

ST. ALBERT TREKKERS VOLKSSMARCH CLUB
Executive Meeting
St. Albert Inn, St. Albert, AB
February 18, 2010

Present: David Hall, Dave Luscombe, Kathleen Parr, Dagmar Leitz,
Joan Redman, Lorna Allen, Peter Van Bostelen, Sonja Van Bostelen,
David Robinson, Janet Brandly, Gordon Brandly, Rose Ransum

Absent: Sharon Pomeroy, Duane Spurrier, Helen Rousseau, Vicki Robinson, Sara
McEwan

1. Call to Order and Introductions

David Hall called the meeting to order at 7:10 p.m.

2. Quorum Present

A quorum was present

3. Approval of Previous Meeting Minutes

The following amendments were made to the October 21, 2009 minutes:

- Under the Northeast Director For V.A.A. report, “It was held...” changed to “It is to be held...”.
- Membership Report needed to be attached to the minutes.

Motion made by Dave Luscombe that the amended minutes of the October 21, 2009 meeting be accepted. Seconded by Rose Ransum. Motion carried.

4. Confirmation of Agenda

The agenda was approved with the following additions:

- Under New Business: Joining AHA (Alberta Hiking Association)

5. Executive and Committee Reports

To allow enough time to brain storm the “attract new members” item, only the Treasurer’s Report was given.

Treasurer

Peter presented the Financial Statement Report for the year ended December 31, 2009. The Net Loss for the Year was \$(1,225.91). A discussion followed, and the projection was that we should be able to break even in 2010. The purchase of a couple of large-scale items (GPS and BBQ) in 2009 was the main contributing factor to the deficit.

Motion made by Gordon Brandly that the Treasurer’s Report be accepted as presented. Seconded by Dagmar Leitz. All in favour.

6. New Business

a) VAA Regional Director Position

Dave Luscombe has been the Northeast Director of the VAA. In this role he has represented the Trekker's interests at VAA. It involves participating in VAA meetings and conference calls. However, he is not willing to continue in this position. We need a new person to fill this position by April. Janet suggested appealing to members of the St. Albert Trekkers at the Trekkers' AGM on March 20th. A condition is that the person needs to be quite knowledgeable about Volkssport and the St. Albert Trekkers. It was decided to add this item to the agenda for the Trekkers' AGM.

b) Update on Vacant Executive positions as of March AGM

First Vice-President

Second Vice-President

Secretary

Trail Blazer – Peter and Sonja Van Bostelen, and Lou Arsenault are willing to do pre-walking, but we still need someone to coordinate and mark.

c) Donation to the National Convention in Sydney

They will have a Silent Auction at the National Convention. There was a discussion about whether we wanted to contribute something, and if so, what would be appropriate. Dave Luscombe made a motion that we let it go this year. Gordon Brandly seconded it. All in favour.

d) CVF Communique

Kathleen Parr will talk to Myrna about the history of the Trekkers that was done by Phil Sturgess. In consultation with David and Vicky Robinson, this history could be updated for the CVF Communique.

e) Retention of the Mail Box or Use Peter and Sonja's Address

Peter Van Bostelen suggested having mail delivered to his home instead of paying Mail Box, Inc. The cost in 2009 was \$178, with an increase expected in 2010.

Janet Brandly moved that we set up a mail box at Sonja and Peter Van Bostelen' for a one year trial period. Seconded by Rose Ransum. All in favour.

f) Preparation and agenda for VAA AGM, April 24 & 25

St. Albert Trekkers are hosting the AGM. Dave Luscombe is looking after facilities at the St. Albert Inn and will book a meeting room, as well as organizing a lunch of soup and sandwiches for Saturday, April 24th from 12 noon – 1:00 p.m. Dinner will be at 5:30 p.m. Peter and Sonja Van Bostelen have planned the two walks.

g) AHA – Alberta Hiking Association

The AHA is a new association that VAA has joined. Kathy Parr brought forward the question of whether the St. Albert Trekkers would be interested in joining as well. This organization hopes to provide a voice in Alberta for hiking, snowshoeing, and cross-country skiing. The more members they have, the more credibility they will have. The fee for joining is \$50 per year. After some discussion, it was decided to leave it for a year, especially considering our financial situation.

h) How to attract and retain new members/walkers

The group discussed this issue and several suggestions and observations were made. See attached list.

7. **Next Meeting:** AGM on Saturday, March 20, 2010 at 5:00 p.m. at the St. Albert United Church.
8. **Adjournment:** Motion by Janet Brandly that the meeting be adjourned at 9:30. Seconded by Rose Ramsum

Ideas to Attract and Retain New Members

- Use word of mouth.
- Select target audience and go to them – be specific.
- Talk to Londonderry Mall walking group. They meet every a.m.
- Keep advertising. It helps.
- Seniors (50 – 65) should be the target group.
- Try seniors' community groups.
- Try cultural places – for example, the German Club.
- Contact the Alberta Society for Retired and Semi-Retired. They have a magazine.
- Leverage off the Running Room.
- Do talks like Lou and Joy did at the Running Room.
- Do local award recognitions like Quebec.
- Talk to Medicine Hat. club. They seem to do well at getting new members.
- Consider a weeknight walk all year round.
- Consider more social events after walks.
- Everyone place calendars in doctors' and dentists' offices.
- Everyone think of it as a goal to recruit.
- It is an ongoing challenge. It won't go away. We should not get discouraged.