

Meeting purpose:

Background

- PCC and MCC facts:
 - Membership < 200
 - Financial performance is Breakeven
 - Capital reserves are insufficient
 - Both Clubs are at risk
- OTF Grant September 2023
 - neutral, third- party consultants
 - review each business and develop recommendations.
 - TCI Management Consultants



Meeting Purpose:

WHY ARE WE HERE?

- Share reports findings and recommendations
- Receive membership support to proceed:
 - One Club with Two Facilities





TCI STUDY OBJECTIVE

Analyze “Status Quo” vs. “Consolidation”

Recommend:

- an action plan for the two clubs
- a plan to grow curling in the region.



STUDY

KEY FINDINGS

- Neither club can go it alone
- Consolidating clubs is the only *realistic* way forward
- A new identity should be forged
- Need for a professional manager



RECOMMENDATION: FORM ONE CLUB WITH TWO FACILITIES

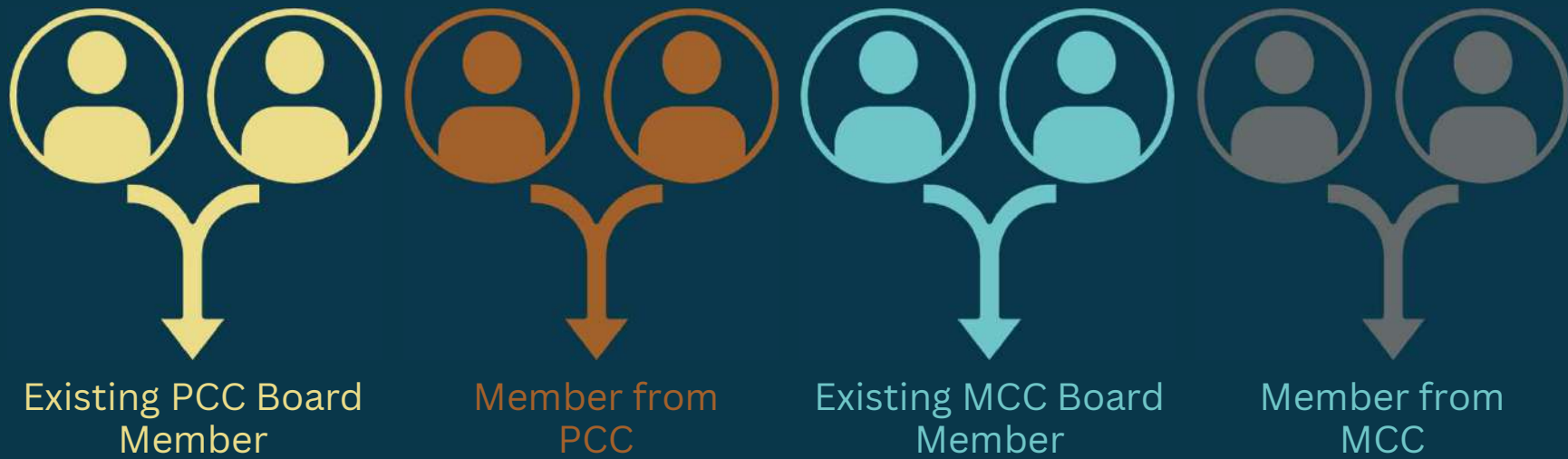
Form a new “One Club”

- The existing MCC and PCC continue to exist
- “One Club” will manage operations with a focus on finding synergies and growing the future of Curling.



