would be a great option to host the AQB Challenge then!!! We should discuss this quickly to get the space secured and get the info out so we have great attendance!

I would like to take this opportunity to say a HUGE congratulations to Elizabeth Battista who competed at the first ever Youth World Championships in Slovakia last week. Liz placed second on the team in figures!!!! The team placed 12th in the final. As a new NT member, Liz is supposed to receive a towel that is embroidered etc. Unfortunately, the cost to produce this is ridiculous as there is only one being done. I was quoted over \$100! I am still looking in to other options, possibly Things Engraved or somewhere like that. Any suggestions? Amanda O is going to ask her cousin for a quote.

CAS Requirement Compliance

- Irene is on it.

AQB Clothing Update

- Getting new track jackets for sure. Jacket will be red and black. \$60 cost.
- Please postpone fittings at PS until further information is available.
- Please keep in mind that we need to spend a certain amount with Vivos each season as part of our sponsorship. By using Vivos to supply AQB gear, we are able to fulfill our obligation.

6. **Treasurer Update – Jenn Battista**

All payroll remittances are up to date.

**2018/2019 Budge to Actuals as of June 30<sup>th</sup>, 2019**

Item	Actuals	Budget	Projected Variance
Revenue	\$576,351	\$513,382	\$62,969
Expenses	\$52,617	\$519,655	\$7,961
Fundraising	\$28,710	\$25,500	\$3,210
<b>Total</b>	<b>\$77,445</b>	<b>\$19,227</b>	<b>\$58,218</b>

- **Items to Note**

Revenues:

- Higher than budgeted pre-comp revenues
- Improved bingo performance over prior year
- Summer camps and June training revenues higher than originally budgeted
- Miscellaneous revenues from activities such as equipment rental to KSC

- Expenses

- Coaching wages – see detailed budget to actuals for explanation
- Pool Rental – higher costs than expected for satellite pools

- Fundraising

- Actual performance of fundraisers was higher than original budget

2018-2019 Audit Report and financials

- The audit was completed on August 16, 2019 by an independent reviewer, Jennifer Pon CA CPA CIA
- Irene Winter (office admin), Deirdre Peters (member representative and Jenn Battista (treasurer) were in attendance.
- There were no audit findings requiring adjustment to the financial statements
- See enclosed copy of the signed Audit Report and Financial Statements required by AGLC

Shadowing

Deirdra has been shadowing key activities over the summer including an introductory meeting in June to review the budget to actuals, closing of the books in July and the audit in August. Rod has not been available to participate in shadowing.

- I will continue to involve Deirdra in activities leading up to the AGM including finalizing the budget for 2019-202 and preparing the AGM presentation so that she is ready for the role of treasurer following the AGM.

**Note:** We are at a higher risk than normal of swimmers choosing to quit after team selection due to the number of Junior swimmers and the fact that some swimmers will not be interested in swimming on the B team. As a result, I recommend that the board prepare for revenues to be lower than what was outlined in the September draft budget by \$15 – 30K as each junior swimmer that quits will result in \$7,300 less revenue in swimmer fees.

