

DATE	09/09/2020	VENUE	Troy Park Clubrooms
SUBJECT	Committee Meeting	ATTENDEES: K. Alexander, C. Hutcheon, K. Castle, E. Turton, K. Adamson, J. DeCastro, J. Basire, N. Greenwell, E. Hart, J Freeman, J Turner, C Booth	
FROM	J Freeman	APOLOGIES: C. Hebron, R. Cook.	
MEETING No.	20200909		
START TIME	7.00 pm	FINISH TIME	9.35 pm
No.	Item		Action
1	Welcome		
	Ken welcomed everyone to the meeting. Thanks to Ken and Deb for supplying cake and tea and coffee.		
2	Matters arising from previous minutes		
	<p>Previous Minutes 20200624 have been signed by Ken Alexander.</p> <ul style="list-style-type: none"> No shared equipment kept or used at Clubrooms at present Some clearly labelled personal equipment stored in cupboards for use when weather is inclement. <p>Minutes accepted: Karen Castle Seconded: Elizabeth Turton</p>		
3	Correspondence in and out		
	<p>TROY PARK ASSOCIATION</p> <ul style="list-style-type: none"> Summer ground Allocation Form Fwd to JB (29/06/2020) Email re: Reinstatement of Fees for use of Troy Park plus \$300.00 levy for CCTV annually (20/08/2020) <p>CITY OF MELVILLE</p> <ul style="list-style-type: none"> Email from COM with request for summer bookings. Fwd to JB (29/06/2020) Email from COM with Winter Ground Registration request. Fwd to JB (07/07/2020) JB responses to Ground Registration (07/07/2020) Email from COM with Stimulus Grant available re COVID-19. (\$2000.00) Fwd to KA Pre-Approval of Summer Allocation for Troy Park. Fwd to JB (17/08/2020) Notification of Funding grant available through Targeted Participation Program. Fwd to KA <p>MISCELLANEOUS</p> <ul style="list-style-type: none"> Request for Secretary to Lunch Meeting with Premier and Cabinet (06/07/2020). Accepted (10/07/2020) Letter from ATO \$15,000.00 available for Club for Post COVID revitalisation. (18/08/2020) Trainer info from Zoe Mackay (28/08/2020) Now on website. <p>EXECUTIVE COMMITTEE (EC) and SPECIAL PROJECTS COMMITTEE (SPC) and CLUB</p> <ul style="list-style-type: none"> Minutes of Meeting 24/06/2020 sent to all Committee Members 26/06/2020 Survey sent to all Y Striders (16/07/2020) 		

	<ul style="list-style-type: none"> • JB informs executive of \$15,000.00 ATO grant from Fed Gov. re: COVID and club rejuvenation. (18/08/2020) • ‘Recommendations’ Discussion paper sent to all Committee Members and Trainers. Some email discussion. (29/08/2020) • Sent completed application for COM Smarty Grants – Rebuilding Participation Grant (05/09/2020) • Anita Albertini sent response to ‘Recommendations’ Discussion paper, (07/09/2020) • Received reports for Committee Meeting (09/09/2020) <p>Accepted: Christine Hutcheon Seconded: Julie Basire</p>	
4	President’s Report	
	<p>A particular thankyou to the Executive assisted by Elizabeth and Kevin for their work on future directions for the Club. The discussion paper has been prompted by shared concerns about membership numbers and club vitality, together with some recent grant opportunities that focus attention on Club aims and purposes.</p> <p>Since our last meeting on June 26 . . .</p> <p>Product and Reach initiatives re Club’s future directions. Executive’s proposals for discussion this meeting Eighteen filed Executive discussion emails on future directions and grant proposals since our last meeting Jun 26.</p> <p>Bike rides. Perhaps time to see in new light – as a ‘point of difference’ re Club ‘Product’ appeal.</p> <p>Off-site. Not since last meeting. For discussion in relation to Deb Ruggiero’s discontinuance of Saturday sessions.</p> <p>Presentations (e.g., by speakers/experts). Not occurring. For discussion re ‘point of difference’ re ‘Product’.</p> <p>Trainers. For discussion. Use of volunteers (Bill? Ken?) on Saturdays. Insurance and WA Govt. Volunteer Protection Legislation. Still three but Anita and Zoe may not wish to do Saturdays. Further recruitment?</p> <p>Walker/Runner awards. For discussion. Joan doing calculations. Is system inclusive? Standardised points system possible?</p> <p>Annual dinner in October.</p> <p>AGM and Christmas break-up planning.</p> <p>Posts/blog. Thanks to Joanne for posting Club activities (another ‘product point of difference’?)</p> <p>Walks away. Thanks to Bill, Kevin, Pam and Tracey for investigating options – most recently Dwellingup and . . . ?</p>	Ken

