



Report to Executive: Promotions Report

Period: to April 13, 2011

Coordinator Name:	Marlene Alt
Responsible Exec.	Richard Batty
Member/Chair	

Budget:

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

Revenues/Expenditures in the period: \$100 (copies, memory stick, etc.)

Expenditures to date: \$3139 / Revenue to date: \$2619 / Operating costs to date: \$519

Remaining Balance: \$1225 (to cover web hosting, giveaway, graphic design, award)

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

- Photo contest: a tie between Jo-Ann Holden and Rob Smith; both received a KN decal, tote bag and \$25 Bushtukah certificate (both were delighted!)
- ran an ad in the OFSSA xc finals program (copies to be provided)
- EMC Kanata coverage of Margarita's award from Councillor Hubley at our banquet
- Gave both councillors two tote bags (can accept gifts under \$100; Dave Keenan, city employee, not allowed to accept anything)
- Check into purchasing safety vests (and possibly name tags)
- Up to almost \$13 in revenue from Google AdSense
- Use newsletter articles to keep the web site fresh (once the newsletter has been released for a while I copy articles out onto the site, which makes them more readily available)
- Promotional items in stock: 125 tote bags (10 given to Exec, 50 to registration; 5 to Fresh Air, 2 to photo contest, 4 to councillors); 55 water bottles; 220 decals; 150 flyers

Looking Forward:

- Policy/guidelines for promoting non-club activities (e.g. 'Where's Franktown?' charity run)
- Planning for newsletter issue #11, due out late August/early Sept
- Can email Dave Keenan (City of Ottawa) promotional material and he'll forward it to his 87 other community clients (associations, etc.); Kaleigh also mentioned 'City briefs'
- Looking for candidates to replace me next year (Carolyn ? -- paranordic racer -- is in marketing? That's a good fit!)
- 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:

- See above

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:

- 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

- Names for first recipients of volunteer recognition award

Highlights Since Last Report:

- Injuries improving & marathon training back on track -- anyone want to do 29k with me next week?