7.	<p><b>Vice President Update – Helen Buchanan</b>  <b>Dare to Care Seminars need to be booked</b>  – I need Jenn T and Jenn B’s assistance in selecting a day for athletes.  - We received a grant from Husky Energy to pay for these seminars  - Coaches and board – no action on this yet  - PS Athletes 8 – 12 will be an evening after team selection in October  - PS and NS Athletes 13+ will be an evening after team selection in October  - Parent Seminar will be an evening after team selection (Monday October 24<sup>th</sup> @ Repsol?)</p> <p><b>End of Year Parent Survey – Highlights</b>  We had 35 respondents – 13 PS comp; 15 NS comp; 7 PS semi-comp  - 16 deemed AQB a very good value and 4 deemed AQB an excellent value! 57%!</p> <p>Primary reason for joining AQB? Total Respondents: 24</p> <table border="1" data-bbox="178 594 1490 852"> <tr><td>Location of the pool</td><td>37.5%</td><td>9</td></tr> <tr><td>Winning reputation of the club</td><td>33.33%</td><td>8</td></tr> <tr><td>Practice times (ie. 4 – 6:30)</td><td>27.17%</td><td>7</td></tr> <tr><td>Quality of Coaching Staff</td><td>27.17%</td><td>7</td></tr> <tr><td>Amount of training time</td><td>16.67%</td><td>4</td></tr> <tr><td>Friend recommendation of referral</td><td>8.33%</td><td>2</td></tr> <tr><td>Cost is less than other clubs</td><td>0.00%</td><td>0</td></tr> </table> <p>What does your child find most rewarding? Total respondents 35</p> <table border="1" data-bbox="178 926 1490 1224"> <tr><td>Friendships</td><td>74.29%</td><td>26</td></tr> <tr><td>Physical activity and fitness level</td><td>71.43%</td><td>25</td></tr> <tr><td>Competitive accomplishments</td><td>68.57%</td><td>24</td></tr> <tr><td>Relationship with coaches</td><td>40.00%</td><td>14</td></tr> <tr><td>Having fun</td><td>60.00%</td><td>21</td></tr> <tr><td>Travel Experience</td><td>45.71%</td><td>16</td></tr> <tr><td>Competitions</td><td>60.00%</td><td>21</td></tr> <tr><td>Team Bonding</td><td>57.14%</td><td>20</td></tr> </table> <p><b>EAPs</b>  - EAPs will be ready and in place at each pool with each swimmer’s medical information once registration is complete. We will have to ensure that these binders have a safe and secure place at each facility – maybe with the sound system? I will contact Janet Ayes for Seton, JCC and Cochrane.</p>	Location of the pool	37.5%	9	Winning reputation of the club	33.33%	8	Practice times (ie. 4 – 6:30)	27.17%	7	Quality of Coaching Staff	27.17%	7	Amount of training time	16.67%	4	Friend recommendation of referral	8.33%	2	Cost is less than other clubs	0.00%	0	Friendships	74.29%	26	Physical activity and fitness level	71.43%	25	Competitive accomplishments	68.57%	24	Relationship with coaches	40.00%	14	Having fun	60.00%	21	Travel Experience	45.71%	16	Competitions	60.00%	21	Team Bonding	57.14%	20
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8.	<p><b>Past President Update – Sandra Kam</b>  Policy Discussion &amp; Updates</p> <p><b>Hope Case</b></p> <p>For the past two and half years, the Club with a family regarding their lack of payment (5K). At the end of July, the court provided judgement in favour of the Club.</p> <p>Brent Hooey provided his services to the Club pro-bono as a lawyer. I would like to make a motion that the Club approves to buy Brent a small gift to say thank you and to express the organization’s gratitude for his help with this very difficult situation.</p>																																													

## **AQB Handbook**

Over the summer the AQB Handbook was updated for distribution during registration. A few policies were removed (Dispute and Resolution Policy, Appeals Policy) to shorten the length of the booklet as well as all content was checked to ensure that the referenced material actually existed. The information left in the handbook is critical to protect the club from any future misunderstandings with members and to ensure that we are following Club Excellence requirements. The information in this handbook helped the Club win the grievance with the one family two years ago and win our lawsuit this past summer. The information in it is important.

I would like to thank all of the members who took the time to review the handbook and provide feedback. Together we made this booklet the best reference piece of information for the members.

## **AQB Policies**

The other task completed over the summer was the reformatting of our policies into a consistent format to be uploaded to the website. For the most part, I was able to take the copy verbatim and reorganize it into the correct layout.

One policy that was a bit more challenging was the Volunteer Policy. I needed to make a number of changes to it to fit the new format. I tried not to change its intent but I did change the copy so the new version is going to require board approval.

