



**Executive Directors Meeting
January 28-29, 2015
Crowne Plaza, Gatineau
AGENDA**

In Attendance: Linden Leung, Mark Eckert (VC), Chris Densmore (VBC), Aaron Demyen (SA), John Blacher (VM), Joanne Ljubicic (OVA), Martin G erin-Lajoie (VBQ), Riley Boldin (VNB), Chery Crozier (VPEI), Russ Jackson (NLVA), Scott Schutz (VNunavut), Paul Shearme (NWTVA), Jason Trepanier (VNS), Linden Leung (VC), Mark Eckert (VC)

Guests: Colin Young, Hugh Wong, Tony Fisher, Alan Ahac, Chrissy Benz, Jackie Skender

Regrets: Terry Gagnon (VA), Lyric Sandhals (NWTVA)

Wednesday January 28 – Salon Outaouais

STEAM Demo **Lead**
Tony Fisher

- CSTA Membership is free for all PSO's
- STEAM is available for all.
- Local residents are not included in economic impact (differs from region to region)
- Visitors: participants, spectators, Media/VIP (staff go here)
- Multiple trips over different weekends can be considered unique trips when from out of region
- Operating Revenues must be equal or greater than your expenses
- You can differentiate people you are paying to come in (sponsored accommodations)
- Fulltime equivalent- 1892 hours of work/annually.
- Direct, vs Indirect vs Induced. Quebec: they do not like receiving Induced impact reporting.
- Careful with selling Total Output vs Economic Activity
- Provinces love GDP
- Business Partners- Economic Activity
- Skeptics- Initial Expenditure
- **Action Item: Any PTA wishing Volleyball Canada to represent their events at CSTA, Linden will circulate required info to be returned.**

2015 Key communications messaging **Jackie**

- Year of Sport
- Pan Am Games
- Calendar – 16 month calendar, which will be provided for Provincial Championships
- Performance on the rise
- Working together to build a stronger system
- Social Media discussion



- Commercial Opportunity: Cost would be 20k. What do we want to put together. **Action Item: discussion among ED's to decide messaging and opportunity**
- **Action Item: Jackie to distribute Social Media Guidelines**

2015 Volleyball Canada Championships

Chrissy

- Overview

Professionalization of clubs

Chris

- Becoming an area of business that needs to be addressed
- Easy to start a club, but we are not mandating infrastructure. Discipline & complaints department. Financial aspects of unhappy parents. Education of our membership. What is the PSO's role?
- Dispute Resolution: PSO's are the resolution body, but we need to have governance in place
- Transparency of Finances
- What are the minimum requirements for forming a club that we should insist upon?
 - Bond? Minimum amount to hold
 - Non- profit registration- governance?
 - Communication of expectations
 - How does this apply to one team clubs?
 - Should teams/clubs be registered in a certain tier- sets standard and expectation up front
 - VBQ only distributes money only to registered entities (business or not for profit)
 - Appeal policy is relevant, and know the process
- Geographic boundaries: NFLD.
- Minor Associations- is this a method we can look at? How come it does not exist in volleyball?
- Member in good standing- By-law addition/change in wording?
- **Action Item: Chris (VBC) will send out survey to ED's**
- **Action Item: Continued discussion on direction of this**

Finance Update

Linden

Sponsorship, participants – value added

Colin, Mark, Linden, Chrissy

- Pages Application recommended (Mac based)
 - Help sponsors understand what you can give them (different, key points)
 - How do we help them make money/create presence
 - Long term deal- 3 year is better than 1. Time to build the relationship
 - Proposal should help the person sell it to their boss
- Action Item: Colin will provide sample MOU's and sample proposals for Executive Directors**



- RE7 is going to be in Wal-Mart, Coops, Safeway
- RE7 activation program at the PTA level
- logo & link on homepage
- Sample/sales of RE7 at Provincials
- Up to 80 teams (\$500), 81-160 teams (\$1000), 160+ teams (\$1500)
- RE7 FUNDRAISER (CLUB TARGETED). "SERVE IT UP". Club driven sales of drink. Purchase at wholesale (2.45/ bottle), sell at retail (3.50/bottle). Greater discount with # of cases sold (2.35/btl above 40 btl)
- Top PTA (based on # of teams participating in fundraiser): 20 teams = \$500, 40 teams = \$1000, 60 teams = \$1500

Action Item: VC (Colin & Chrissy) will work on RE7 activation with each PTA. Fundraising program will be launched in the next month.

Thursday January 29 – Salon Outaouais

Volleyball Registration System

Alan

- Update from Alan. Gord Dickie (President, Goalline), joined our session
- Acceptance Testing was delayed.
- Issues: Stability of club portal, duplicate participant records, Subscription Payment
- Duplicate check: first name, last name, DOB
- Ability to check off cheque registrations
- Duplicate charges (coaches/team contact)- problem identified and being resolved
- Offline upload- being tested, and will go live in the next couple of weeks
- Multi- purchase with one payment
- First-line support (Goalline vs PTA). Addressing Customer service concerns.
- Business Process Issues: Name as it appears on ID.
- Waitlist
- Reconciliation Process- Recommendations, and possible simplifications
- Translation

Indoor National Teams

Julien

- Summary of program results, and upcoming programming for 2015/16

International Volleyball

Hugh

- Overview provided to PTA's of the challenges of the confederation and international federations



World League

Alan

- Summary of World League events, and planning processes provided to PTA's.

Action Item: VC to Confirm AGM location with PTA's.

OPTIONAL ACTIVITIES – Thursday afternoon

Visit of the National Training Centre in Gatineau - team training is between 14:00 – 17:00

Skating on the canal

SUMMARY OF ACTION ITEM:

- PTA's to join CSTA- free membership.
- VC will drive STEAM analysis of all events across Canada (VC & PTA). VC will survey PTA's regarding this
- Discussion among ED's to decide messaging and opportunity regarding commercial marketing opportunity during World League & Grand Prix
- Jackie to distribute Social Media Guidelines
- Chris (VBC) will send out survey to ED's on club standards (professionalization). Continued dialogue among ED's.
- Colin will provide sample MOU's and sample proposals for Executive Directors regarding sponsorship
- VC (Colin & Chrissy) will work on RE7 activation with each PTA. Fundraising program will be launched in the next month. (February)
- VC to Confirm AGM location with PTA's. Summerside, PEI confirmed June 11-13

Next face to face meeting: June 2015 ,tba

Next conference call: March 2014, tba