

Minutes of the Gabriola Island Squadron Bridge / Executive Meeting
Nov. 21, 2013 at 19:00
Robert's Place, Upstairs

Call to order by Commander Ralph Hagen at 19:00.

Present: Ralph Hagen, Christine Purfield, Elaine Pearce, Bob Weenk, Rufus Churcher, Walter Berry, Oliver Woolcock, Steve Kitchen, Don Butt, Bob Derksen

Regrets: Bill Kalbfleisch, Bert Terhart

Correspondence: secretary / webmaster: none received

Changes to agenda: three additions - proposed name change for the two boating courses, Basics and Essentials; advertising our instructor team; report on National meeting in Toronto

The minutes of Oct. 3, 2013 and any business arising from them: The minutes were approved as posted; there was no business arising from them.

Reports posted: Commander, STO, Treasurer, Membership, MAREP, Webmaster, Safety, Communications / Privacy, Past Commander / Nominations Committee

No reports indicated by: Secretary, PRO, Administrative / Supply, Mission Committee

Oral reports at the meeting:

In addition to summarizing his written report, Commander Hagen thanked Mike Hoeinghaus *in absentia* for representing the Squadron at the wreath laying ceremony at the Gabriola Memorial Cairn on November 11.

The Boat Launch Ramp Committee, consisting of Steve Kitchen and Walter Berry declared that it had been studying possible locations. The next step by the committee is to commence making contacts with potential stake holders. Don Butt, Bob Weenk and Bob Derksen provided some suggestions for the committee to look into in this regard.

Old business:

Commander Hagen provided a Christmas party update. He informed the Bridge that all was in place and that the event was to go ahead as scheduled on Nov. 30, 2013.

New Business:

Commander Hagen led the discussion on **advertising for our winter 2014 courses**. Most of the discussion centred on the decisions made at the Oct. 8, 2013 Communications Committee meeting with Don Butt, chair, Ralph Hagen, Bob Derksen, Bob Weenk and Rufus Churcher in attendance. Li'l Gabe is to make appearances at the Village on Nov. 30, Dec. 7, 14 and Jan. 4 and 11. Don is to update the brochures. It was emphasized that the over-riding strategy in the PR effort is to draw people to the web site for information about our courses and online registration for them.

Marketing Basics and Essentials - Bob Derksen gave some examples from his web searches of squadrons which have renamed the Basics / Essentials courses and suggested that we market these two courses as one, to encourage our potential students to take them as a package. MOTION: Moved by Bob Weenk and seconded by Steve Kitchen that *the Basics and Essentials courses be marketed as one under the name Boating Essentials, including PCOC*. Passed unanimously.

Fall and winter social programme - Commander Hagen reviewed our fall social programme. He reported that he had attempted to obtain several presenters but that none could commit to our October 24, 2013 date. As a result, he cancelled the proposed fall social. Several suggestions were made by members about possible topics and presenters for the winter social programme. It was also suggested

that for the coming winter socials we ask for admission by donation. This met with general approval. To support Ralph in his efforts to present a winter social programme, he will be assisted by Bob Weenk, Don Butt and Bob Derksen and Squadron member Marcia McKenzie will be asked to join this ad hoc group as well. It is to meet in December to plan for a programme and advertising strategy for the period January to April 2014.

Bob Derksen suggested that we take a page from the National organization and promote in our **course advertising** our experienced and talented teaching / training staff. The suggestion met with general approval and Don Butt will begin implementation of the advertising approach forthwith.

Don Butt reported on his attendance at the recent **National convention** in Toronto, Ontario. He stressed the positive attitude of attendees in promoting the mission of CPS – ECP. He also explained the new voting procedures by which the National's executive will be elected.

Adjournment: Commander Hagen adjourned the meeting at 20:19.

Next Meeting: Thursday, January 23, 2014, 19:00 at Robert's Place, upstairs