Please review the AQB Handbook Volunteer copy and then the proposed Volunteer Policy prior to the next meeting where we will take a vote on the revised policy. Below is the copy of the volunteer policy that is in the AQB Handbook and attached to this email is the new proposed version.

## **AQB Handbook Volunteer Policy Copy**

As a not-for-profit organization, the Aquabelles rely on our members volunteering to fulfill important roles, both operational and strategic. Some of these roles include fulfilling shifts at our club-hosted meets, counting lengths at the swim-a-thon, helping out with fundraising efforts, volunteering on a meet committee, sitting on the Board of Directors, etc.

**Aquabelles families are required to submit a \$500 post-dated cheque (June 1, 2020) at time of registraton** that will only be cashed if a family fails to fulfill their volunteer requirements.

As the volunteer requirements change from year-to-year based upon the number of meets that the club will be hosting the exact requirements will be communicated at the AGM in October.

Hosting competitive meets allows the athletes an opportunity to compete, sleep and eat at home, saves families money by reducing travel costs and helps raise funds for the club to reduce overall fees. Competitive meets are volunteer run and therefore every family, whether it is a national or provincial meet is required to volunteer regardless of whether or not your own child is swimming in the meet.

Expectations for meet volunteering is as follows:

- Family minimum meet volunteering commitment PER MEET = (1 shift x the number of days of competition hosted by the AQB )+ the number of children who swims with the AQB club.
- Judging shifts do count towards the club volunteering commitment, but shadow judging does not.

- If expectations per meet are not met or discussed in advance with the volunteer manager and vice president, your volunteer deposit cheque will be cashed.

The Calgary Aquabelles are mainly a volunteer run club. Everything that needs to happen that makes this club a success is volunteer driven. That means every family must step up to help with club operations. Besides volunteering at competition meets hosted by the Aquabelles, every family must also volunteer for an operational role such as the recruitment committee, fundraising committee, swim-a-thon organizers and lane counters, Board of Directors, cooler repair, meet organizing committee, judging meets, chaperoning etc. The club's expectation is that each family will contribute an additional 25 hours of volunteer time to ensuring the smooth operations of the club each season. If expectations are not met or discussed in advance with the volunteer manager and vice president, your volunteer deposit cheque will be cashed.

The purpose of this policy is to clearly outline the volunteer expectations and try to equalize the volunteer efforts of all members while creating engagement with the club.

Sandra moves that we accept the volunteer policy as presented. John seconds. All in favour.

Bingo forthcoming as a policy.

9. **Director of Operations Update – Amanda Speers**

November 30<sup>th</sup> – figure meet.

- Sanction submitted

May 22-24 AQB Challenge Routine Meet

- Provincial and semi comp
- National Stream TBD

Amanda S moves that May 22 – 24 we host the AQB Challenge. Deanna seconds. All in favour

