



Executive Committee minutes

Tuesday 21 June, 6pm at HOM

1. Attending: Geoff Gabites, Gillian Crombie, Ollie Clifton, and Stu Gray (by speakerphone)
2. Apologies
Richard Wesley, Peter Cammell, Helen Wilton

Welcome to special guest James Smith – our new Membership coordinator.

3. Updates from the minutes of last Exec Committee meeting (17 May 2011)

- Unwin Project – construction going well thus far, with no hiccups to date. Our most recent site visit was on 9 June, next visit planned for 30 June.
- Loan application to SBS for \$125k has been approved, plus we recently scored another \$1000 in the monthly star account prize draw. Ollie to share this good news with all sections & recommend they switch to SBS.
- Pakistani flood appeal & Chch earthquake appeal – funds have now been distributed.
- Eftpos terminal to be purchased for National office. Noted that this will create additional work for Margaret as the reconciling process is not simple.
- Section rep for Exec Committee – neither John Jordan or Nick Shearer are keen, & Paul Prince is reluctant (spousal disapproval). Peter Cammell expressed his disappointment with this result, but that perhaps we need to be more specific about what kinds of skills we are looking for. Gillian commented that we seldom have any reporting from the Publications team, especially sales, marketing & promotions. Ollie to ask JP for a Publications update for the July Exec Committee meeting.

2. Mt Ruapehu Accident

Coroner's Inquest – three possible dates being considered, 26/27 Oct, 8/9 Nov & 22/23 Nov. ONZ Forum presentation has been cancelled for now, but will be considered if possible.

3. 2010-11 Business Plan update (attached)

No action points resulted from this update

4. Meeting reports

- FMC conference & AGM – nothing contentious to note. A well planned conference, & good networking.
- DOC bolting discussion – good initial discussion on some of the key issues. Awaiting response from DOC on potential process for getting DOC approval to bolt on conservation land.
- CCM – minutes to be circulated this week. Where to now with our lists of great revenue & marketing ideas? These ideas to reviewed at the July Exec Committee meeting, with Geoff & Ollie to do prepare an initial analysis of the ideas for the meeting. James suggested some good ideas re developing youth climbing programmes.
- AGM date – Fri 4 November. CCM – 5/6 November. Changes to Club rules to reflect the Strategic Plan – a paper needs to be prepared & circulated to

CCM reps soon to enable adequate discussion. Who will do this? Peter Cammell suggested Phil Doole & Phil Tree to lead this. Agreed that club rules should be kept general, such that specific changes are not regularly needed.

- Website meeting (Wellington) 13.6.11 – with Richard Thomson, Jonathan Hunt & Peter Davis. Got update on progress with Drupal 6, & finalised decision to take initial development option with CiviCRM.

5. Access

- Summit Rocks bolting working group has been formed by NZMGA. Rob Frost to act as NZAC rep.
- Progress with Mt Eden Quarry – AGS Board met yesterday to consider the staged management & re-opening plan produced by the working group. Pete Cammell to advise on outcome.
- Latest crag with Access uncertainties is Pakeho (in the Waikato, surprise surprise...)
- Access Fund to be implemented from 1 July.
- Ollie to meet with Chris Burtenshaw re Access role.

6. Communicating with members

- Update from Pat on women's survey: feedback very valuable. Results from survey need to be sent to participants, perhaps with some comments on what surprised us. Discussion had on possible actions - sell membership & beginner course bundled together, run mid-week trips, trips for specific age groups, etc etc.
- Should we be surveying members like this on a more regular basis? Agreed that we need to review the draft Marketing Plan developed by Pete before doing anything else.
- National newsletter; some discussion recently on how we should produce regular Club notices in a standardised & professional format (effectively replacing the Basecamp concept). Advice from our web team is to use a service such as Campaign Monitor (see <http://www.campaignmonitor.com/>) or Mailchimp (see <http://mailchimp.com/>). To be implemented as soon as possible. Need to be careful of sending too many messages to members – fortnightly would be best. Will need split between national & local notices.

7. Upcoming meetings (Ollie)

- National Instruction Committee meeting 23 June, 7pm.
- Aspiring huts meeting (Dunedin) 29 June.
- Robyn Zink re governance survey (Dunedin) 29 June.
- Body Corporate meeting – 7 July: legal action being taken to bring Unit 3 tenant into line with Body Corporate rules (parking).

