

Detroit Curling Club

Email: info@detroitcurlingclub.com Web: www.detroitcurlingclub.com



Summer Scots Wha Hae

Vol. 85 No.22, July 25, 2019

Calendar of Events (DCC Events)

- **August 17, 2019 – DCC Golf Outing.** See *Bonspiels and Special Events* for more information.
- **October 17-20, 2019 – Chicago CC Windy City Open Bonspiel.** \$440/team, 4 game guarantee. Contact rbuch4347@comcast.net or call 847.675.2663 for more information.
- **October 25-27, 2019 – Coyotes CC Super Hero Under 5 Bonspiel.** \$100/person, 3 game guarantee. Visit www.coyotescurling.com for more information.
- **November 8-10, 2019 – Detroit/Kitchener-Waterloo Exchange @ DCC.**
- **November 9-10, 2019 – Beach Grove Mixed Invitational Bonspiel.** \$400/team, 4 game guarantee. Contact Phil Daniel at pdaniel@cogego.ca for more information.

House Business

Strategic Plan Committees – Committees are currently forming to help implement the strategic plan that was created over the spring and summer. Opportunities include:

Communications & Marketing Committee
Ice/State-of-the-Art Facility Plan Committee
Member Experience Committee
Skills Development Committee
Volunteerism Committee

Details about committees can be found on the sign up website. Please use the following link to learn about and join a committee:

<https://signup.com/go/RTbwpKP>.

Strategic Planning Group – An enduring mission statement, an ambitious vision and the formation of six “Standing Committees” are among the major outcomes of four Strategic Planning meetings this summer.

The Standing Committees will augment the work of the Board of Directors and address finance, member experience and skills development, volunteerism, communications and our facility.

Events at a Glance

Aug 17 – Golf Outing

Nov 8-10 – Kitchener

Exchange

Tentative Summer

Newsletter Schedule

Weekly editions to
start November!

The most pivotal committee, State-of-the-Art/Ice, already has begun to study and evaluate options for upgrading or replacing our ice pad and will examine such possibilities for the entire club house, as well. The committee expects to present its findings and recommendations at the Annual Meeting in April 2020.

Members can expect a host of new and upgraded programs and initiatives rolling out next season including curling skills development, expanded practice ice time, updated by-laws, new member assimilation, a more robust website, a redesigned Scots Wha Hae, more communication with the City of Ferndale, among others.

Members can watch for more information and details on these and other activities. Committee chairs will be asking for help. "We encourage members to choose a committee, get on board, and volunteer," says president Duke Grimshaw. Approximately 40 members participated in the strategic planning process.

Please find meeting minutes and key issue updates at the end of this issue.

Bonspiels and Special Events

Detroit Curling Club Annual Golf Outing, Saturday, August 17th, 2019 – Please sign up by the end of the day on Saturday, August 3rd, so we can get a final count to the golf course on time. Place: St. Clair Shores Golf Club, 22185 Masonic Blvd, St. Clair Shores, MI 48082

Time: Saturday, August 17th, at 9:00 AM

Cost: \$50 per person, includes 18 holes of golf and cart, longest drive (both women and men) and four holes closest to the pin.

Format: Best Ball, women will hit from red tees and men from white tees.

Optional Lunch: After our 18 holes of golf there will be an optional lunch at the course. This is where we will hand out prizes for the top team, closest to the pin winners, and longest drive winners. The course has a nice menu with a range of prices.

Contact: Josh Lopez - email jlopezcanes@gmail.com or by phone at 734-718-4240.

How to Register: You can register and pay for a full team of four, your team can register and pay individually listing each other as a foursome, or you can register and pay as an individual and you will be assigned to a team.

Payment: Please sign up on the club website. Look under Club Events -> Event Listings or use the link below: <https://detroitcurlingclub.com/index.php/events/event-listings/other/dcc-golf-outing-2019>.

Deadline to register and pay is August 3, 2019

Rockettes Corner

Senior Women's Bonspiel – Invitations for the 2019 Sr. Women's Bonspiel being held in Albany, NY from November 20-24 are out with a signup deadline of September 6, 2019. This event is open to USWCA women age 55 years and older by January 1, 2020. Teams enter their own application and attendees are selected via lottery from the four regions. If you are interested in applying, Bethany Rivera can email you the invitation or you can access it directly on the USWCA.org website. There is no limit to how many teams apply from the DCC, however, only one team from Detroit would be selected. The Super Senior Bonspiel (65 and older) will take place on the day immediately prior on Wednesday, November 20, 2019 also at Albany CC.

USWCA National Bonspiel – The 2020 USWCA National Bonspiel has MOVED to Seattle, WA and will be held February 19-23, 2020. If more than one team from Detroit is interested, we will have a

playdown next fall (date and time TBD). If interested, please let Bethany Rivera know of your interest as soon as possible.

New for next year – All USWCA Circuit participants must sign up prior to their first bonspiel on-line and pay via paypal. The USWCA will no longer be accepting checks or allowing individuals to sign-up after their first game at a Circuit Bonspiel. If you have questions, please see Bethany Rivera.

