

**McKenzie Towne Council**  
**Tuesday, March 21, 2017**  
**Board of Directors Meeting @ 6:00 p.m.**  
**McKenzie Towne Hall**

**MEETING MINUTES**

**Attendance:**

Attendance: Rob Van Gastel, Janise Bachler, Preston Thirwell, Ute Davis, Jackolynn Coughlin, Jessica Smith, Rick Leigh, Malik Amery, Shawn MacDougall, Laura St. Croix, Brian Henderson  
Regrets: Roger Doucet

1. Call to Order 6:01 PM
2. In Camera 6:03 PM
3. Open Meeting 6:40 PM

**Motion:** To approve the minutes of the February meeting circulated by email.  
1<sup>st</sup> - Jackolynn Coughlin. 2<sup>nd</sup> - Rick Leigh. Carried.

**4. Marketing & Communications – Daniel**

*Changes to the Marketing & Communications Plan include:*

- Includes formal SWAT
- Spoke diagram re communication tools
- Goal 4 is new
- Page 7 – Target audiences
- Page 11 – Medium Content
- Page 42 – Rental referrals (4 rental campaigns – wedding shows; dates of major shows)
- Page 45 – Recreation Campaigns X (referral program with other RA's)
- Page 49 – Fun Ambassador campaigns X
- Page 54 – Measurements for Social Media – errors need adjustments
- Page 55 – Fun Ambassador details

*Comments from Board:*

- Missing Crisis Communications
- Free Ads on radio, Channel
- Expected return on the budget; ROI
- Questions about Chatterblock; statistics
- Re-direct monies to the website development versus advertising
- Need "Scope of Project" for a new website; Janise Bachler & Roger Doucet to assist in researching what we need.

**5. GM Report: Sami Amery**

- Fee Collection down to 53 from 70 fees in collection
- Payment plans all completed except for 1
- Open House on April 8 from 10:00 – 1:00 PM
  - Idea: Contests, prizes (freebies) from suppliers
  - Electronic Sign

- Same day as MT Community Association - Easter Egg Hunt
- MTC Staff direct them to Open House (small flyer handouts)
- Event Coordinator Departure and Hiring of Administrative Assistant (first week of April)
- Review of staffing and right-sizing; cross-training
- Business Model – big push re customer service to differentiate ourselves from other RA's in the area; moving towards a Service Strategy
- Quality re communications; process for quality control; unified communications; professionalism needs an upgrade
- Leverage daytime staff to assist with evening; re-adjusting the schedule so the nighttime staff are not left exposed.
- IVRNet Update – Sami going to meet with CEO with IVRNet and implementing some onsite training
- Reports – consistent look and feel requested for the reports going forward
- Lease with City of Calgary for skate park and the hockey rink
- Outdoor athletics in this community are lacking
- New skate park in New Brighton is well utilized

## 6. Committee Reports

### a. Executive Committee – \_Strategic Planning Session Notes Approval

**Motion:** Strategic Communications Plan notes as presented. Malik Amery – 1<sup>st</sup>; 2<sup>nd</sup> – Jackolyn Coughlin. Approved.

**Motion:** We approve \$500 to assist with supplies with the Community Association for their Easter Hunt. 1<sup>st</sup> – Rob Van Gastel; 2<sup>nd</sup> – Jackolyn Coughlin. Approved.

### b. Finance/HR/IT Update – Malik Amery

- IVRNet causing problems because reports are not working.
- Still experiencing revenue lows
- Not relying on rentals and programming for revenue in the budget
- Reduction in salaries helping the bottom line
- Received 3 quotes for utilities
- Questions re impact of carbon tax on utilities and fleet costs
- Noted that this will be a capital expenditures intensive upcoming year.

### c. Operations – Rob Van Gastel

- 3 quotes were submitted for the flooring in the Promenade room; work will start in June 30<sup>th</sup>. Budget \$20,000; cost will be \$16,000 approx.

## 7. Prestwick Common Update – Rob Van Gastel

- Development Site Service Plan – not been submitted; should have been submitted in January;
- \$7000 to cut down the trees;
- signed contract with GLVT (site preparation);
- Contract with Eagle Builders not signed yet. We are still waiting for a quote from them. If no response by next Monday, then we will be doing a “stick-built” building.
- Some cost savings have been realized with the concrete work.
- Permit costs were not included in the budget; could be \$7000.
- Board directed that we do the Canada 150 and MTC on the other side for the fountain decaling.

Note: The MTC Board would like to thank Jackolyn Coughlin for the donation of a fridge/stove.

Adjournment 8:20 PM