



## Report to Executive: Promotions Report

Period: to February 17, 2011

<b>Coordinator Name:</b>	Marlene Alt
<b>Responsible Exec.</b>	Michael Duivenvoorden
<b>Member/Chair</b>	

### Budget:

Approved Budget for 2010-11: \$1900 (clothing flow-thru removed)

Revenues/Expenditures in the period: **\$175 (OFSSA ad)** \$165 (clothing net revenue)

Expenditures to date: \$807 (includes \$112 capital cost)

Current Balance: \$1368 (giveaway, printing, graphic design, award, admin)

### General Update (Key things that have happened/things in the works):

- Newsletter -- issue #10! -- due out end of month
- ran an ad in the OFSSA xc finals program (copies to be provided)
- small profit (\$165) from clothing sales; next year will bring samples in for the ski swap or some other Sept/Oct event in order to have branded clothing before the racing season begins
- Kanata Kourier and EMC Kanata coverage of Margarita's success at the Canada Winter Games
- Created a flyer and sent out club-wide email about the banquet; new Kanata South Councillor Allan Hubley will attend (and make a speech) at the start
- Consider using an online survey to get feedback on our ski programs and/or Pretzel race?
- Promotional items in stock: 130 tote bags (10 given to Exec, 50 to registration; 5 to Fresh Air); 55 water bottles; 220 decals; 150 flyers

### Looking Forward:

- Need to decide what to do about the photo contest
- May need to create a new brochure or print more of the same for next season
- For next season: target audiences appropriately so as not to be annoying; Dev suggests target group of teenaged hockey players leaving that sport
- Follow up with Boston Pizza for sponsorship money
- Need to refresh web site
- Registration for next fall: make all necessary decisions by June meeting, open registration in July but don't advertise it until Sept?

### Actions Completed / Decisions:



**Actions Outstanding / Estimated Timing:**

- Awaiting the right photo to create a volunteer recognition award, framed or dry-mounted, stating: "Presented to NAME in recognition of HIS/HER exceptional volunteer contribution to the KANATA NORDIC SKI CLUB. Thank you for helping to build a successful club! Day/month/year."

**Difficulties/Challenges:**

- Unsure my role regarding Pretzel race promotions
- Just a few folks left who need to learn how to post to the web site and/or make PDFs

**Action/decisions required from Executive / Other Coordinators**

**Highlights Since Last Report:**

- One of my JR4's made me a thank-you card and said he hopes I coach Track Attack so he can be with me again next season!