8	Trainer Liaison Report	
	<p>I met with Deb, Anita & Zoe to discuss what Joan & Eva had brought up at the last Committee Meeting, re Trainer's time spent with members after the warm-up session on Tuesday/Thursdays.</p> <p>Zoe and Anita have been spending time doing the dynamic exercises with the runners who are doing John Wilkinson's programme , then with another member after her run, who requested some strength exercises. Time spent with her is approximately 10 minutes. She is then happy to continue the exercises by herself until completion.</p> <p>The rest of the Trainer's time is spent going out with walkers (if any) or other independent runners. They also have to make sure they are back to the clubrooms in time for the return of those runners. I reported my discussions back to Eva.</p> <p>Head Trainer, Deb Ruggerio is retiring from Saturday morning training sessions, due to family and other work commitments. We will personally miss her and her dedication to Saturday morning warm-up sessions, urging us on to upping our fitness levels, but making it fun as well. Deb will continue Wednesday morning Strength sessions.</p> <p>Neither Anita nor Zoe are able to take on the Saturday morning sessions. However, they have come up with a plan to share Saturdays, that is attending alternatively until another Trainer can be found.</p> <p>Anita is making contact with a friend who could be interested in being a Trainer (she is studying at Notre Dame University).</p> <p>Zoe is making contact with a Mentor from her course to see if she can recommend someone. Hopefully something will come to fruition from their contacts.</p> <p>Other Points:</p> <ul style="list-style-type: none"> • A new trainer has been located who is interested and will be met and interviewed on Friday 11/09/2020. Everyone hopes that this will lead to a new Saturday morning trainer. • More discussion needed on how to deal with individuals who wish to attend our sessions and then do something other than the activity that has been scheduled for the group. Issues for trainer re: division of time, safety, involvement with participants etc. Nola G and Eva H to discuss and will report to Executive. <p style="text-align: center;">Accepted : Chris Booth Seconded: Elizabeth Turton</p>	
9	Social	
	<ul style="list-style-type: none"> • The Swan River Cruise organisation is underway with the deposit paid. • No other events reported at present. 	

10	General Business	
	<p>Survey Report – Joan de Castro</p> <ul style="list-style-type: none"> • There were 20 completed surveys. (Many people) change to: One person said they did not complete the survey because they were happy with the way the club was running. • The main issues that were raised were: • Communicating by Facebook: There are members of the Y Strider community who do not use FB at all. All relevant/important messages need to be sent by both email and FB. • Zoom: There was general happiness that sessions went on Zoom. There were a few people who has issues with their own devices, but there was overall satisfaction with how well this worked. There were thanks to Deb R for her efforts in getting Zoom sessions happening. There was also queries about how the other trainers could become part of this system, if needed again. • Booking Systems: The online booking system generally worked well. There were some people who were unable to get a session due to the popularity of the sessions. This will need to be considered if this system is needed again. • Suspending Fees: Generally, members thought the suspension of fees was a very generous act. It was appreciated. There was some concern that our suspension of fees might mean that trainers were not paid. In future if needed, this might need to be clearly explained to members. • Issues around Closing and Reopening: There was some concern that we did not close early enough. Also, when we reopened some confusion about use of clubrooms. If we have another lockdown, we will need to be much more aware of these issues and plan appropriately to ensure everyone’s health and safety. • Hygiene and Social Distancing: Generally happy, but some dissatisfaction with Y Striders inability to social distance. Some initial confusion over hygiene/sanitisation but this improved over time. <p>Brian Cook Award – Elizabeth Turton</p> <ul style="list-style-type: none"> • The Brian Cook Award will be given out at the December Christmas Breakfast. Can Committee Members begin to consider who they think might be a worthy recipient of this award. Committee will be asked to forward their ideas at a later date. <p>End of Year Challenge - Elizabeth Turton</p> <ul style="list-style-type: none"> • As Deb R was the driving force behind the End of year Challenge, will it now continue? If is continues who will organise and manage this? • Response: <ol style="list-style-type: none"> 1. Ask Deb R if she would like to continue running the End of Year Challenge. Jenny T to help out where needed. 2. If Deb R not interested, then ask the trainers if they would like to set up a challenge. Jenny T offered to help. 	Nola/Ken

