



FRASER SQUADRON MINUTES of BRIDGE MEETING

Date: 2011-Sept-19
Location: Ladner CoPS
Time: 1934

POSITION	NAME	ATTENDANCE
Commander	Rick Easthom	X
Executive Officer	Byron Buie	X
Secretary	Bob Everson	X
Treasurer	Cleve Pryde	
Public Relations	Jan Muller	X
Administration Officer	Rose Easthom	X
Training Officer	K Vanderwood	X
Membership Officer	Dave Mellis	X
Webmaster	Bob Everson	X
Fairlead Editor	P Vanderwood	X
Communications Officer	Les Muller	X
Supplies/Training Aids	Bill Hawryluk	X
Regalia Officer	Meredith Williamson	X
Asst. Training Officer	Nan Lockie	X
Programs Officer		
Port Captain	Bob Juulsen	X
Past Commander	P Vanderwood	X

Meeting Minutes

1) Call to Order

Meeting called to order at 1934 by Commander Rick Easthom.

2) Roll Call

Bridge members and guests as noted on page one were in attendance.

3) Previous Minutes

The minutes of the June bridge meeting were distributed electronically and made available in printed form at this meeting.

The following errors or omissions were noted.

- 1) Regalia officer Meredith Williamsons name was misspelled.
- 2) Port Captain, Bob Juulsen reported about a dock installation in Steveston.
- 3) In the Misc Notes the word tow was substituted for the word two.

4) Business arising from previous minutes

None.

5) Officer's Reports

Commander Rick gave a brief update on the highlight of the September PMD bridge meeting. At issue is the stance CPS intends to take regarding a recommendation for mandatory PFDs.

At this time CPS is advocating that PFDs be mandatory for craft 6m and under while under way. This will be brought to vote at the CPS AGM in Halifax.

Commander Rick took an informal vote for bridge members feelings on the matter. In general the members of the bridge were not in favour of seeking mandatory PFD regulations. This is the vote Fraser will bring to the national AGM.

Public Relations (Jan Muller)

Jan thanked commander Rick for purchasing eleven signs for advertising for the boat show. She then reported that ten signs had been placed, two had been stolen and then one of the stolen signs was returned.

Squadron Training Officer (Kathleen Vanderwood)

The response to this years Boating course has been absolutely pitiful! Three students registered for the Ladner class and one more is expected to join. Currently only two people have shown interest in the Richmond class.

Byron Buie will be instructing a VHF course on November 14, 21, and 28. Price is \$60 for CPS members and \$90 for non-members.

We are hoping to put together a GPS course for this fall as well.

We discussed the format and requirements of the GPS course as well as the final exam for this course.

Kathleen mentioned this year's Boating course prices.

There followed some discussion about the low registration numbers, the placement of advertising signs and the effectiveness of the Ladner Reader-graph and the web site in promoting the CPS courses. The new signs did not include a class start date in an effort to make them more reusable. Perhaps we should be including a course start date. It was also noted that we need to nail down the teaching venues for future classes, in particular the RYC for Richmond classes.

Treasurer (Cleve Pryde)

Cleve is vacationing on the east coast. He forwarded a bank statement to Commander Rick so that we could receive our financial standings.
The current Fraser Squadron bank balance is \$10,267.74.

Membership (Dave Mellis)

We were told that the average, nationally, for membership in CPS is down about 22% - 23%. In contrast Fraser Squadron membership is only down 1%. While the numbers are encouraging we need to work to ensure that high membership renewal
Dave recommended we follow some of the suggestions from a membership retention PowerPoint presentation.
Dave also suggested that we sit down as a group and specifically generated some marketing ideas we can implement. We should do this soon in order to lay the arrangements for the upcoming year.
Dave also showed us a printout of membership renewal figures and pointed out who our real target market is.

Regalia (Meredith Williamson)

Sold a flag and gave away a couple of hats on the cruises!
Discussed the company Rick uses for placing advertising on limited runs of items (flags, shirts, etc)

Admin (Rose Easthom)

Informed us that the Sundance Inn is booked for the date we intended to hold our annual Anchors Aweigh social. It was decided that we could shift from the 28th to the 29th. Tickets will be \$20 and will include a chicken breast, two types of pasta and two sauces, garlic bread, and Caesar salad. Veggie burgers will be supplied for the vegetarians. With the proximity to Oct 31 this will be a Halloween Bash and may include a DJ (still in negotiations for this). Best costume to win free admission.
Me (Bob Everson) to do an advertising graphic for the event.
Rose reminded everybody that the Christmas party is booked for Dec. 3.

Port Captain (Bob Juulsen)

No report.

Webmaster (Bob Everson)

Reported that I have renewed the Fraser Squadron domain name with Canspace Solutions for

half the price of other registrars (\$9.95 vs. \$19.95, or more). I went ahead with a two year renewal.

