

# LMCA Planning Notes 2011

Second Session – March 27th

**Prepared by: Lyn Hartley**



# **LMCA PLANNING 2011**

## **Meeting Notes**

### **Second Session - March 27, 2011**

#### **Reflections from the last session....**

- **Clear Boundaries** – where do we start and end? We have an awesome facility yet limited resources.
- **Common Expectations and Priorities** – the board needs to provide good direction to staff.
- **Who does LMCA Serve?** This still seems unclear. The funding often directs what happens.
- **Organizational Transition** – we are moving from a grassroots to professional organization with responsibilities.
- **Fee increase** – we really need to investigate true costs for facility rentals.
- **Reciprocity** – we need to set an intention for members to encourage contributions and a sense of ownership with the facilities and programs.

#### **Who does LMCA Serve?**

The group had another conversation about whom the Association serves. Ruth proposed having a “members only” facility. The group recognized that it is more of an effort for marketing, as enforcement will be difficult. The Board would like to promote membership and communicate the benefits as well as expectations. As a priority issue for the next year, the Board will actively promote membership at all events. Guests are welcome to come for one-two events (paying a higher fee) though people will be encouraged to invest in a membership.

**BOARD PRIORITY:** Membership and communication of expectations is a Board priority.

**ACTION:** A Membership Committee will be formed with Ruth and Karen as well as LMCA members.



## **Staffing Issues**

Currently, staff incurs many more hours than they are paid for. Staff members really enjoy their work though they are pushed to accomplish tasks with the limited time. Agnes is in the position of having to supervise staff and look after the finances though this is not really her job.

Currently, Agnes is responsible for all the functions of the association including:

- Coordinating facilities and maintenance;
- Supervising staff;
- Developing and implementing programs and events;
- Developing proposals and reporting on funding;
- Booking hall rentals and events.
- Financial management;
- Organizing the janitorial services;
- Communications and advertisement;
- Cooking;
- Training youth; and
- Working with the Board.

**ACTION:** Create an Executive Director's position for Agnes and bring on a Recreation Director. Seek 50K in core funding from Sport and Rec and Yukon Lotteries. Ruth will follow up to previous letters that have been sent. Sharon will investigate other funding options. Ruth will also investigate a potential volunteer position that could assist Agnes with Event Coordination, in exchange for experience.

## **Priorities for the Executive Director Position**

1. **Ensure LMCA is financially stable and well coordinated** - maintain good financial control. Coordinate funding applications and reporting. The Board wants to be involved with key strategic decisions.
2. **Manage the Facilities** - ensure the facilities are safe and free of liabilities.
3. **Programs + Services** - provide direction to the recreation director. Bring in volunteers to help.
4. **Communication Hub** - coordinate communications with members. Committees will report to the Board and Agnes.

**ACTION:** Agnes will start to develop a job description by building on the Marsh Lake example. Potentially apply for funding to get a job description professionally prepared.

## **Priorities for Upcoming Year**

As it is recognized that it will take up to a year to acquire funding for the ED position, the group discussed priorities for the current year.

**Regular Office Hours** - the Board is concerned about the high demands placed on Agnes and would prefer her to keep some regular office hours (noted on phone message and e-mail) so that people will have some certainty about response times. However, the Board also recognizes that Agnes needs flexibility in working with her schedule. Board members also volunteered to assist with keys and assisting Agnes.

**One Major Monthly Event** - the Board would like to cut-down the number of events to one a month.

**Drop** - The Board would like Agnes to drop coordinating the Carbon Hill Race and the Coffee Houses.

**ACTION:** Find a way to hire a cleaning person. Find funding and a responsible person (the preference is for an older youth or adult).

**ACTION:** Develop a users contract for the regular groups. It is important to remind these groups about the expectations for hall use. It was recognized that there are two types of regular groups – groups open to community members providing a service and groups that use the hall for their meetings. The user contract needs to reflect these different group's contributions and needs.

**ACTION:** Develop a calendar of monthly events and circulate to the Board.



## **Program Priorities**

Major Events – once a month.

Home Routes – we support though a Board member will do the liquor license (not Agnes).

**ACTION:** Develop FAQ for things like how to apply for a liquor license.

Support members to host events or programs. A member must take the responsibility. Agnes has the ability to say no, based on past history. She can ask the Board for backup support.

**ACTION:** Investigate booking priorities. Currently, it is first come first served. The Board prefers that members have priority.

## Facility Priorities

- Develop a facility manual.
- Label the mechanical aspects of the new building.
- Funding for a full year of a maintenance person (\$13-14K).
- Require \$8k to meet the increased maintenance and supply needs associated with increase use.
- Develop a five-year plan with a priority on safety and liabilities.
- Need to encourage volunteers to pitch in.

## Rentals

Everything is planned for this summer though the Board needs to give some thought to restructuring the fees to make the process more streamlined. The Board would like rentals to be closely linked to the mandate and involve members. The Board grants Agnes the authority to say no to rentals requests, based on previous experiences with applicants. If possible, it would be beneficial if the maintenance person helps with the facility management to give Agnes time off. The Board wants to keep the current moratorium on rentals until the fall. Christel will continue to research fees for other facilities and the board will discuss in the fall.

**ACTION:** Restructure rental fees in Fall.



## Key Themes from Planning

- LMCA is focused on members – we are member driven. It will encourage memberships and communicate a message that promotes a sense of ownership. “If you love it...love it more by getting involved!” Potential marketing campaign of volunteers saying why they love LMCA.
- The facilities and programs have grown though the staff has remained the same. We have shifted from grassroots to providing quality and professional services. We need to restructure to have adequate capacity to look after and maintain the existing facilities and programs. We will seek funding for an ED position as well as get a cleaning person.
- We need to respect and support our staff. They make it all happen and we are lucky to have them.
- We need to remind everyone that we still are volunteer-based. We need to recognize our volunteers.
- We are proud of our success and realize that we are described as an ideal community association.
- We need more board members – we need to make sure they have a good orientation.

**New Board Leads:**

Maintenance – Dave

Membership – Dave and Karen

Funding Options – Karen

Rental Restructuring – Christel.

Job Descriptions – Mo.