



RRROCA
ROCKY RIDGE ROYAL OAK
COMMUNITY ASSOCIATION
WWW.RRROCA.ORG

**MINUTES OF THE BOARD OF DIRECTOR'S FEBRUARY MEETING
5th March, 2015 at 7:00pm
Kananaskis Country room, The Rocky Ridge Retirement Residence**

Present: Pam Dais-Nichol
Paul Watson
Loretta Kao Mo
Karen Abbott
Tessa Sakamoto
Fatima Khawaja
Nicole Savoie
Lee-Ann Manaigre-Baines

Present through proxy: Frances Kalu
Lorraine Reed-Loewen

Other present: Ali Oonwala
Kristy-Lynn Brosowski
Dave Spencer
Jessica Asuquo

Absent with regrets: Jenelle Wohlberg
Michael Foster

1. CALL TO ORDER/ADOPTION OF AGENDA

- Pam called the meeting to order at 7:05pm.

2. CONFIRMATION OF MINUTES

Motion:	Pam Dais-Nichol
Second:	Fatima Khawaja
Carried:	To adopt the minutes of January 2015 BOD meeting

- The minutes were signed

3. VOTING OF THE NEW BOARD EXECUTIVES

Motion:	Pam Dais-Nichol
Second:	Tessa Sakamoto
Carried:	Ali Oonwala – Vice President Kristy-Lynn Brosowski – Director of Parks Dave Spencer – Director of Planning and Development

4. NEIGHBORHOOD PARTNERSHIP COORDINATOR REPORT

- See attached report

5. TREASURER REPORT

- General Account:
 - Currently showing surplus of ~ \$14,000.00 year-to-date. Big change from last month, primarily due to \$25,000.00 of revenue from sports signups. Breakdown of revenue between memberships and sports continues to be a challenge.
- Casino Fund:
 - Need to expense \$400,000 by and of year
 - Going forward, plan is to pay all eligible expenses out of casino funds.
 - Request submitted to AGLC, re: using casino funds for a third party consultant to help figure out best use of land and casino funds. Have not heard back.
 - Casino GIC renewed shortly after our January meeting. Funds deposited into our general account by ATB in error. This has since been fixed.
 - For future projects, organization such as RRROCA can apply Alberta lottery fund

6. PRESIDENT REPORT

- Newsletter Transition: Assisting Carla, newsletter editor; also contacting a lawyer to draft letter to Suburban Journal
- Aiding new volunteers to get familiar to their roles and duties
- Parking permit on Eamon's Road: Residents requested a parking permit due to parking from the LRT station.
- Began contacting people for cost analysis of Eamon's building, a park or rink.

7. VP REPORT

- Vagus Fitness 3 on 3 hockey tournament (Summer 2015):
 - Target groups: Multiple Age Groups with Entry Fee towards charity (Canadian Blood Services and Thalassemia Canada)
 - To be determined: Site, date, cost, charity
- In progress: recruiting equipment and referees, rules and regulstaions pamphlets, marketing of the event, objectives and coaching

8. COMMITTEE REPORT

i. Administration

a) Mails –

- i. board members are advised to notify the Secretary for any urgent mail

b) Email

- i. Secretary will send setting instructions to the Directors and Leads

c) Request use of domain name quota

i. Background:

- a. RRROCA current web services allows for 26 domain names to be hosted. Currently RRROCA only uses 2 (RRROCA.org and RRROCA.com).
- b. Johnny Mo also helped negotiated with RRROCA's service provider, Inmotion Hosting to give a discounted price for next renewal, and every other future renewal.
- c. There is no additional charges or changes to add mopm.ca. Johnny Mo in return for allowing his domain to reside on RRROCA web services, will continue to do web admin services free of charge. The mopm.ca domain and RRROCA.org & RRROCA.com websites will not be mixed/mingle or interfere with each other. They are completed separate and there is no chance of the data mixing between sites.

Motion:	Loretta Kao Mo
Second:	David Spencer
Carried:	To allow Johnny Mo to use RRROCA's web services for his website mopm.ca. Should RRROCA change their minds, RRROCA will give Johnny Mo 30 days notice via email to transfer his website off RRROCA. This will be documented in a separate letter signed by RRROCA president.

ii. Membership

- a) Membership number: 315 new memberships this month with most of them being in combination with spring sports programs.
- b) New database: one small glitch where it allowed people to purchase a 2015/16 membership instead of just 2015. This allowed people to get a membership without paying as there was no cost associated with it. We have fixed the problem and only the 2015 membership is available.
- c) Member cards: There will be a need to purchase more member cards in the near future. Because we have the new database a lot of members that would have renewed now have new numbers. New cards will be sent out in lieu of getting the members to cross out their old number and write in the new one. Best to start with a clean slate. We should have enough cards to cover February. I am waiting on a quote for new cards.