Paul Vanderwood mentioned that he had two of the old Gateway computers laying around at his home that are no longer used for training. Paul asked the bridge what he should do with the computers and the consensus was that we offer them for sale in the Fairlead.

Byron Buie mentioned that Sea Tow as interested in placing some advertising with us in our Fairlead. Discussion followed and it was mentioned that we could offer advertising space in both the Fairlead and on the web page. If Sea Tow is interested there are almost certainly others.

Commander (Rich Easthom)

- Mentioned the start of the boating classes
- Would like Fairlead out by Oct 1

Items on the summer, upcoming classes, social events

- Talked about getting a list of who wants to receive the Fairlead electronically
- Oct 17 - Next bridge meeting
- Oct 19-22 - National AGM
- Nov 9 - Fairlead
- Dec 15th - Ladner Exam
- Dec 12 - meeting at the Vanderwoods.
- End of Feb - Fairlead (AGM, grad).
- Apr 4 - Fairlead (reinforce AGM, cruises, Grad night)
- June 8 - Grad ceremony
- June 27 - final Fairlead of the year (wish everyone a good year ...)

Communications (Les Muller)

- no report

Supplies and Training Aids (Bill Hawryluk)

National is now putting the Boating course materials all into one envelope. Much easier to pick up and distribute.

Unopened student kits can be returned for refund . . . BUT answer books must be removed from each kit for distribution to students meaning we have to open the kit to remove the answer book.

6) New Business

Items we discussed was moving the December Fairlead to January and adding another social event to the calendar in February. This would possibly be a themed pub night.

As per Dave Mellis report it was decided that Dave would arrange an evening to discuss marketing CPS and Fraser Squadron in particular. Organizations, like the CPS, have a lot to offer members. It is up to us to make the members aware of what we have to offer and to get them involved.

Most items were discussed during the delivery of officer reports.

7) Termination of Meeting

Commander Rick called for a motion to terminate the meeting at 2141. The motion was made by Rose Easthom, seconded by Paul Vandwood - carried.

8) Electronically Submitted Reports

Fraser STO Report for September 19, 2011

Accomplishments:

- Our Ladner Boating course began on Thursday, September 15 at Delta Secondary School, with 3 people registered. Another one is expected. To date there are 2 people interested in the Richmond class set to begin on September 27. These two people have been offered to join our Ladner class; we have heard from one of these two, and this person is not able to join at this time.
- Due to the cost of classroom rental, we are anticipating a change in location for the Ladner class as our enrolment is low, and we expect to make a decision shortly.
- In consultation with our commander, Rick, and with our Richmond instructor, John Oystenson, we are cancelling the Richmond class and hoping to set up a Seamanship class that John and, possibly, Steve Gertsman, would teach.
- As a reminder, our boating course prices are as follows:
 - \$290 for a single registration
 - \$190 for a second person (of a couple)
 - \$480 for a couple
- These prices were conveyed to all STO's and RTO's at the PMD Training meeting held in Burnaby on June 16.
- BoatPro which was the training material required for the boat licence (PCOC) has now been replaced by 'Boating Basics'. We have provided our instructors with the necessary information in order for them to have what they need to successfully instruct the course.
- We are offering a VHF course Monday, November 14, 21 and 28 at the Richmond Yacht Club. Thanks to Byron Buie who will be instructing this course.
- We have interest in a GPS course and plan to offer it once we have the instructor and the location finalized.
- As a reminder, we have been advised that those who have had lapsed CPS membership, and who have taken the boating course prior to April 1, 1999, can direct their enquiry to the following in order to have a card issued to them: go to the CPS-ECP Web Site under News and Events . . . TC Recognizes CPS Boating (and follow the directions).
- We are continuing to receive information from our instructors advising of their certification. This will be sent to PMD once all the information has been collected. Many thanks to our instructors for providing this information.

Respectfully submitted,

Kathleen Vanderwood

STO, Fraser

Executive Officer

As a matter of interest to all I was looking through the PMD Membership report from Eleanor Hashimoto and the PMD membership numbers for 2010-2011. A few interesting facts.

1) The total membership for PMD (21 squadrons) is down by an average of 23% YTD. In 2010 PMD had a total of 6625 members and in 2011 it has 5235 members.

2) Size wise Fraser Squadron is the 5th largest with 334 members ... 1st is Vancouver (722), 2nd Prince George* (400), 3rd White Rock (386) and 4th North Vancouver (364) - * Prince George has a lot of "Associate Members" 93 versus 12 for Fraser

3) Fraser Squadron did very well in their numbers in that we were down only 1% from last year! ..334 versus 337 - The next closest squadron is Port Moody which had a 5% reduction in membership

4) Some squadrons were down as much as 50 - 70%

I am not sure what we are doing to retain our membership, but it would appear we do have some loyal members who continue to renew their membership and also we do gain a few members from our boating classes which offset any members we might loose.

Rgds

Byron