



Minutes - Board of Directors

Meeting called by: Josée-Anne Le Dorze, Chair

Date & Time: September 25, 2018, 7:46 pm

Location: Louis Riel Library, Community Meeting Room, 1168 Dakota St.

Board Members

Josée-Anne Le Dorze, Chair - Dave Rheault, Treasurer - Andrea Danelak, Special Events Director - Nicole Hacault, Celia Valel, Secretary

Attendance

Josée-Anne Le Dorze, Andrea Danelak, Dave Rheault, Celia Valel, Nicole

Topic - President's Report

- Josée attended the coffee and conversation event with Rochelle Squires. Rochelle indicated that she would like to partner with us to do a Skating Event. The event would be organized and paid for by her. We are available to promote it; however, we do not have volunteer support.

Topic - Financial Matters

- Josée and Dave met with Tony
- Tony suggested that we retain a tax accountant to do filings
- We should be preparing monthly income statements and a balance sheet
- Financial statements for the year are to be presented at the AGM (no later than six months following the year ends)
- Currently, we have bank statements that are reconciled
- We will need to maintain a reserve of money to pay the accountant
- Because our financial year-end date is July 31st, we will have to do our tax filings no later than six months following this date

Topic - Holiday Decorating Contest

- This year, it would be helpful to form a subcommittee to assist with this. A significant amount of promotional effort is required.
- The following needs to be determined: Dates/deadlines, format, voting
- James has offered to approach businesses for prizes)
- Potential categories: Most colourful, judges favorite, Most creative



- Subcommittee volunteers: Andrea, Josee, Nicole and Celia
- Promotion ideas:
 - It would be helpful to get posters to the schools
 - Potentially, we could boost Facebook posts
 - Newsletter
 - Simon form the Lance - advertisement

Topic - Party in the Park - debrief

A number of lessons were learned from the first Party in the Park:

- Food:
 - Hot dogs - in the future, something is needed to open the packages.
 - Consider charging for hot-dogs (\$1/hot dog), use a ticket system
 - Do not serve hot dogs until the posted time (there was a line-up)
 - If not charging, place donation container near the food
- Activities:
 - Consider adding more kids activities, like a bouncer
 - Other activity ideas: races, toss the beanbag (carnival games), can be obtained from the City (free or minimal cost)
 - Additional face-painters (3)
- Vendors:
 - Make sure that Vendors know the time expectations
- Facilities:
 - The porta-potty was well used; there was a line-up (one or two people deep at any given time)
 - Location and layout was good
 - Bandstand was good location for music but not for announcements
- Fundraising:
 - Start fundraising in the Spring.
 - Could we offer an early-bird special for sponsorship (more people committing, earlier); price would go up as we get closer
- Permits:
 - Have all of the Winnipeg-related permits and applications (bandmobile, bleachers, lawn games)
 - Have that to the City in May (they have their six weeks)
 - Would need money in the bank to do this, and so we would need to start fundraising in early April
 - The City permits are the most expensive part of the Party in the Park event; However, it would be helpful try to get deposits early



- E-mails:
 - Have a separate category for Vendors and Sponsors
 - For sponsors, consider writing back right away
 - Put an auto-message saying that we will get back to them in 4 days, for instance
- Sponsorships:
 - Not advertising specific sponsorship items, so that the money just goes into the pool of money and can be used for general purposes
 - For the sponsorship package, have a platinum sponsor option (big one who is going to get everything)
- Budget
 - Have a goal next year of \$10,000
- Vendors:
 - Talk to Eva about an appropriate rate to charge for Vendor tables
- Communications:
 - Sponsorship:
 - Development of sponsorship options - The RPSCA communications director should review sponsorship options before they are finalized and promoted. This will prevent any concerns with the frequency or types of communications involved with sponsor promotion.
 - Type/frequency of sponsorship promotion (on social media) - Individual sponsorship posts were not only high in number, but also received the lowest engagement among event-related posts. Several people unfollowed our Facebook page due to the number of sponsorship posts. While we need to promote sponsors according to the sponsorship packages, we also need to ensure our messaging resonates with our followers and continues to build our following on social media. Gold and silver sponsors should receive individual posts on our flagship social media channels, and lower-level sponsors can be grouped together in one post and in the Facebook event page.
 - Collection of sponsorship information and logos - To ensure ease of posting, the event organizers should ask for the preferred company name and a high-resolution logo from each sponsor, with a clear submission deadline. Saving the logos in a repository (such as the RPSCA Google Drive) along with accompanying information would ensure it is easy for the communications director or delegate to access the information to post.
 - General promotion:
 - Communications director involvement - The communications director should, if possible, participate on the event subcommittee to ensure



they have the background information and context to aid in event promotion.

- Compilation of information - Similar to the sponsor logos, event information and details should be compiled and sent to the communications director in an organized manner and as early as possible to prevent last-minute posting.
- Volunteer communications:
 - Call for volunteers - The RPSCA should announce a call for event volunteers on social media as early as possible, with one or two follow-up posts.

Topic - Communications Update

- Andrea put together a draft rate card, which could potentially be included in the Newsletter following the next newsletter
- Consider the number of Newsletters per year: four newsletters per year is a lot, but it lines up with our events; Consider going down to three newsletters per year, because they are a lot of work. Andrea will think about newsletter frequency: decorating contest, spring clean-up and Party in the Park (December, April, August/September).
- There are over 500 people subscribed for the newsletter. Open rate is something like 80%, which is far above the industry standard of 20%; click rate in the last one was really good, because of the election
- We need to look at the cost of printing the rate cards. If we get budget to advertise, then we can print.
- Web advertising - consider the following:
 - Consider time period - ex. Three months (this would require monitoring)
 - The money would be helpful, but difficult to administer
 - Could we do a one-year ad? We can charge pro-rated, rate, with all ads expiring December 31st
 - Where can we put the ads on the website? Some pages are not viewed as much as others.
 - Consider an ad bar that rotates through on the main page. Andrea will look at what Word Press options are for placing ads
 - Andrea can report on stats at the next meeting
 - That might inform on newsletter next year
- Regardless, we should wait until the New Year to promote the rate card, at which time we can finalize and determine frequency.