Motion:	Nicole Savoie
Second:	Karen Abbott
Carried:	To order 1000 member cards with a budget of \$750

iii. Sport

a) Software

- i. Implementation went well from a sports perspective. First day of registration went well, no major problems.
- ii. Disappointed in the training from SportzSoft (SS) team. We need more support in this area from SS.
- iii. Working on getting the key roles that require access to SS trained up and able to do their job effectively!

b) YOUTH SPORTS

i. Registration

- Started (Feb 1 – Mar 13, Mar 14 – Mar 31 late registration)
- The numbers so far --
- Soccer: 309
- Ball: 47
- Goal as presented in 2014 AGM Treasurers Report: target growth in participation by 15%.
- 2014 Registrations = 531 * 15% = 2015 Target = 611
- 2015 Registrations to date = 435 = 71% of the goal.

- iii. In order to make things easier from the software end of things (for Sports and possibly Membership), it would be good to clarify within the role title if it is a director, lead or committee position. i.e.

Director - Sports

Director - Communications

Lead – Youth Sports

Lead – Ladies Groups

This would enable us to have a clear indicator of where this role is within RRROCA (If they are entitled to a waived membership or sports fee). Currently, some do, some do not which creates some confusion.

Motion:	Tessa Sakamoto
Second:	Nicole Savoie
Carried:	To re-name roles of Directors and Leads to include those titles. Each portfolio that needs more than 2 leads would need BOD approval

Motion:	Tessa Sakamoto
Second:	Nicole Savoie
Carried:	To create 3 lead positions for Sports: Judith Stasiak (Ladies' group), Leah Tourigny Melnyk (Adult fitness) and Tracy McNish (Youth Sports)

Motion:	Tessa Sakamoto
Second:	Nicole Savoie
Carried:	To create 2 lead positions for Events: Kim Knight & Twyla Ferrari

a. Volunteers

- i. Lead – Youth Sports is Tracy McNish. Has a team of about 15 volunteers to get the season running. She has really embraced the role and doing very well. Our goal this year was to spread the work around. So far it seems to be working.

- ii. Other roles – (Coaches, team managers, events) - Always a struggle – lots of families choosing to pay the non-volunteer fee. We will need to do a volunteer call among current participants.
- b. Budget & Expenditures
 - i. Find attached the 2014 Actuals and 2015 Proposed Budget and Expenditures for the Spring Youth Sports Program.

Motion:	Tessa Sakamoto
Second:	Nicole Savoie
Carried:	To approve the 2015 Youth Sports Budget and Expenditures of \$30,600.

2. FITNESS PROGRAMS

- a. Lead – Fitness Programs is Leah Melnyk.
- b. Registration is falling off. Had trouble filling winter classes. (People signed up and didn't pay then backed out once the class started and we asked for payment).
- c. Offering one Zumba class for Spring, not offering a yoga class.
- d. Registration is now open.

3. LADIES GROUPS

- a. Lead – Ladies Groups is Judy Stasiak.
- b. Currently organizing and setting up ladies groups for 2015. Lots of great ideas and leads (fondant, self defense, mani/pedi, cooking, golf, etc).
- c. Putting on a few finishing touches, opening registration soon!

iv. Events

- a) Family Day / Sport Day: 6th June, 2015
- b) Movie Night: date changed to 21st August, 2015
- c) Parade of Garage Sales: emailed preliminary coordination of duties/tasks to Sponsor Director, Jenelle (Communication) and volunteers
- d) Stampede Breakfast: submitted \$3300 deposit to Radar Rentals for grills and tents
- e) Other: arranged meeting with Jenelle (prospective Communication Director) to discuss working relationship and opportunities

viii. Sponsorship

- f) Youth sports
 - a. Sponsorship was achieved for 60 sports teams. The logos for the 17 sponsors have been sent to Rick Moore, the Jersey Coordinator. Thank you to Jenni Van Iderstine, the Sports Sponsorship Coordinator, for facilitating this logo process. Invoices were sent to all 17 sponsors via email on February 20th. Total revenue from the sponsors will be \$12,000 this year. Tim Horton's Royal Oak has graciously agreed to provide coffee and timbits to each opening game again this year.
- g) March Random Acts of Kindness
 - a. A motion was passed on February 11th to budget \$300 to launch the March Random Acts of Kindness event. It was agreed to give out 4 weekly prizes and a grand prize. The weekly prizes will be gift cards \$20 each – 2 from Tim Horton's and 2 from Brooklyn Pizzeria and Taps. The grand prize will be a car detailing package from Charlesglen Toyota at a cost of \$169.95. These vendors were

chosen because of the huge support they have given us and are a show of our appreciation.

