



# CASE Feb 13th Meeting Minutes

Location: MRU Bissett School of Business 3<sup>rd</sup> Floor

EB3013

Date/Time: Feb 13<sup>th</sup>, 2019, 7:00pm

**Attendee's:** MF, ER, TN, MK, JL, SR, JH, PR, MH

**Regrets:** PD, ZK

**Secretary:** SR

## Agenda

#	Item	Prep Required	Time	Responsible
	Getting settled	None	7:00 PM 7:05 PM	All
1	Housekeeping – Introduce new candidates, adopt meeting minutes, Instagram contest debrief, Downtown Skate Law Update	Read Jan minutes	7:05 PM 7:15 PM	All
2	Project Check Ins (See Below)	None	7:15 PM 7:45 PM	All
3	New Project Discussions	None	7:45 PM 8:00 PM	All
4	Action Items Review	None	8:00 PM 8:05 PM	All

## Meeting Minutes

### Item #1: Housekeeping

#### 1.1 Introduce New Candidates

*There will be a few new people and a few attending their 2<sup>nd</sup> meeting. Only brand new people will do a quick intro of themselves this time.*

#### February Notes:

- Round of introductions

#### January Notes:

- Historically new members are expected to attend a number of meetings and will then be voted on by existing Board of Directors
- Suggestion to have new candidates lead a project and once the project is completed then membership can be voted on

- Background to CASE, as well as an explanation on how CASE operates as a project-based volunteer BoD.
- Voting takes place after interested members attended multiple meetings.

**1.2 Adopt Jan Meeting Minutes**

*Only BoD members can vote*

February Updates/Discussion:

- JL motions, TN seconds and minutes are passed.

**1.3 Debrief @yyctrickoftheyear Instagram contest**

*Discuss any feedback and lessons learned for next year*

February Updates/Discussion:

- Seems like a big success, no real lessons learned. Try to make it bigger next year. TN would like to have a team to assist next year to share the work load.

**1.4 Downtown Skateboarding Ban update - ZK**

February Updates/Discussion:

- ZK not able to attend but city is exploring lifting the downtown skate ban and allowing on sidewalks and cycle tracks.

**Item #2: Project Check-Ins**

*Each project has a Lead and Second who are responsible for updating the Board. Only projects in Green will be discussed at the meeting but all projects are displayed so new members and candidates are aware of gaps that exist in leads and seconds.*

Project	Leads		Comments
Canada Skateboard	Lead:	TN	Feb Discussion: Demo of member login portal and how it can benefit CASE <ul style="list-style-type: none"> <li>• Walked through the new login profile for membership</li> <li>• This site can help with tracking membership which will include demographics and eventually this could help for advocacy to access new resources and funding</li> <li>• This should be a big topic during the visioning session and how CASE will align with Canada Skateboard</li> <li>• Risk/Concern/Consideration: how does CASE influence young persons to sign up as a member for Canada Skateboard?</li> <li>• How do shops in Calgary sign up? Would CASE be competing with these groups?</li> </ul> Jan Notes: <ul style="list-style-type: none"> <li>• Potential Goal: Can Alberta be 1<sup>st</sup> province with 50,000 members?</li> </ul> Dec Notes: <ul style="list-style-type: none"> <li>• Priority for Canada Skateboard is to get membership. Can CASE support with this?</li> <li>• CASE could run contests on behalf of Canada Skateboard and receive funding from them to do this. CASE will need to figure out what is needed to do this.</li> </ul>
	Second:	MK	