As always, if you have questions or suggestions or want to be involved, please contact the Rockettes board via email Rockettes@detroitcurlingclub.com or a Rockette Board Member (see contacts on last page).

Sinners News

The Detroit Curling Club Royal Order of Sinners men's club promotes fellowship and camaraderie on and off the ice while creating benefits and lasting experiences.

Our first event of the 2019-2020 curling season will be the Detroit end of the Detroit/Kitchener-Waterloo Exchange. This event will take place on November 8, 9, and 10 2019. Details regarding the event and our full 2019-2020 Schedule of Events will be out well in advance of the start of the next curling season.

For questions or further information, email The Sinners at: sinners@detroitcurlingclub.com.

Communication and Website News

DCC Website Instructions for Signing In – Every member should be aware of the procedures to set up your accessibility to all the great web site features. If you have not signed in yet, follow these instructions and save your user name and password to stay informed. Keep these instructions handy in case you forget your sign in information.

Retrieving Your Username & Password

You will only be able to complete these steps once you are seeing the new website when you go to www.detroitcurlingclub.com. If you do not see, "Forgot Login," as mentioned below you will need to wait a while and try loading the site again.

1. On the right side, under the Member Login section, click on the words Forgot Login.
2. Click to check the box for Lost Username and a space to enter your email address will appear.
3. Enter you email address and click the Send Username button. If you see a message that your email address does not exist on the site, please email emailmembership@detroitcurlingclub.com so we can update your email address.
4. Check your email and you should receive a message with your username.
5. Return to the DCC website and again click on the words Forgot Login under the Member Login section.
6. Click to check the box for Lost Password and spaces for entering both your username and email address will appear.
7. Enter both your username and password and click the Send Password button.
8. Check your email and you should receive a message with a new password.
9. Return to the DCC website and use your username and new password to log in.

Changing Your Password

1. After you have logged in, click on My Information under the Member Menu on the right side.
2. Near the top left of your profile click on Edit and then choose Update Your Profile.
3. Click on User Info to switch to the username and password settings.
4. Enter your desired password in the space provided, and enter it again in the Verify Password field.
5. Click the Update button to save your changes.

Strategic Meeting Minutes

Strategic Plan Meeting #4 Report July 9, 2019 – Approximately 15 members participated. Group completed Action Plan matrices and formed six Standing Committees (including chairs and volunteers) whose work begins immediately, according to the individual plans.

While the formal work of the Planning Committee is complete, the Group agreed that each committee would convene and begin working in time to report progress by August 20. All committees are welcome to meet at the club at the time of our previously scheduled meetings Aug 1 and Aug 20.

In the meantime, for those who may have missed a meeting, the Standing Committees offer excellent opportunities for continuing involvement and influence. Pick one – or two! – and volunteer.

Next Meeting(s): Aug 1 (Thursday) Aug 20 (Tuesday) 6:30pm Detroit Curling Club

Agenda:

- 6:30pm - Convene
- 6:31pm - Conduct individual committee meetings*
*Aug 20 meeting will include progress reports
- 8:20pm - Wrap-up
- 8:30pm – Adjourn

Key Issue #1: Ferndale

Strategic Goal

- **Reduce uncertainty**
- **Mitigate reliance**
- **Leverage relative autonomy**

Strategic Objective & Action Plan

Establish regular meetings with city authorities

- Recon
- Seek opportunities for partnering

Partner with CoF on youth/school programs

- Leverage city's interest

Understand options for independent spending and failure to recoup CoF contractual share of expenses

- Track club payments
- Document requests for payment or reimbursement
- Develop contingency plan for major expenses (e.g., roof, parking lot?)

Notify of early October season opening

- Document/contractualize extended season

Key Issue #2: Members

Strategic Goal

- Institute policies, practices and programs that positively enhance members' experiences

Strategic Objective & Action Plan

Improve curling skills development

- Establish Standing Committee (e.g., Skills Development Committee)
 - Organize, manage coaching & clinics activities
 - Conduct needs assessment
 - Oversee Junior/Collegiate curling*
 - *J/C curling will be opportunistic, depending on member/parent interest

Create more practice opportunities

- More convenient ice availability
- Capacity vs rentals
- Biometric in/out for members?
- Establish policy (who, when, how, etc.)

Improve assimilation of new members

- Maintain league-play pipeline
- Conduct curling cultural orientation (Etiquette, volunteering expectations, norms, leagues, pace of play, etc.)