FORM ONE CLUB WITH TWO FACILITIES

One Club Board Structure



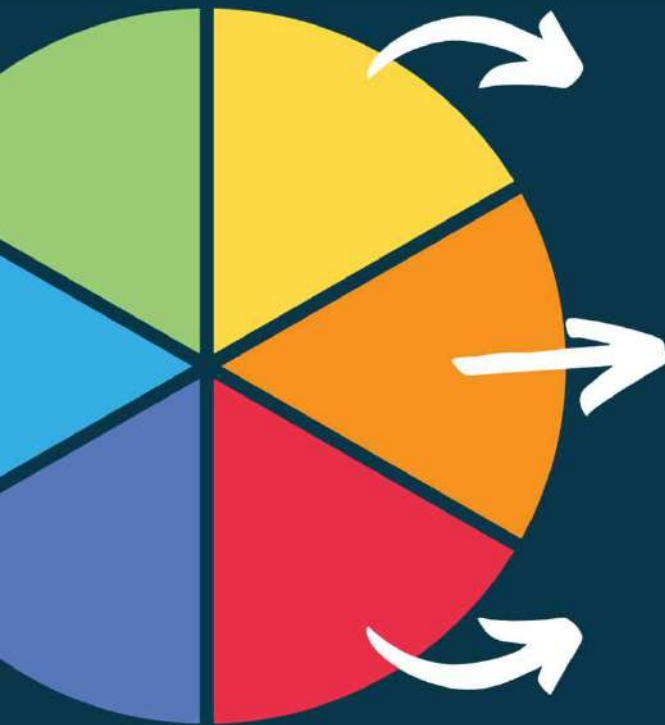
FORM ONE CLUB WITH TWO FACILITIES

One Club Role:

- Constitution, Rates, Policies, Schedules = Operations.
- Make curling viable in Simcoe North
- Eliminate competition
- Eliminate duplication
- Improve the product
- Grow the sport
- Current Boards will continue to exist in the interim to manage current year operations
- Work towards right-sizing of facilities of the “One Club”

HOW ?

How can the “one club” help the long-term sustainability of curling in our region?



**RESOURCE
EFFICIENCY**

INCREASED MEMBERSHIP

**IMPROVED UTILIZATION OF ICE
TIME**

HOW ?

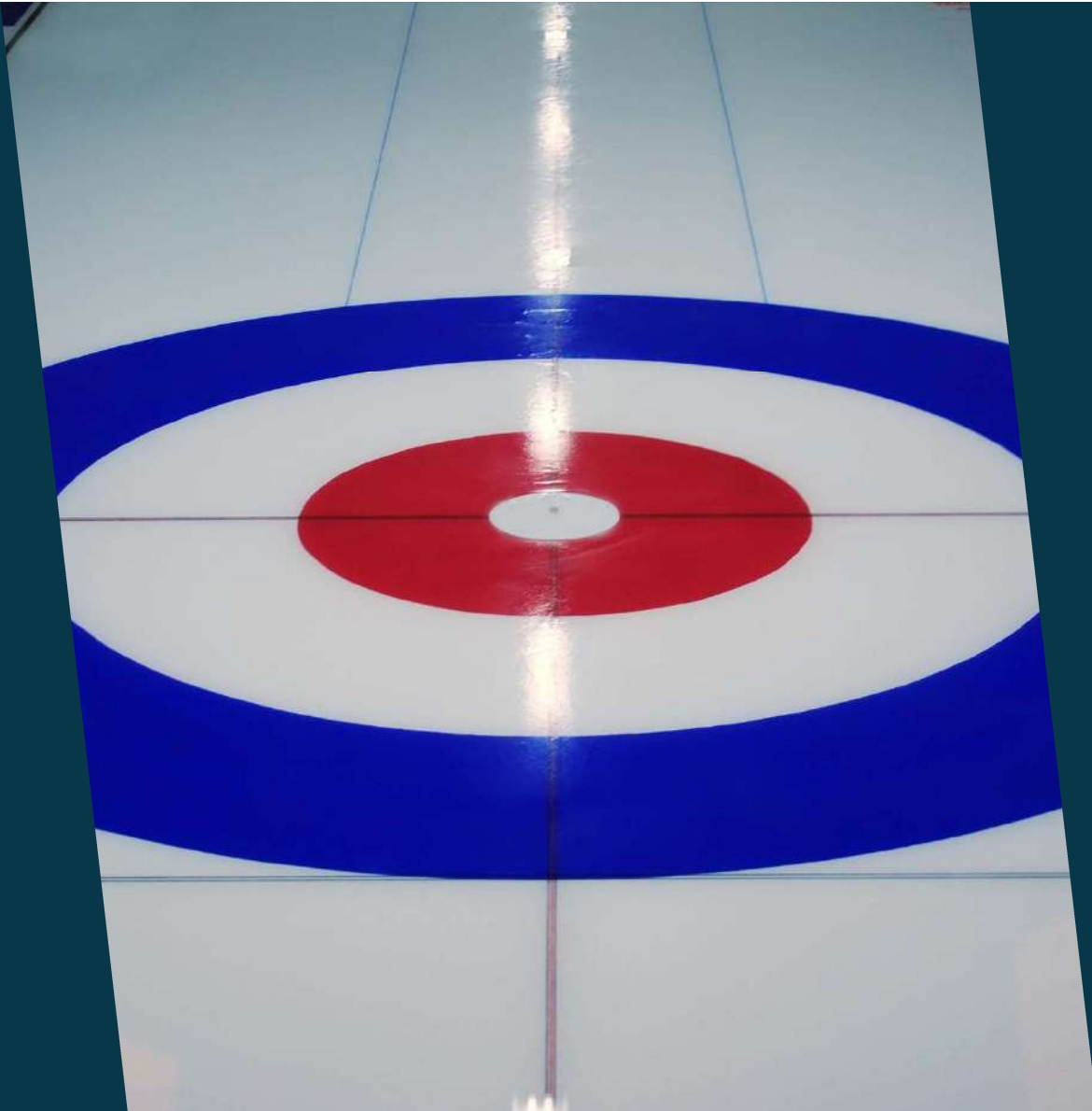
How can the “one club” help the long-term sustainability of curling in our region?