			<ul style="list-style-type: none"> <li>• Need to figure out if other parks in Calgary, aside from Huntington Hills, have the appropriate metrics to be used for Olympic qualifying contests.</li> <li>• Additionally, hosting contests that are not related to Canada Skateboard should happen in conjunction with local companies.</li> </ul>
CLASS Project	Lead:	TN	<p>Feb Discussion: Ideas for CKE Supply Box Install event</p> <ul style="list-style-type: none"> <li>• Currently have \$780 to put into CKE Park, how do we utilize this to promote CASE?</li> <li>• <b>Action item:</b> make CKE event an action item moving forward</li> <li>• MH suggested that MRU is looking for projects to help plan events, this could be a good opportunity for the CLASS project.</li> <li>• PR should focus on anti-graffiti initiative</li> </ul> <p>Jan Notes:</p> <ul style="list-style-type: none"> <li>• Currently one exists in Huntington</li> <li>• CKE has provided money to build another CLASS box at the park</li> <li>• City has decided that the box will not be considered a liability and can be viewed in the same respect as a baseball diamond utility box.</li> <li>• Bowness will have a box pad installed by the City</li> </ul>
	Second:	JH	
Visioning	Lead:	TN	<p>Feb Discussion: Compare options, agree on what we want out of it, agree on time commitments, discuss how to engage skate community for ideas</p> <ul style="list-style-type: none"> <li>• Two contacts to assist CASE with a visioning session. MK has a contact and ZK also has a person that would offer a timed visioning session.</li> <li>• The hope is that each facilitator will offer 90 mins.</li> <li>• We will need more time then 90 minutes to figure everything out, so we may need to strategize how to utilize time in a meaningful way</li> <li>• <b>Action item:</b> We will attempt to use both Visioning facilitators; TN will organize the first session, on a weekend, to begin discussion on visioning topics/goals of CASE. Once the facilitator leaves the conversation will continue for another 90 mins to move an agenda for the second visioning session which will be organized on a later date.</li> </ul> <p>Jan Notes:</p> <ul style="list-style-type: none"> <li>• Top priority for CASE</li> <li>• MK has a contact to assist with facilitate the conversation</li> <li>• Opportunity to use the suggested questions (provided by ZK) to ask CASE members what they would like the purpose of CASE to be. Questions can be sent out via social media</li> <li>• Survey monkey can be used to follow up on AGM feedback</li> <li>• Vancouver Skateboard Assoc. has also updated their mandate and vision which could influence CASE's long term goals</li> <li>• EW has also offered a contact to assist with facilitating this conversation</li> </ul> <p>Need to utilize AGM notes, feedback from community and take a</p>
	Second:	MK	

			Calgary centric view point at this stage
<b>Indoor Park</b>	Lead:	MK	<p>Jan Notes:</p> <ul style="list-style-type: none"> <li>403 and The Compound currently exist and are successful, should CASE just support the existing private facilities?</li> </ul> <p>A positive conversation supporting above suggestion and shift our focus away from a city run park and focus on what currently exists</p>
	Second:	PD	
<b>AGM</b>	Lead:	TN	<p>Feb Discussion: Prelim dates and locations</p> <p>Feb Notes:</p> <ul style="list-style-type: none"> <li>Bylaw outline that AGM needs to happen before May 31<sup>st</sup>, 2019</li> <li>Where to host?</li> <li><b>Action item:</b> touch base with potential hosts</li> </ul>
	Second:	MK	
<b>Winter Skate Contest</b>	Lead:	MK	<p>Jan Notes:</p> <ul style="list-style-type: none"> <li>403 have skate obstacle that could be provide for the contest</li> </ul> <p>Could tie the indoor park conversation into this section as well</p>
	Second:	ZK	
<b>City Contact</b>	Lead:	MK	<p>Dec Notes:</p> <ul style="list-style-type: none"> <li>Skate park usage reports to be released in 2019. CASE needs to strategize how to tie this report into promotion of additional skate parks, skate obstacles, etc. as well as the City of Calgary budget cut that has taken place.</li> <li><b>Action item:</b> brain storm other items that can be built at skate parks and other locations in the city ie. Greenlee boxes, solar panel charging station benches, etc.</li> <li><b>Action item:</b> CASE should post on social media asking what the skate community would like to see at parks/public spaces.</li> </ul>
	Second:	TN	
<b>Mills Painting</b>	Lead:	TN	
	Second:	SR	
<b>Skate Shop Contact</b>	Lead:	SR	
	Second:		
<b>Media Contact</b>	Lead:		<ul style="list-style-type: none"> <li>Need to recruit for this role</li> </ul> <p>Jan Notes:</p> <ul style="list-style-type: none"> <li>One voice is critical to ensure a common voice is the face of the BoD</li> </ul>
	Second:		
<b>Website</b>	Lead:	TN/ ZK	<p>-Need to recruit for this role</p> <p>Jan Notes:</p> <ul style="list-style-type: none"> <li>Consider connecting with followers of CASE on social media platforms to promote CASE goals</li> </ul>
	Second:	Derrick/ MK	
<b>Social Media</b>	Lead:		<ul style="list-style-type: none"> <li>Need to recruit for this role</li> </ul>
	Second:	TN/ MK	
<b>2019 @yyctrickoftheyear</b>	Lead:		
	Second:		
<b>By-Law Review</b>	Lead:		