10. **Director of Revenue Update – Amanda Osicki**

**INFORMATION ITEMS**

**Bingo Revenue Status**

**2018-2019 Season**

Month	# of Events	Shifts			Payout per Event		Bank Deposit from Bingo Palace	Credits Issued for Paid Shifts	A	
		Acct Credits	for AQB	Opted Out	2017/18	2018/19			From Credit Shifts	From AQB Shifts
July	4	6	34		\$ 1,510.66	\$ 1,210.10	\$ 4,840.40	\$ 420.00	\$ 306.06	\$ 4,114.34
Aug	3	17	13		\$ 1,312.12	\$ 1,828.82	\$ 5,486.46	\$ 1,190.00	\$ 1,918.99	\$ 2,377.47
Sept	3	22	8	8	\$ 1,195.08	\$ 4,447.09	\$ 13,341.27	\$ 1,540.00	\$ 8,243.60	\$ 3,557.67
Oct	3	12	18	4	\$ 987.32	\$ 2,655.14	\$ 7,965.42	\$ 885.00	\$ 2,301.17	\$ 4,779.25
Nov	5	30	20		\$ 613.21	\$ 904.14	\$ 4,520.70	\$ 2,175.00	\$ 537.42	\$ 1,808.28
Dec	4	35	5		\$ 909.29	\$ 1,836.90	\$ 7,347.60	\$ 2,630.00	\$ 3,799.15	\$ 918.45
Jan	4	33	7		\$ 811.64	\$ 1,392.00	\$ 5,568.00	\$ 2,370.00	\$ 2,223.60	\$ 974.40
Feb	3	28	2		\$ 1,026.61	\$ 1,126.69	\$ 3,380.07	\$ 2,005.00	\$ 1,149.73	\$ 225.34
Mar	3	28	2		\$ 1,977.83	\$ 1,918.75	\$ 5,756.25	\$ 2,005.00	\$ 3,367.50	\$ 383.75
April	3				\$ 1,962.11	\$ 1,882.39	\$ 5,647.17	\$ 2,145.00	\$ 3,502.17	\$ -
May	3				\$ 1,097.72	\$ 1,686.07	\$ 5,058.21	\$ 2,145.00	\$ 2,913.21	\$ -
June	3				\$ 1,282.68	\$ 1,659.28	\$ 4,977.84	\$ 2,145.00	\$ 2,832.84	\$ -
	41	211	109	12			\$ 73,889.39	\$ 21,655.00	\$ 33,095.44	\$ 19,138.95
			110		Keno Revenue - October 2018		\$ 239.80			
		Balance Remaining	1		Keno Revenue - April 2019					
					Return of Fixed Fee Overage - Dec 2018		\$ 2,100.43			
					<b>TOTAL</b>		\$ 76,229.62	\$ 21,655.00		

- Total of \$56,074.62 in Revenue to the club from 2018/18 bingos.
- No updated payouts from Bingo Palace since June.

#### FlipGive

- Going ok so far with very, very few participants. I will send out another email soon with the details to use. We are at \$102.

#### Calgary Flames 50/50 Application

- Darryl Boloten has taken the lead on submitting an application for the club to participate in 50/50 sales with the Calgary Flames. If we are approved we would get a game at either the Flames, Hitmen or Roughnecks.
- We would need to provide 25-30 volunteers. I would recommend that since we haven't listed this as a "mandatory" obligation we open it up to everyone first with the enticement of a credit to their account if they participate. Open to suggestions on how to make this successful assuming we get a spot.

#### Pie Junkie Fund Raiser & Coco Brooks

- I am working on organizing a fundraiser to start ASAP with Pie Junkie. I have spoken to Pie Junkie via email and if we want to have the fundraiser completed before Thanksgiving we would have to offer vouchers for purchase instead of product. Alternatively we could have the Fundraiser to finish before Christmas and be able to offer pies instead. Thoughts?
- I would also like to organize a Coco Brooks fundraiser but I was thinking of offering this one in the winter sometime... maybe February?
- I spoke to one of the new U10 moms at a bingo who said she would be willing to help organize for Coco Brooks.

#### Fundraising Volunteer Plan 2019/20

- **Balzac Meats** –Maureen is willing to the fall. We will need to find a shadow.
- **Spolumbos** – Steeves are still willing to do this for at least the Fall. I will find someone to shadow to take over in the Spring.
- **Purdy's Chocolates** – Danielle Burns, also need to find her a helper or two for sorting
- **Bingo Coordinator** – Dawn Stuart. Shadow is needed.
- **West Jet Raffle** – Waiting to hear from Irene on these. Need a volunteer.
- **Pie Junkie** – I am working on getting it set up but will talk to someone to help
- **CocoBrooks** - Christa Moorhouse (new U10 parent I spoke to at a Bingo about helping out with this) and Will also need someone else to help
- **Swim-a-thon** – Teresa Roach (NS) and Sherri Nickle (PS) have both been asked and have agreed to work together. Date required.
- **Grocery Cards** – If we are still doing these I will need someone from both Provincial Stream and National to coordinate pick up. Streamline and change to 2 times / season.
- **Watershow** – Just need people to sell 50/50 tickets and deliver food bank donations. Should be easy enough to fill with one of the new families
- **Bottle Drive – at Welcome Back Pot Luck.** A Reminder needs to be sent out to members

#### 11. Registration Update – Shamin Spencer and Irene Winter

Numbers changing daily. In October firm numbers will be communicated.



