

Minutes of EOC Volunteers Meeting
Wed. July 22, 2009, 7:30-9:30 PM

Held at: Sandie Sundgaard's condo

In attendance: Rhonda Scheurer, Brent Stephens, Jason Lau, Keith Barnes, Bryan Whited, Catherine Lebel, Donna McKenzie, Sandie Sundgaard, Ryan McKenzie

Minutes kept by: Ryan McKenzie

1. Changes to Executive

Jennifer Joyce has resigned as Director of Communications and as an Event Coordinator. Sandie Sundgaard has assumed the Director of Communications position, and is to assume signing authority on the EOC bank account.

2. Facebook ads

Shirley sent in a written update about a trial advertising campaign for the EOC via Facebook ads. From July 5-July 20, the ad had been shown 67,000 times, and had been clicked on 71 times. The EOC is currently charged \$0.20 for every click on the advertisement, and in total \$12.69 has been spent on the campaign. 2 members have signed up, citing the Facebook ad as how they learned about the EOC.

Suggestions: check keywords used in the ad to ensure it is targeted properly. Not everyone present has reported seeing it on Facebook (Ryan sees it constantly - presumably because of keywords in his profile).

We brainstormed for other options that could be considered for advertising the EOC:

- Twitter - could create a Twitter account for the EOC, and post something every day or two announcing new events, etc.
- Could put an announcement in Craigslist advertising the EOC
- Could put an announcement through City of Edmonton on a webpage they have listing local organizations
- Could check to see if we could do something through a media outlet (e.g. Shaw, CHED)
- Need to put out more posters; it was specifically noted that the poster at MEC needs to be replaced.

3. Sponsorship

- Shirley has been in contact with past sponsors to see if they would be willing to renew their past ads. Mountain Park Lodges and Canadian Rockies Rafting are uninterested. Alpine Rafting, Hostelling International and Backroad Mapbooks are considering it, but have either not sent in a banner or not sent in money or both.
 - Donna updated us that Alpine Rafting has likely sent a cheque, but it may be lost in the mail.
 - We brainstormed suggestions for other organizations to contact.
- Suggestions:

Magic Bus, Downhill Riders, Edmonton Canoe, Dragon Boat Festival

Association, United Cycle, River Valley Cycle, Totem Outfitters, Resorts of the Canadian Rockies, EPCOR

4. Campers Village

- Campers Village was offering a 10% discount to EOC members. Last year Narmin mentioned that they would send us member cards, but it was later determined that we were to tell membership to just mention the EOC. A member recently attempted to do so, but was asked for some kind of EOC membership card in order to get the discount.
- Assuming that this discount offer remains in place, it was suggested that rather than arranging to give out some kind of card to everybody, we could create a card that members could download off of the EOC website. There would be no cost in doing so (a card would just have to be designed, and Ryan would create a link on the sidebar for it). Action item for Shirley: contact Campers Village, and check to see if discount still exists.

5. Fundraising Bazaar

- a member had proposed helping us organize a fundraising bazaar, which could be used to raise funds for charity or to fund the website
- all present at the meeting were disinterested in idea, as there are too many potential problems with organizing something like this (i.e. would have to find place to hold bazaar, would have to acquire appropriate permits, would be potentially liable if items are sold that cannot be sold at yard sales, e.g. old children's toys, and no current need for fundraising for the EOC itself)
- it was suggested that we could formally organize getting an EOC table at the MEC Gear Swap held every fall/spring

6. Website Modifications

- Action item for Ryan: Need to modify payment info. Current suggested question for Paypal should be changed from "Name of EOC President" to something else, such as "Name of EOC Founder". Mention on payment page that Steph Billenko was founder of EOC. (Update from Ryan: a change had actually been made a couple of months back on that page, changing the suggested question from "Name of Club President" to "First Name of Treasurer".)
- Ryan will put in statement somewhere asking that if people forget their EOC password, they should not create a new account. Ryan is to go through membership listings, searching for people with multiple accounts, and merging these together.
- Sandie suggested changes to wording of carpool options. Bryan suggested adding a new "Unknown" option. Ryan is to make these changes.
- We discussed other website annoyances that have been raised by coordinators, to explore how much work would be required to fix these. These included: modifying when copying from old events so that default isn't date of old event; modifying how reminder e-mails are sent out. Rhonda explained the work required to fix these sorts of things. There was no interest in pursuing any of these changes at this time. With regards to the issue of longstanding members not receiving timely notifications about new events, it was decided that the best solution would be that volunteers should attempt to provide a future sign-up date on their events, allowing for approximately 24 hours notice.
- No shows - A member complained about a no-show, claiming "extreme

weather conditions". The event in question was the Taste of Edmonton event, and the member cancelled out 15 minutes prior to the event, when Edmonton was experiencing light drizzle conditions. The no-show policy wording on the website is to be modified, mentioning that waiving no-shows due to extreme weather conditions may occur, but only at the discretion of the directors. Members should otherwise assume that the event will go ahead, and the no-show policy will remain in effect.

- Pre-payment info page - Ryan will add new wording, mentioning that pre-paying for an event while a member is on the waiting list will be allowed. Unless it is otherwise stated on the event, waitlisters should be added in order - irregardless of whether they have pre-paid - prior to the registration cut-off. After the cut-off, pre-paid waitlisters will gain first priority for being added to the event, in the order that they have been recorded as paid.

7. Volunteer Recruitment

- Jason and Ryan recently organized an information meeting for members interested in potentially becoming volunteers. 4 members attended, but none have requested to Jason to be formally trained as a coordinator.

- Members should be encouraged to step up and coordinate. However, they should also be reminded that they likely won't be accepted as a suitable trainee coordinator unless they have been members of the EOC for at least 6 months, and have attended at least 5 events over that period.

- Rhonda suggested holding an informal "Volunteer Info and Social" event, which has been successful in the COC for volunteer recruitment. This would be a pub-night event, where both current volunteers and people potentially interested in being volunteers would be invited to mingle. (e.g. <http://www.calgaryoutdoorclub.com/events/details.asp?eventid=8702>).

8. Future/collaborative events

- Ryan asked if anyone is thinking of doing collaborative group events (e.g. Nordegg-type events). Nobody expressed any interest.