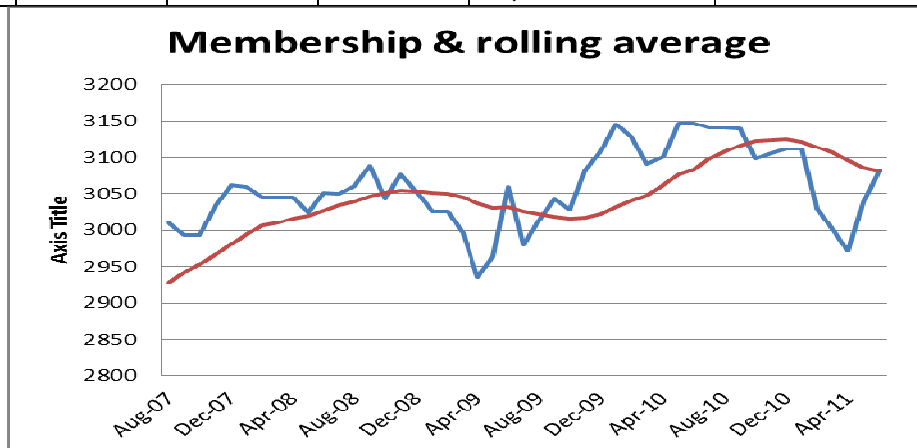
8. Website

- IT plan (as requested by CCM) yet to be done. Ollie to see Richard Thomson re this.
- Drupal 6 upgrade progressing well, & expected to go live on 1 July. See development site for the latest: <http://alpineclub.live.egressive.com/>
- Membership database – the first stage of implementing CiviCRM will take place after Drupal 6 goes live. This will enable us to sample the functionality of CiviCRM without

fully committing to this option. Awaiting cost estimate for this work, & subsequent steps (all going well).

9. Office Update and Membership

Current membership	M'ship total last month	12 month rolling average	Rolling average last month	New members vs Strike offs for May 2011	Average member yield (monthly subs rev/new + renewals)
3083	3038	3081	3086	62/74	



Membership retention

James spoke to his Membership report. What goals should we set for the membership programme? Eg aim for 3500 members by 2013? Specific section membership no targets? Bequest revenue? Noted that we have set ourselves the goal of 3% membership growth in our SPARC contract. Based on current membership of approx. 3090, 3% growth would be 3180 by 30 June 2012, 3280 by 2013, 3380 by 2014, etc etc.

Staff Updates:

Major projects for each of us at the moment include:

- **Ollie:**
Accommodation projects – Unwin rebuild & fundraising.
Instruction framework & implementation (yes we definitely could do with an Instruction Business Manager).
Website project – Drupal 6 upgrade.
Membership Database project – CiviCRM option.
Administration Assistant – job description being prepared.
Annual Leave & TIL Balance = 11.5 days

- **Margaret:**
To do list discussed.
- **Kester:**
Update discussed.
- **Pat:**

Update discussed.

10. Finance

- Updated 2011-2012 budget was briefly discussed, and approved for circulation to CCM reps etc.
- Unwin Financial update was discussed – finances looking positive at this stage.
- Aspiring Hut Fund – with the work completed at Colin Todd & French Ridge this summer, the fund now needs topping up. It is therefore proposed that both DOC & NZAC forego their 10% of annual hut revenue (approx. \$5k budget effect), & that Otago section also make a one-off \$5k contribution to the fund. This would bring the balance of the fund back to approx. \$10k. This proposal was approved.
- Profit and Loss report – agreed that we need a breakdown of huts revenue for the July Exec Committee meeting.
- SBS loan paperwork currently being prepared by our solicitor (Mark Tutty – MDS Law).
- HOM loans – one semi-positive reply received, one person yet to be followed up.

11. General Business

- Hillary Ridge decision now with the Minister for Land Information, Maurice Williamson.
- Exec Committee meeting process - agreed that next month we will need updates from Publications & Accommodation.

2011 meeting dates:

Tues 12 July

Tues 9 August

Tues 6 September

Tues 4 October

Tues 8 November

Tues 6 December