

Agenda for the Gabriola Island Squadron Executive Meeting
Thursday, November 19, 2015 at 1900
Robert's Place

Commander Mike Hoeinghaus called the meeting to order at 1900.

Present: Mike Hoeinghaus, Don Butt, Elaine Pearce, Fred Kaarsemaker, Ralph Hagen, Bert terHart, George Myette, John Woods, Bill Kalb fleisch, Bob Derksen

Regrets: John van Praet, Jude Briscoe

There were no changes or additions to the agenda.

Motion (Don Butt, Bert terHart): That the minutes of September 24 as posted online are accepted.

Ralph Hagen asked that henceforth the Commander will give the Executive notice of any upcoming VIND District Council meetings. Mike agreed.

It was noted that the following **Officers Reports** were received and posted on the Squadron's web site: Commander, Educational, Membership, Webmasters, Public Relations, Communications / Privacy. There were no reports posted from the Past Commander, Secretary, Financial Officer or members at large.

The following **Committee Reports** were received and posted: Social Committee, Communications
No reports were submitted by the following committees: Nominating, Boat Launch Ramp or Environment.

Regarding the Social Committee report, two minor changes were agreed to by consensus.

John Woods reported on the **boat ramp location survey** and the discussion among the Executive members to date on the social media programme Trello. John observed this is a work on progress and would like additional contributions from the Executive before the list of sites is narrowed down. Some members expressed that they were unable to get onto the Trello web site and were informed that they will have to contact John to be re-invited.

Mike reported on the proposed **Squadron burgee purchase**. He is waiting to place an order until Don Butt sends out a notice to the membership to gauge the amount of interest in the venture and the commitment by members to purchase the burgees. The proposed sale price for the burgees is \$20 each. A minimum order of 50 is required. Don promised to get a notice to the membership right away.

SEO Bert terHart reported on the proposed **winter / spring 2016 course offerings**, including dates and course fees.

Motion (Don Butt, George Myette): to accept the SEO's proposed course offerings, schedule and fee structure, that is to say:

Boating Essentials Including PCOC for 2016: \$320.00 (\$285 for CPS members) for the two parts of the course. For those taking only the PCOC part of the course, the fee is 95.00 (\$80 for CPS members) and for the Essentials part of the course it is \$225.00 (\$205 for CPS members). The course will start on Wednesday, January 13 at 7 p.m. and run every Wednesday until April 20, 2016.

Maritime Radio is offered as a one-day course on February 6, 2016. Course fee for 2016: \$95 (\$80 for CPS members).

The motion passed unanimously.

Bert noted that we need additional **registered examiners** for the Maritime Radio course as currently Ralph Hagen is the only one. Bert has contacted and will contact a number of people who might be likely candidates.

Bert informed the Executive that he was once again willing to let Squadron members who have their Restricted Operator's Certificate (Maritime) **audit the Maritime Radio Course** as a refresher at no charge on February 6.

The discussion on **advertising**, an assessment of our efforts in that regard this fall of 2015 and plans for promoting our course offerings for the winter occupied a substantial portion of the meeting. PRO George Myette, with the help and advice of Mike Hoeinghaus will have our sandwich boards make their appearance on January 2, 2016 at Ferry Hill, Silva Bay and on Dr. Rook's fence at the ferry lineup turnaround. George will also contact *The Sounder* to see if it will post a notice regarding our course offerings. However, the Bridge came to a consensus that no paid course advertising was to be submitted to *The Sounder*. George is also setting up a Facebook page dedicated to Squadron news. It, and the Gabriola Facebook site will do course advertising by way of George's submissions. Li'll Gabe will make its appearance at the Village in early January. Don Butt will supply the usual pamphlets. John Woods will contact the Folklife Village property manager to reserve space on the site between January 2 and 10.

Ralph Hagen reported that the **Squadron's tables and chairs** have been sold to the Gabriola Recreation Centre and the Rollo Centre. He was able to confirm that the sale to the Rollo Centre covered our fall rental costs to date.

Commander Mike informed the meeting that the due date for submitting **Merit Marks** to him for 2015 is Friday, December 18. Don is to send out a reminder to the membership regarding this matter.

As part of his Communications Committee report, Don included a draft **communications protocol** to be used by the Squadron in all its communications.

Motion (Don Butt, Bert terHart): that the Executive adopt the communications protocol as submitted by the Communications Committee, namely:

Protocol for Communications to Members and Media

Notify Squadron membership in a timely manner all events pertaining to them

Outline list of events in Scuttlebutt in each edition – date, place, time and information of what the event is about. It's marketing so give enough information but not too much, clearly and make it attractive.

Notices to be as soon as the event is set, at least a month away, together with other upcoming events

A reminder a week to 10 days out, and again one to two days before.

Organizers to send all information to Communications Officer as soon as arrangements are set.

In all instances the webmaster is to be copied in time for posting before the notices are circulated.

All communications to members shall include references to the website

*When the Communications Officer is away another designate shall follow the protocol.
An up to date list of members' email contact should be secured with Membership,
Communications, Commander, and XO. In addition consider including the SEO.
Prior to any notice to outside media the Executive must be aware of the details*

The motion passed unanimously.

With this, the Commander adjourned the meeting at 2016.

The next meeting of the Bridge will be on January 21, 2016 at 1900, upstairs at Robert's.