



MEMBERSHIP REPORT 2023-2024

Main Membership Chairperson's roles:

1. Establish a committee.
2. Develop and implement a program designed to retain present members and to invite and encourage applications of new members for all levels of curling.
3. Coordinate the Open House at the beginning of the season in conjunction with Match, House, Ice and instructors.
4. Develop and utilize media contacts respecting Club publicity by being (or delegating) the responsibilities of a Public Relations Officer.
5. Coordinate a publicity campaign by setting up publicity booths at venues and events in and around the Borough of Lachine.
6. Coordinate curling instruction of all members with the Match Chairperson and instructors.
7. Coordinate the Opening Dinner where new members are introduced to the Board of Directors and to the membership. Work in cooperation with Entertainment, House, Bar and Match.

May 29th 2024

To start off the year on the right foot, I organized a **Brainstorming Meeting** with roughly 15 key players known to the Club for their involvement in orchestrating various services, leagues and events throughout the previous season. I polled the group on important initiatives to amp up publicity for recruitment and create a welcoming environment for newcomers and used the collective wisdom to prioritize initiatives. Many of our target populations and methods for the publicity of the Open House and start of the registration period were decided here, which included but not limited to Facebook page, community Facebook groups, the Lachine e-Boards, posting flyers on Lachine public billboards and in public spaces across various neighbourhoods (member help), a send-out to the Teapot members, an online newsletter for Lachine, etc.

We, then, formed our **Membership committee** which included these stellar people: *Mathieu André, Bob Chambers, Éric Gagné, Alain Gagnon, and Alex Santorelli*. An extremely dedicated bunch for whom I am so grateful and appreciative of all their efforts, ideas, initiatives, time and advice.

Next, came the **Open House**, which was a great success thanks to the many volunteers and trainers who helped enthusiastically introduce the newcomers to the sport and to the club. We had over 100 eager attendees leave their names and contact information! Of those, approximately 30 members joined and another 8 registered for the fall 101 Curling. Our plan is to reach out to those remaining again when advertising for the upcoming season. Multiple promotional media was created in preparation for this event, including flyers, a powerpoint, a brochure, etc.

The **Curling 101 initiatives** were led by Alex Santorelli, Steph Berger and Johanne Tremblay and hosted a total of 32 new curlers over the two 6-week sessions. Alex Santorelli and Steph Berger were also the coaches for the U5 league (with added assistance from other coaches along the way), in which many of our new curlers started their curling careers. Much positive feedback was given for these amazing coaches. Saturday social curlers were also invited to join various events.

Thanks also to Stephen Macdonald who lead several **training clinics** for both daytime and evening curlers and to Chris Comeau who planned **coaching sessions** and helped out with various training events. There is no doubt many other members have generously offered their time to help coach in other ways throughout the year.

This year's **membership** totalled approximately 220 members, with 47 new adult recruits and 7 junior recruits. We were overjoyed to welcome so many great members to our Club's community and to the curling action on the ice! Many have stated how refreshing and rejuvenating it has been.

The **New Members' Bonspiel** held in November was a great way to formally welcome our wonderful new recruits for the year (totalling just under 50 new members). The bonspiel had both day and evening divisions, run by Anthony Joseph and Dave O'Brien respectively, with a total of 24 teams entered. Steph Berger was a fabulous help in taking on the hefty task of the final day's supper for all 110 dinner guests.

A first **Family and Friends event** was held in March and run by Alain Gagnon with the aim of inviting our members' contacts to come get a taste for the sport we all love in the hope that some would join in the future. Thanks to the trainers and bar tenders who offered their time to make it possible.

Digital solutions to increase efficiency in the registration, information sharing and league organization have been on many people's minds for a while now, pioneer Bob Chambers superseding the evening crew with an online Google registration Form for the past two years. It is with excitement that we announce that the **Curling Management software** 'Curling Club Manager' has been selected and is in the early stages of implementation thanks to the timely and highly invested efforts of Alex Santorelli with the help of his trusted partner, Pierre Sopol. This will include a private Members' Portal.

To finish off the year, the Membership committee (led by Chantal Béliveau and Laurie Chambers) created a **Member Survey** that was sent to all Club members and covered the various aspects of our Club, its facility and its services. Of 220 members, 105 so dutifully responded to the survey. We are very fortunate to have such dedicated members in this community. (51 members even selected feeling 'Pumped for next year' at the end!) One thing of note is that the overall level of satisfaction is high and, globally, members are very satisfied with their experience. The Club will benefit from many great suggestions that were submitted to consider in the upcoming year. We had bountiful offers from members to help out our non-profit organization in various ways and the membership committee will reach out to those having left their contact info. For example, 23 people mentioned being interested in helping with skill improvement initiatives next year! Our next steps will be to share compiled data, feedback and resulting recommendations to each Board Chairperson. A summary of the highlights and a recount the positive changes that come from this initiative will be provided to the membership.