	<p><b>National Stream: 33 swimmers</b></p> <ul style="list-style-type: none"> <li>• Senior (1)</li> <li>• Junior (15)</li> <li>• 13-15 (17)</li> </ul> <p><b>Provincial Stream: 35 swimmers</b></p> <ul style="list-style-type: none"> <li>• 16 – 20 (4) 7 swimmers in the water yesterday</li> <li>• 13 – 15 (7)</li> <li>• 11 – 12 (11) – Delphine Young leaving</li> <li>• 10 &amp; Under (5)</li> <li>• Novice (8)</li> </ul> <p><b>Semi Comp: 21 registrants</b></p> <ul style="list-style-type: none"> <li>- Cochrane – 2</li> <li>- Inglewood – 10</li> <li>- Seton - 9</li> </ul> <p><b>Pre Comp: 23 registrants</b></p> <ul style="list-style-type: none"> <li>• Inglewood - 3</li> <li>• Seaton - 6</li> <li>• Cochrane - 5 (contact to possibly move swimmers into semi comp)</li> <li>• Jewish Centre - 8</li> </ul> <p>Can we blitz Cochrane to up enrollment? Yes! Shamin and Yvonne have a contact.</p>
12.	<p><b>Recruitment Update – Yvonne English</b></p> <p><b>Try Synchro Dates</b> – Janet Ayers and I met at the beginning of July and created a calendar of Try Synchro and Bring a Friend dates (attached). We have deleted all Inglewood ones after Dec 31. I have sent the sanctions into AAS, just awaiting their response. Janet will ensure there are coaches at each. Shamin has sent these dates to Kelly Speers to have uploaded to our site.</p> <p><b>Tri-Fold Information Brochure</b> – these were updated and Shamin had a few printed for the beginning of Rule The Pool.</p> <p><b>Recruitment Events</b> – Jason Spratt and Danielle Burns will be attending a free Community event at the Seton YMCA this weekend (September 7<sup>th</sup>). They will hand out our brochures and promote our Pre and Aqua Go programs there. Hopefully we will have our approved sanctions by then so that we can promote the Sept 14 Try Synchro event. Tricia DeWonck and myself will be attending the Girls Can Expo on Saturday, September 14<sup>th</sup> at the Round Up Centre. This is our second year attending this event and we are hoping that our enhanced booth (Video playing on a TV) will attract more attention and registrations. We will hand out the tri-fold information brochure at each event. Koltyn Egert is making the video for us.</p>
13.	<p><b>Marketing Update – Wendy Winder</b></p> <p><b>Website</b></p> <ul style="list-style-type: none"> <li>- Outstanding items on website – continue to update &amp; refine</li> </ul>

- Training on WISIWIG backend content management system – **completed in July with Wendy, Shamin, Trisha and Angela.**
- Refined member area – plan for this year
- Develop traffic generation plan to site – plan for this year

<b>Website Total: \$7,000</b>	<b>Budget</b>	<b>Actual</b>
Initial Deposit	\$1,827	\$1,827
Final Payment	\$4,263	\$4,263
Overage of website hours	*taken from advertising	<b>\$590.62</b>

Have instructed that going forward, any overspend needs to be agreed to in writing by the PR Director.

