

Approved Minutes of TCA Board Meeting

Date: May 1, 2017

Time: 7:00

Location: Toronto Cricket Club and Conference Call

Present: Grace Bugg, John Headley, Rob Maddock

Present by Phone: Richard Hart, Bruce Orrell, Jeanette Soo, Danielle Inglis

Regrets: Bill Francis, Jason Chang, Michelle Smith, Jim Wilson, Cory Randell, George Karrys

Guests: Hugh Murphy, Jonathan Giancroce

1. Grace introduced Jonathan Giancroce, our new Junior Championship Committee Chair.

2. Sponsorship
 - a. The need for an overarching sponsor searched out by the TCA vs individual smaller event sponsors acquired by each of the Championship committees was discussed
 - b. Hugh noted that it was Bill Baker that actually initiated the conversation at the recent Championship Chairs' meeting
 - c. The pros and cons of this approach were discussed including the following elements:
 - i. Support of the championship chairs for this approach
 - ii. Sensitivity to and impact on current title sponsors, of which the TCA has two, and partial lower level sponsors such as Del Manor
 - iii. Giving current sponsors, Goldline then Levesque Wealth Management, first right of refusal
 - iv. Need for a multi-year sponsorship contract – 3 year minimum was suggested
 - v. Bundling of all the TCA's assets together in order to provide greater value, i.e. "Season of Championships" sponsorship
 - vi. Who would make the approach and potential leads
 - vii. The base amount of support needed
 - d. Motion: To give Hugh Murphy the authority to approach potential sponsors on behalf of the TCA with the opportunity to sponsor its Championship series of events and to negotiate any sponsorship agreements

Moved by: John Headley

Seconded by: Jeanette Soo

Passed

3. Ice compensation

- a. The topic came up at the Championship Chairs' meeting when several Championship Chairs reported that they were having difficulty securing ice for next season and two of the long standing providers of ice for the TCA Junior/Bantam Championships have indicated that they will no longer be offering ice because they were no longer making money by hosting these events and in some cases losing money.
- b. At a recent TCA Managers' meeting, club managers indicated that they wanted to support the TCA and CurlON but operating costs are and they were enthused to hear that the TCA might be considering providing some level of compensation for ice provided for our events. It was noted that club managers are not happy when ice that has been donated is returned at the last minute especially when they have already arranged staffing for the event.
- c. It was noted that the clubs with the least participation in Championship events were the most receptive the idea of compensation for providing ice.
- d. Championship Chairs were not receptive to the idea of raising their entry fees.
- e. It was noted that approximately 500 teams participated in the 5 events the TCA ran last season.
- f. It was suggested we look into applying for grants to help cover our costs annually. Ministry of Sport has grants that we could apply for. Jonathan will look into this for us.
- g. It was noted that some clubs may not want to be compensated as their financial models already take into account their regular and ongoing support of TCA and CurlON events.
- h. Motion: To strike a committee to investigate potential for funding clubs that provide ice for TCA events

Moved by: Richard Hart

Seconded by: Rob Maddock

Passed

- i. Volunteers for the committee: Jeanette Soo and John Headley

4. U21 Championship event

- a. This topic arose because CurlON is holding their U21 provincial event in conflict with the TCA U18/U21 Championship event. In previous discussions with a smaller group of TCA Board members it was suggested that the TCA forego holding a U21 event and hold a U18 event only.
- b. Then recently Perry Marshall approached Grace and John individually suggesting the TCA partner with the OJCT (not sure that is what his organization is called) on one of their events - the early one in September. He has a goal of creating an event that gets "us" to the level of the Ottawa event. This would be done by bringing a number of "B" level teams. It was questioned whether there are enough U21 teams in the TCA to make a B event.
- c. If the TCA decided to run a U21 event, we would not have the top 8 teams in the province. The conflict of dates would have to be marketed properly to assure teams that make the provincials that they would be able to receive a full refund of their entry fees.

- d. Complaints about the Jr Slam events that were held last year include:
 - i. Fees were high
 - ii. Prize structure unknown prior to event and sometimes disappointing considering the entry fees paid
 - iii. Too many games and extra games not worth the prize money
- e. Motion: To have John Headley speak to Perry Marshall on behalf of the TCA to determine what the potential opportunity is and report back to the board

Moved by: Jeanette Soo

Seconded by: Richard Hart

Passed

- f. Jonathan will continue to pursue a Christmas time Championship event as in the past. Grace will look into obtaining ice from Leaside. Jonathan will look into obtaining ice from East York.
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- 5. Grace reported that the TCA received \$700 (\$1 from the sale of each program) from Sportsnet as a thank you to all the TCA volunteers that helped with the event. The TCA was also asked to invoice Sportsnet (Rogers) in the amount of \$2000 in support of Junior curling. The TCA has received money from program sales in the past. Money to support Junior curling is new this year.

 - 6. Next meeting – Board members requested the next meeting to be held at the end of May