	Second:		
<b>Treasurer</b>	Lead:	JL	
	Second:	TN	
<b>GSD 2019</b>	Lead:	SR	<b>Jan Notes:</b> <ul style="list-style-type: none"> <li>• Making shirts could be a good opportunity to advertise and fund raise during GSD</li> <li>• Support events taking place in the city instead of creating a competing event</li> <li>• <b>Action item:</b> reach out to shops in the near future to figure out plans for this year. SR is responsible to follow up with shops</li> </ul>
	Second:		
<b>Sponsorship Contract</b>	Lead:		<b>Jan Notes:</b> <ul style="list-style-type: none"> <li>• Develop a contract for sponsorship and ensure that there is an understanding on how money will be used, liabilities, etc.</li> </ul>
	Second:		
<b>Election Surveys</b>	Lead:		<b>Jan Notes:</b> <ul style="list-style-type: none"> <li>• Will need to know when the election is called and release questions quickly to candidates</li> <li>• SR can support but can't be a main on this project</li> </ul>
	Second:	SR	
<b>Skatepark Usage Report/ Budget Cut Reactions</b>	Lead:	JH	<b>Jan Notes:</b> <ul style="list-style-type: none"> <li>• JH is interested in this project and could be a lead or 2nd</li> <li>• City has not released the report yet, but it is expected to be released in January</li> <li>• CASE needs to utilize the information and promote the use of this report and celebrate the success of the parks</li> </ul>
	Second:		

### Item #3: Potential New Projects:

*Discuss new projects and Board Members will vote on making it an official CASE project*

- 403 Vert Ramp contest - MK/ MF
  - Host two vert contests, one in Mississauga, Ontario at CJ Skatepark and one at 403
  - Looking to get sponsorship from Monster/PK Sound
  - CASE can provide help with promotion, connection, possibly sponsorship
  - Date for each contest not decided yet, we will start a Slack chat and will provide any assistance we can
- Podcast idea – JH
  - VDZ are interested in creating a skatepark planning podcast.
  - This would likely not include DIY parks
  - At this stage it is at the initial stages of what specific topics would be covered but there is CASE support on the concept. CASE will wait for more information to see how we can support
- Calgary Foundation Pitch Night – MK
  - \$5,000-10,000 to pitch to Calgary Foundation
  - Calgary Foundation requires a community component for the funding
  - The CLASS project would be a great application project for this
  - Investigate the application due date which is due Feb 28<sup>th</sup>
  - **Action item:** MK (lead), MH and SR will assist completing the application
- Community Association Websites – TN

- CKE website is being revamped which will include a page for the skatepark and a note saying to contact CASE ([chair@calgaryskateboarding.com](mailto:chair@calgaryskateboarding.com)) for questions about skateboarding
- No other skateparks in the city have a write-up on the community associations web page
- **Action Item:** Put together sample website pages including pics, park description and CASE contact information and contact the community associations to update their websites.
- MRU Presentation
  - Trico Change Makers Studio- unlocking the power of Instagram for your community organization and use the #trickofyear contest as an example
  - Official project vote-TN motions and JL seconds
  - The event takes place on March 13, 2019-10:00-11:30 am
  - MK, JH and TN on the project

**Item #4: Review Action Items**

<b>Action Items List</b>			
<b>Action Item</b>	<b>Lead</b>	<b>Month Item Initiated</b>	<b>Follow Up/Movement</b>
<b>Brainstorm other things that can be built at skateparks/public spaces ie. CLASS box, solar panel electrical plugins for phones, cameras, etc.</b>	<b>N/A</b>	<b>January, 2019</b>	
<b>Reach out to membership on what they would like to see at Skateparks/public spaces</b>	<b>N/A</b>	<b>January, 2019</b>	
<b>Reach out to skate shops to see what everyone is planning for GSD</b>	<b>SR</b>	<b>January, 2019</b>	<b>Will begin reaching out in April-May, 2019</b>
<b>Add CKE CLASS box event launch as a project moving forward to CASE agenda</b>	<b>TN</b>	<b>February, 2019</b>	
<b>Setup 1<sup>st</sup> CASE Visioning meeting to take place on weekend (meeting will run for 3 hours)</b>	<b>TN</b>	<b>February, 2019</b>	
<b>Calgary Foundation Pitch Night application</b>	<b>MK (lead)/ MH &amp; SR (seconds)</b>	<b>February, 2019</b>	
<b>Community Association website update for skateparks</b>	<b>Open</b>	<b>February, 2019</b>	