**Brand Communications Strategy**

<b>Advertising Total: \$2,000</b>	<b>Budget</b>	<b>Actual</b>	<b>Results</b>
Pictures for Website		\$320	
Teardrop Banners		\$400	
November Winter Programs Boost (FB + Insta)	\$200	\$200	11,627 Reach 18,150 Impressions 4 DMs
November Try Synchro Boost (Insta only)	\$90	\$90	9,897 Reach 54 Website visits 23 Profiles visits
January Winter & Spring Programs (Ani pic)	\$100	\$100	7,836 Reach 7 Messages
Late January Try Synchro Boost (Pics from meet) Insta only	\$60	\$60	11,890 Reach 56 Website visits 207 Profile visits 303 Likes, 3 comments
May 13 NS Info Night Boost Insta only	\$20	\$15.87	3,235 Reach 4,097 Impressions
May 25 Rule the Pool Post Insta only	\$150	\$150	20,986 Reach 28,042 Impressions 89 Clicks
May 31 Try AS for FREE Insta only	\$100	\$86.69	18,508 Reach 21,786 Impressions 88 Clicks
June Try Synchro Ad (FB + Insta)	\$50	\$50	1,739 Reach 359 Engagements
June Rule the Pool Ad Boost	\$10	\$10	327 Reach 35 Engagements
August Fall Registration FB + Insta Ad	Set at \$5 a day ongoing	\$60	2553 Reach 2997 Impressions \$.50 per link click

**\*\* New fiscal year**

**Total: \$2,133.18**

\*Does not include Curbex costs for new programs.

14. **Individual / Corporate Sponsorship – George P**  
Nothing to report at this time.

15. **Provincial Stream Updates – Kerry Andersen & Jenn Battista**  
**Shape Camp Update**

- Overall, shape camp went well. The girls are quite out of shape and it is clear that very few of them stretched over the summer or learned / practices land drilling the country routine (even though it was sent to them after they submitted their ITRs) BUT they are getting back into the swing of things and we are seeing improvements daily.
- The stroke improvement time with Jake Pratt was particularly helpful for the PS swimmers. We will be incorporating some of these drills into our regular practice schedule going forward)
- Our one new swimmer that will be swimming 13-15 instead of Novice, Harmony Albinus, is doing very well.

**PS Parent Meeting Aug 22, 2019**

- We held a PS parent meeting at Repsol on August 22, 2019. Meeting attendance was excellent with most families represented in person. A copy of the presentation is available upon request. Below is a summary of select key discussion points as well as some items that were not covered in the presentation.
  - o Carpooling
  - o Run for the Cure
  - o Christmas Watershow – tentative date December 1, 2019
  - o Parent Daughter day
  - o Pool Space and training schedule starting January 1<sup>st</sup>, 2020. This schedule is NOT final and work is continuing to seek out pool space at other locations.
  - o Extra Routine Schedule
  - o Figures each swimmer will swim
  - o 13-15 Swimmers currently trying out for NS that choose to return to PS will have an automatic spot on the PS 13-15 team

**PS Coaches**

- all PS coaches are on track to complete the CAS coach requirements by September 1<sup>st</sup>. Irene will be keeping track of this information.

**August 24 to September 11 – Jenn B will be on vacation**

- In Jenn’s absence, Kelly Kryczka Irwin is the point person for the Provincial Stream and Jenn T is also available for questions.

**16. Other Business**

Board Meetings for the upcoming season will occur each month on alternating Mondays or Tuesdays on the following dates:

- Monday October 7th - AGM prep
- Wednesday October 16th - AGM
- Monday November 4th
- Tuesday December 10th
- Monday January 6th
- Tuesday February 11th
- Tuesday March 3rd
- Monday April 6th
- Tuesday May 19th
- Monday June 15<sup>th</sup>

Thank you to Jenn T and Jenn B for helping to ensure there are no training conflicts.

**Next Meeting:**

- Prep for AGM
- Monday October 7<sup>th</sup> from 5 – 6:45pn