



706 Ottawa Snowy Owl Squadron Squadron Sponsoring Committee – Minutes

Date: February 25, 2021

Members Present: Greg Tzemenakis (Chair), Rachel Mainville-Dale (1st Vice-Chair), Laura-Lee Balkwill (2nd Vice-Chair), Sarmistha Roy (Treasurer), Wendy Boland (Secretary), Fred Schultz, Patrice Carrière, Martin Bélanger, Christopher Elliott-Davis (Directors)

Regrets: Mark Abraham (Director)

Observers: Steve Desjardins

Squadron Staff: Maj Alex Bejenaru (Commanding Officer), Capt Broeders (Standards Officer)

Squadron Advisor: Marie Christine Lalonde

Ottawa Valley ACL Coordinator: Sue Grant

Item	Presenter	Discussion	Action
1. Meeting Called To Order and Approval of Agenda	Greg	<ul style="list-style-type: none"> ● Meeting called to order at 7:05p.m. ● Request for change in order of items on the agenda requested and accepted. 	<p>Motion to call to order and approve the changed agenda. Moved: Greg 2nd: LL Carried</p>
2. Approval of Minutes from last meeting.	Wendy	The main topics of our January meeting were reviewed.	<p>Motion to approve minutes of last meeting. Moved: Wendy 2nd: Chris Carried</p>
3. Treasurer's Report	Sarmistha	The bank account balance is \$44,963.51.	<p>Motion to approve January's Treasurer's Report Moved: Sarmi 2nd: Chris Carried</p> <p>Motion to approve February's Treasurer's Report Moved: Sarmi 2nd: Rachel Carried</p>
4. Chair Update	Greg	<p>For the record, Greg spoke for 12 minutes tonight!</p> <ol style="list-style-type: none"> 1. ACR: ACR has been booked for May 30, 2021 at Stittsville Arena for the day. 2. Charity Returns: Confirmation that annual charity return T3010 has been accepted for filing 3. Additional expenses: Purchases of Kahoots for the training sessions and a business Zoom account for the next CO parade: allows 706 to host up to 500 users. 	



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		<ol style="list-style-type: none"> 4. GSuite: SCC are the owners of GSuite 5. Tax Receipts: Sarmi is working on tax receipts but they should be out by Monday. 6. 60th anniversary: We have received a number of videos and items from RCS Eastern 7. 706 CO: Maj Bejenaru will be with 706 until the end of June. Greg will be on a panel for choosing a new CO. Greg will provide information on an ongoing basis. 8. SCC Member change: Wendy will be moving from her secretary position on the SCC to CI as of April 1, 2021. 	
5: CO's Update	Maj Bejenaru	<ol style="list-style-type: none"> 1. Cadet numbers: We were at 107 active cadets, now at 113: 4 cadets quit but we gained 10. 706 has not done any active recruitment yet. There is an 83% average attendance/participation rate on training nights. 2. CO parade moved to March 11: Service medals will be virtually presented this night and individuals with exceptional contributions will be highlighted. 3. Closing Parade: Staff are wanting to do a small closing parade 9-9:15 while we have the business zoom account for at least a month. 4. Survey: A survey was given to cadets last week asking how they felt about the online cadet program, 65 cadets completed it: 52% chose "good considering it's virtual", 14% "love it" 30% chose "it's not ideal but it's OK", 2-3 % don't like it at all. These results are improved from results of the same survey taken in November. 	
6. Online Recruiting Campaign	Capt Broeders	<ul style="list-style-type: none"> ● History: In past recruiting has been done mainly through word of mouth. This year the squadron is wanting to advertise 706 Snowy Owl via an online platform. ● Predictions: Past social media recruitment efforts have not succeeded in getting as many recruits as compared to word of mouth. It is anticipated this current campaign will recruit no more than 20 new recruits. ● Target social media platforms: Facebook, Instagram and Google advertising. 	<p>Motion: To approve an upset budget of up to \$700 to launch a 706 recruitment campaign with the provision that analytics will be provided to SSC on a weekly basis and the ability to amend the imagery after consultation with CO and</p>



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		<ul style="list-style-type: none"> ● Target audience: 13-15 yrs olds and their parents in a close geographical range of Connaught. ● Concerns: <ul style="list-style-type: none"> ○ Currently 706 only has 11 Level 1's. ○ Without COVID-19 restrictions, the space at Connaught is tight with 130 cadets. Will there be a cap on new recruits? ○ There are no pictures of our virtual training nights, only pictures of in person sessions. ● Responses: <ul style="list-style-type: none"> ○ 706 is well equipped with resources to accommodate new recruits. We can realistically process up to 50 new cadets. The new intake will be capped at 50 cadets. ○ Pictures can be added showing what is done in virtual sessions. ● Goal of advertising: Get people to join an information session where they will be briefed on all 706 has to offer both now during virtual training and what will come once in person training resumes. ● Specific ask: Online platforms cost money. There are a series of options with \$700 as the maximum investment for the first round of advertising. 	<p>Chair. Moved: Laura-Lee 2nd: Fred Carried: all approved</p>
7. ACL Update	Susan Grant	<ul style="list-style-type: none"> ● The ACL recognizes the challenges of running a sponsoring committee during the pandemic. ● Regional effective speaking will be held March 20th on a zoom platform. ● Greg asked how we can establish the ability to share ideas, equipment, advertising campaigns and other items with other squadrons. 	
8. Duke of Ed Update	Laura-Lee	<ul style="list-style-type: none"> ● The Duke of Ed program has 14 Cadets enrolled, only 3 are actively participating. ● Laura Lee is preparing an outreach email to be sent on Spring Break to all enrolled cadets. 	



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	<ul style="list-style-type: none"> The Award Leaders have been invited to attend the next staff meeting. 	
9. Next Meeting	March 25, 2021	
10. Motion to Adjourn	The meeting adjourned at 8:30pm.	Motion to Adjourn. Moved: Fred 2nd: Laura Lee Carried

Outstanding Action Items

Meeting Date to Discuss	Action Items	Responsibility
Weekly and next meeting March 25, 2021	Analytics of online recruiting campaign to be shared with SSC on a weekly basis.	Capt Broeders

Original Signed by

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 Greg Tzemenakis
 Chairperson - SSC 706 Squadron Air Cadets

 Wendy Boland
 Secretary - SSC 706 Squadron Air Cadets