**STRONGER COMMUNITY
PRESENCE**

DEVELOPMENT PROGRAMS

VOLUNTEERING AND EXPERTISE





Consolidation will:

- make curling more sustainable
- help grow the sport, participation and support in North Simcoe.

THE QUESTION AT HAND...

Approve the
recommendation.

YES or NO?





Resolution: Form ONE CLUB with TWO FACILITIES

Whereas the Midland Curling Club (MCC) and the Penetanguishene Curling Club (PCC) have recognized a shared need to address declining membership and long-term sustainability challenges;

Whereas both clubs, with support from the Ontario Trillium Foundation's Resilient Communities Fund, formed a Joint Steering Committee and, with the assistance of TCI Management Consultants, have explored options for maintaining the status quo, consolidating operations, and/or forming a unified club to enhance operational efficiencies and promote the growth of curling in the North Simcoe region;

Whereas consolidating governance and operations under a new unified non-profit corporation is deemed essential for fostering collaboration, reducing duplication, and aligning the interests of members from both clubs;

Now, therefore, be it resolved that the following actions be authorized to ensure the successful formation and governance of a new one-club non-profit corporation to operate as one club with two facilities:

- i. Direction to the Joint Steering Committee to seek legal assistance to undertake the work necessary to form a new *one-club* non-profit corporation (with existing MCC and PCC assets and leases remaining in the existing non-profit corporations), including any initial by-laws (which may be revised at a future meeting of all members) or contracts required or deemed necessary to form the new *one-club* non-profit corporation to operate *one club with two facilities* starting with the 2025-2026 season, and operate as a governing board as soon as practicable.
- ii. Direction to the MCC and PCC Boards of Directors to authorize and execute any legal documents as required by the work of the Joint Steering Committee to form a new *one-club* non-profit corporation operating one club with two facilities and to pass any by-laws that may be required.
- iii. Direction to hold an all members meeting of the new *one-club with two facilities* as soon as possible following the formation of the new *one-club* non-profit corporation to:
 1. Elect a board of directors for the new *one-club* non-profit corporation.
 2. Choose a name for the new *one-club with two facilities* (with a call for name suggestions from the membership ahead of the meeting).