Open season early October

Increase substance and frequency of communications with members

- President's Report
- Strategic Plan progress
- Better website
- Redesign Scots Wha Hae
- Eblasts/Volunteer sign-ups

Strengthen Junior curling

Create/foster collegiate curling

Evaluate adding professional staff beyond ice tech and bartenders

- Ice tech help
- Club manager (proposal exists)

Increase Inter-club events

Conduct Member Satisfaction survey

Key Issue #2: Members**Strategic Goal**

- Institute policies, practices and programs that positively enhance members' experiences

Strategic Objective & Action Plan

Maintain Leagues, Bonspiels/Special Events, Clubs within the Club (Sinners, Rockettes)

Key Issue #3: Financial**Strategic Goal**

- Provide adequate funding to fulfill mission and vision while ensuring the club's continuing viability

Strategic Objective & Action Plan**Increase revenue:**

- Establish Finance Committee
- Continue Community Ed/Learn to Curl
- Continue Rentals
 - More member use (e.g., practice; new leagues) could reduce inventory
 - Increase price
- Evaluate alternatives to current dues structure
- Increase revenue from sponsorships
- Investigate grants
 - 501c3 opportunities

Expand marketing & PR

- Leverage growing interest in curling
 - Olympics, NBC TV
- Increase social media presence
- Build on relationship with Little Caesar's Arena
- Ferndale Chamber of Commerce liaison
- Host USCA, GLCA events

Triple Trustee Fund by 2024

- Current track: more than \$100,000 in annual transfers from checking to Trustee account, plus approx. \$30,000 in fund appreciation, annually

Minimize capital investments until SOA/Ice study is complete

Key Issue #4: State-of-the-Art / Ice

Strategic Goal

- Understand implications and options for upgrading our facility and creating favorable conditions for consistent championship-level ice

Strategic Objective & Action Plan

Establish committee to study and evaluate options for upgrading and/or replacing ice pad and club house and recommend proposals for BoD and members' consideration

- Plan should identify benchmarks, define state-of-the-art, and comprehend ice pad, lighting, equipment, kitchen, bathrooms/toilets, furniture, staffing requirements (w/ performance metrics), and associated costs and financing options (including budget impact of potential debt)
- Minimize capital investments until SOA Committee reports

(SOA-defining suggestions:

- Ice pad/flat surface
- Environmental control
- Lighting
- Restaurant
- Locker Rooms)

Key Issue #5: Governance

Strategic Goal

- Improve effectiveness of BoD and increase volunteerism

Strategic Objective & Action Plan

Update By-Laws

- Member voting
- BoD independent spending limits
- BoD responsibilities
- 501c3 issues
- Other

Establish select standing committees

- Finance
- Member Experience
- Skills
- SOA/Ice
- Volunteerism
- Communication & Marketing/PR

Volunteerism

- Develop/Foster volunteer culture
- Devise incentives for member involvement
 - E.g., Financial, White Elephant bonspiel slots
- Identify/communicate opportunities
 - E.g., Ice help, house, bonspiels, set-up/take-down, special events
- Benchmark recent volunteer rate
- Recruit more members

Key Issue #5: Governance

Strategic Goal

- Improve effectiveness of BoD and increase volunteerism

Strategic Objective & Action Plan

- Conduct organizing mtg/begin work
- Report progress Aug 20

Finance

- Develop long-term budget
- Coordinate with SOA/Ice working group
- Evaluate dues structure (revenue)
- Increase rental rates
- Recruit more members
- Conduct organizing mtg/begin work
- Report progress Aug 20

Member Experience

- Design/propose/ institute policies, practices & programs that enhance members' experience
- Assimilate new members
 - Checklist
 - Info Packet
 - Point of contact
 - League pipe-line/ on ramp
- Conduct member survey
 - Needs/Wants/Satisfaction
- Member access to facility (in/out for practice, other)
- Further develop action plan*
 - *additional steps the committee should/could take
- Bonspiels (anywhere) (?)
- Inter-club events
- Recruit more members
- Conduct organizing mtg/begin work
- Report progress Aug 20

Skills

- Develop program for skills training for both new and seasoned curlers
- Recruit instructors
- Create syllabus
- Set fees
- Get dates/ice time
- Communicate
- Conduct needs assessment (see member survey)
- Registration
- Other
- Recruit more members
- Conduct organizing mtg/begin work
- Report progress Aug 20

State-of-the-Art/Ice

Key Issue #5: Governance

Strategic Goal

- Improve effectiveness of BoD and increase volunteerism

Strategic Objective & Action Plan

- Study and evaluate options for upgrading and/or replacing ice pad and club house and recommend proposals for BoD and members' consideration
- Plan should identify benchmarks, define state-of-the-art, and comprehend ice pad, lighting, equipment, kitchen, bathrooms/toilets, furniture, staffing requirements (w/ performance metrics), and associated costs and financing options (including budget impact of potential debt)
- Minimize capital investments until SOA Committee reports
- Conduct organizing mtg/begin work
- Report progress Aug 20

Communications & Marketing

- Manage internal & external communications
 - Upgrade Website
 - Redesign Scots Wha Hae
 - Manage/coordinate E-blasts
 - Push more through Social Media
 - Manage external PR
 - Media
 - Publicity
 - LCA
 - Other
- Recruit more members
- Conduct organizing mtg/begin work
- Report progress Aug 20

Commit BoD to revisiting Strategic Plan in timely manner (2021-2024?)