h) Stampede Breakfast

- a. Plan is to start approaching potential sponsors for the Stampede Breakfast near the end of February. I will approach the new owners of Sobey's the week of February 23rd and potential grill sponsors early March. I wanted to give a bit of time between invoicing them for jerseys and asking again for another donation for the grills. I will be meeting with the Events Director the week of the 23rd as well to go over details of this event and other planned events for the year.

i) Member Discount Program

- a. Started to approach local businesses

ix. Planning & Development

- a. TOD planning high-rise residential project (1031 Eamon Rd)
- b. Current status: statement of principles
- c. Open house on 31st March, 2015, 5pm to 8pm at Rocky Ridge Ranch

x. Communication

1. Newsletter

- a. Continue working with Mind's Design, who has proven to be excellent to work with validating the board decision to move away from Suburban Journal.
- b. Work to set RRROCA official newsletter apart through increased community content, source of community news and views as opposed to generic content found through internet searches. We will be encouraging submissions (articles/photos) not only from RRROCA and RRRHA Board members but also for other community members as well, making the newsletter a "safe place" to communicate. Board members are encouraged to keep their submissions coming and encourage others in their circle to do the same.
- c. Continue to grow the advertising base for the newsletter, broadening the base to home based businesses and new businesses in community, etc. Please pass along any advertising leads to Bobbie-Jo Berkner, at info@mindsdesign.ca and her advertising team will pursue them. Upon distribution of the March newsletter Minds Design will be knocking on doors of local businesses to provide them with the newsletter/info package and discuss advertising opportunities. This is advantageous to RRROCA because the more ads we get for our newsletter, the more pages in the newsletter and also RRROCA gets a dividend paid out to us based on total ad revenue.
- d. Continue to improve the newsletter as we move forward. All RRROCA Board members (and Leads); are encouraged to provide Carla feedback and suggestions on how to improve the newsletter. The goal is to continuously improve towards a magazine quality production which is regarded as a dynamic communications tool to reflect the dynamic nature of our communities.
- e. Create an editorial calendar, which integrates into the broader communications plan.

Motion:	Pam Dais Nichol
Second:	Tessa Sakamoto
Carried:	To contract a lawyer to draft a letter to Suburban Journal with a budget of \$1000

2. Integrate communication

- a. The go forward plan to create an integrated communications plan which builds off the newsletter as the central communications tool but also includes the website, social media, signage and more direct communications methods. To help organize that, communications will be creating an editorial calendar looking out over the course of the year, which allows us to easily repurpose the information presented in the newsletter in other formats. The events calendar will serve as a strong backbone for the editorial calendar, however, I would ask all board members and leads to supply me (Jenelle) with forecasted communications opportunities that you foresee over the next year so that they can be incorporated into the calendar.
- b. A comprehensive web audit will also be conducted to ensure all information on the site is up to date and relevant and there are no glaring gaps. Any and all suggestions in this regard are also welcome.
- c. **All directors should revisit their webpage(s), submit changes and updates to Jenelle**

xi. Social Media

- a) Photo Friday: launched in February, new initiative has led to more likes on FB page. A draw was done at the end of Feb from the selected submissions
- b) Instagram: will set up an account once more pictures are collected
- c) Increase social media exposure: Directors and leads are encourage to provide interesting community news to socialmedia@rrroca.org or inbox to FB page
- d) Random Acts of Kindness month for March – working with Jenelle, Carla and Karen
- e) Break-in inquiries: to be forwarded to Constable Roy Moe

xii. Parks

1. Dog Park:
 - a. Creating a dog park would be a great way to bring people together in the community.
 - b. Suggested more signage to remind dog owners / walkers to pick up dog poops
2. Adding new benches to parks
3. Edible garden – one of the ideas to spend the \$400,000 from casino fund

xiii. Volunteer

1. Sport families: Currently helping assigning volunteer roles, certain questions to be discussed with Tessa at the board meeting.
2. Volunteer Spotlight: A highlight of different volunteers every month in the newsletter. We currently have two submissions and I would be posting calls in the newsletter. A gift every month for volunteers featured in the volunteer spotlight.
3. Questions for the board: Send you volunteer requirements to me volunteers@rrroca.org.

xiv. Safety

1. Prospective projects:
 - a. Community safety training: form safety crew trained to respond to community needs
 - b. Safety fair: to educate community safety

9. NEXT BOD MEETING

– 7pm – 9pm, 26th March, 2015, location TBA

10. ADJOURNMENT

Motion:	Tessa Sakamoto
Second:	Nicole Savoie
Carried:	The meeting adjourned at 8:53pm.

Minutes Compiled By: Loretta Kao

Signature: _____(Loretta Kao)_____

Approval Signature: _____ (Pam Dais-Nichol)_____