	<p>3. If necessary, pay trainers to set up and run the system.</p> <p>Off- Site Sessions – Elizabeth Turton</p> <ul style="list-style-type: none"> As Deb R was the organiser and instigator of the Off-Site Sessions, with DR no longer attending Saturday mornings will these sessions continue? <ol style="list-style-type: none"> Committee decided they would like Off—Site Sessions to continue. Between 3 and 4 Sessions per year favoured. Decided to leave for now, and once a new Saturday morning trainer is employed, then investigate trainer’s willingness to take these sessions into the future. <p>Xmas Zumba – Elizabeth Turton</p> <ul style="list-style-type: none"> As Deb R was the organiser, will this continue? Nola to discuss with DR. <p>June Long Weekend 2021 – Northam - Elizabeth Turton</p> <ul style="list-style-type: none"> The June Long Weekend June 4 – 7 is planned. Thanks to Tracey and Ross who have investigated accommodation, restaurants, caravan parks etc. Bookings have been made. Also, WA Cup Day in Northam, so a big weekend in Northam. Bookings need to be made ASAP. Kevin A commented that he may struggle to find interesting walks in the area. ET to send out email informing members so they can organise. <p>Containers for Change – Joanne Freeman</p> <ul style="list-style-type: none"> This is a WA Govt sponsored drink container recycling program beginning October 1st 2020 Y Striders Inc (not for profit) can register for a Scheme ID (a unique identifying number similar to a barcode). Participants use the Scheme ID as our identifier when they deposit their containers. The Scheme ID is linked directly to our bank account. Any money made from donating the containers goes to Y Striders. There is a value of 10cents per container. There will be a phone APP eventually that participants can store their Scheme ID and will have nearby deposit points. Y Striders is not interested in having a container to collect cans/bottles, but would be happy to let members know that they can use our Scheme ID when they deposit containers. Collection points will be set up all over Perth and in the country. It appears there will be a Collection Point close to the Troy Park clubrooms. Secretary will request a Scheme ID and inform members about the scheme as soon as it is set up and linked to YS bank account. <p>Rebuilding Participation Discussion Paper and Recommendations – Ken Alexander</p> <ul style="list-style-type: none"> Ken A introduced the problems of falling membership and lack of vitality in Y Striders. He explained that the Executive Committee had met (with addition of Elizabeth T and Kevin A) to discuss and had formed 2 separate groups to deal with 	<p>Nola</p> <p>ET</p> <p>Joanne F</p>
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	<p>1. What is our message? (PRODUCT) Kevin A, Ken A. Eva H</p> <p>2. How do we convey our message? (REACH) Elizabeth T, Joanne F, and Karen C</p> <ul style="list-style-type: none"> • The point was made that whatever we decide to do we need to: Keep it Simple – as over complicating our message often leads to confusion. • We need to identify our strengths, and our differences from other groups. • We need to recognise we exist in a highly competitive market. • We need to recognise that our existing advertising patterns are not picking up new members. Facebook appears to be a way that we can reach many in our area with a relatively limited budget. <p>Recommendation 1.2 Target Prospective Members: What age group do we want to target? There was considerable discussion.</p> <ol style="list-style-type: none"> 1. Begin with targeting mainly over 50 years old . 2. If successful, then aim for over 40 years old. 3. PRODUCT – Special Offer Couch to Run as a ‘one-off’ program for 10-12 weeks. Set price offer. Then participants can join the club (and get the 4 weeks free trial). 4. Advertise on Facebook and Website 5. Have stories and testimonials of non-high achievers (so to be less intimidating) 6. Incorporate images that reflect these achievements. <p>Recommendation 2.1.2 Additional Strength Sessions: After discussion it was decided to NOT have additional Strength sessions at this stage. If greater demand, then the matter would be reconsidered.</p> <p>Recommendation 2.3.2 Standardised Point Based System: (Product) There was considerable discussion. It was agreed that someone needs to work out a standardised system for recording personal achievement. For example: convert activities to kilometres or to time. Jenny T to investigate available Apps. Jenny T, Eva H, Karen C to look around for options.</p> <p>Recommendation 2.4.1. Voucher Membership: Agreed to discontinue Voucher Memberships. Honour any remaining ones if required. Institute quarterly payment systems. Web Committee to get Voucher option removed from website and add in short course/ quarterly payment options (liase with PerthWeb)</p> <p>REACH: Recommendation 2.4.2 Quarterly Payment Option: This was agreed in principle. There are still some questions about online payment system that need to be sorted out with the website. The Web Committee are working on this at present.</p>	<p>Jenny T Eva H Karen C</p> <p>Web Committee</p>
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	<p>Recommendation 2.5 Fixed Term Set Price Programs: The suggestion is to run one only. Named 'Couch to Run' or similar. Advertise heavily on Facebook and see how this option worked. Would need to get organised – possibility of running this in the New Year after all associated issues have been ironed out.</p> <p>Recommendation 3.1 and 3.1.1 Contract Social Media Manager: A quotation has been done. It involves employing a Social Media Manager to run the social media marketing and tuition on how to use F/B effectively to run marketing once the paid tuition has finished. A Quote had been submitted to the Committee.</p> <p>Final and general discussion about the importance of having a clear Strategy for what we want and how to get there. Question how well our SEO is working on website – (Web Committee is investigating with PerthWeb) Members spoke about adding more updates to our Facebook page in the hope that it is seen and accessed by more people. Karen C is sharing more information on Facebook.</p> <p>Ken, Kevin and Eva agreed to be the focus members in regard to the Product side of the discussion. and the Joanne, Elizabeth and Karen are to be the focus members in regard to the REACH side of the discussion. They are to collect information and distribute to others.</p> <p>We may need to hold another meeting before January 2021 to get our Strategy formalised ready to go in the New Year. The meeting scheduled below is the regular meeting, not the anticipated additional meeting to be held within the next 4 – 8 weeks.</p>	
11	Other Business	
	Meeting Concluded at 9.35pm.	

NEXT MEETING TO BE HELD: Wednesday 20th January 2021

I hereby certify that these minutes have been reviewed and are correct

PRESIDENT or MEETING CHAIR

NAME

SIGNATURE