



706 Ottawa Snowy Owl Squadron Squadron Sponsoring Committee – Minutes

Date: March 25, 2021

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

Regrets: Greg Tzemenakis (Chair), Martin Bélanger, Mark Abraham, Christopher Elliott-Davis (Directors), Steve Desjardins, Julia Desjardins (Observers)

Squadron Staff: Maj Alex Bejenaru (Commanding Officer)

Item	Presenter	Discussion	Action
1. Meeting Called To Order and Approval of Agenda	Rachel for Greg	<ul style="list-style-type: none">• Meeting called to order at 7:06 p.m.• Addition to agenda: 50/50 Raffle• Duke of Ed update	Motion to call to order and approval of the agenda. Moved: Rachel 2nd: Fred Carried All in favour.
2. Approval of Minutes from last meeting.	Rachel for Wendy	<ul style="list-style-type: none">• Minutes were sent to the committee prior to the meeting. Rachel asked if there were any errors or omissions. None were observed.	Motion to approve minutes of last meeting. Moved: Wendy 2nd: Pat Carried All in favour.
3. Treasurer's Report	Sarmistha	<ul style="list-style-type: none">• The bank account balance is \$45 763.98.• We received a cheque from the United Way for \$1160.34 and an anonymous donation of \$500.• A cheque for the 2nd installment of the assessment fee has been sent but not cleared.• We are up to date with expenses. We are waiting for an invoice for the Zoom professional account.	Motion to approve the Treasurer's Report Moved: Laura-Lee 2nd: Fred Carried All in favour.



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4. Chair Update	Rachel for Greg	<p>Financial Status of our Squadron: We are very fortunate to be in good financial status due to past successful fundraising efforts.</p> <p>Webcam: The SSC was asked to purchase the Logitech C920 web cam for the purpose of supplying 706 Squadron's Effective Speaking candidate in the regional effective speaking competition with a high-quality webcam for use at the regional (and potentially provincial/national) competition. The asset would be the Squadron's property for use in the future, potentially for public speaking next year or for other online initiatives. The cost of the webcam is \$139.25. An email vote of the SCC approved \$150 in funding. During the meeting there was a request for a total of \$160 to cover additional costs.</p>	<p>Motion to approve a total budget of \$160 for the purchase of a webcam for the squadron. Moved: Fred 2nd: Rachel. Carried All in favour.</p>
5: CO's Update	Maj Bejenaru	<p>Summer in person training: All summer in person training has been cancelled due to ongoing COVID-19 concerns in order to protect the Canadian Forces, Cadets and the community. Glider, power and international exchange have all been cancelled.</p> <p>CAP Program: refers to in person day activity programs for cadets. The CAP program during spring break has not been cancelled.</p> <p>Funding for teams: The CO has to approve of any funds allocated to teams/extra-curricular activities. The LSA funding this year was reduced significantly to bring money back to the national level. We are waiting to see what kind of budget comes in this Spring.</p> <p>Cadet Numbers: Independently of the recruitment campaign, 706 gained a couple of cadets per week. Including the recruitment campaign 706 will be up to 130 cadets, our goal we set out to reach before the end of the training year.</p> <p>Staffing: Staffing has remained the same, there has been no staff training therefore no promotions.</p>	



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		<p>Audit of cadets files: There are a number of cadets who have not been promoted in a long time. Cadet files were reviewed and a number of mistakes were caught. Next week a large number of individuals will be promoted.</p>	
<p>6. Online Recruiting Campaign</p>	<p>Laura-Lee, Fred</p>	<p>Outcomes: The Campaign successfully reached 10's of thousands of people on Facebook and Instagram. There were a total of 3 virtual information sessions with 13 households in attendance and a total of 17 signups.</p> <p>Budget: This campaign came in well under the set budget of \$700. The total cost was \$508.65.</p> <p>Lessons Learned: Capt Broeders outlined a series of lessons learned from the campaign that he shared with the SSC via email. Of noted concern was the need to have an SSC method of payment to make future social media ad buys. A pre-paid VISA card was suggested for any future campaign. It would also be best to not have the advertising accounts attached to one particular person. They could be set up by the squadron for ease of transfer when volunteers or staff change. Rachel suggested sharing the lessons learned regionally. The advertisements gained more momentum with repetition. In future campaigns it would be a better strategy to send the ads out at a steady pace for a longer period of time. Fred noted the SSC could in the future take care of the advertising for the squadron.</p> <p>Gratitude: A big thank-you to Capt Broeders, Laura-Lee and Fred for the incredible amount of work done on this campaign in a short amount of time. Fred made a special note to thank Laura-Lee and Capt Broeders for their significant contributions.</p>	<p>Action Item: The SSC will need to decide if another online advertising campaign will be done at the beginning of the next cadet year.</p>



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<p>7. Virtual Hike-a-Thon/ Flex-a-Thon Report</p>	<p>Rachel, Laura-Lee</p>	<p>Initiative: LL and Rachel have been participating in meetings with the Region to talk about a virtual walk-a-thon/flex-a-thon (flexible with type of activity) to raise money for squadrons in a virtual event May 15-16. Cadets could walk, run or cycle a certain distance or do activity for a certain number of hours and solicit money from friends and family. COVID guidelines would be respected, cadets could do the activity with their families. There would be common messaging throughout the region and a common platform with a GoFundMe page. There could be a friendly competition with other squadrons. Four regional squadrons have signed up to date. If 706 decides to participate we would look at starting to advertise around mid-April.</p> <p>Thoughts: LL is looking at this as promoting something physical, possibly reframing it as a friendly competition vs a fundraiser. CO noted the initiative sounds positive but reserves judgement until a solid framework with details are presented to him for approval. He has asked for a one page description of the event.</p>	<p>Action Item: Provide CO with a one page write description of the flex-a-thon.</p>
<p>8. Ontario Provincial Committee Cadet League Raffle</p>	<p>Rachel</p>	<p>The Ontario Provincial Committee of the ACL has set up the annual raffle (draw is on April 30th) as well as a 50/50 that takes place the last Thursday of every month. The SCC will have to promote it. We could do it via social media and our website at no cost to us. The SCC will receive 25% of the money generated by ticket sales from our squadron members. The winner of the raffle takes ½ of the prize pool, the rest is split between the SSC and the OPC. ie: for every \$40 spent from a squadron member, the SCC will receive \$10. There is no upfront cost or mandatory fees.</p> <p>Views: The committee was lukewarm on the idea of the raffle, especially if we get the OK and choose to do the Flex-a-thon. Some feel it would be better to promote an event that also encourages physical activity, others feel we could also participate in the raffle since it is no cost to us. No decision was made at this time.</p> <p>Question: Co asked if Sue Grant was aware of the raffle. Rachel stated</p>	<p>Action Item: Decide as a committee whether or not to participate in the OPC raffle.</p> <p>Action Item: Contact Sue Grant to see if she is aware of the OPC raffle.</p>



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		she would ask.	
9. SSC Vacancy/ Succession planning	Rachel	<p>Recruiting: Along with recruiting new cadets to 706 we need to recruit new parents to the SCC. Many members of the SCC have cadets who will be aging out.</p> <p>Status for next year: Pat(Director) and Sarmi (Treasurer) reported they would not be returning next year. Wendy (Secretary) is finished April 1st.</p> <p>Suggestions/ Possible Action Items:</p> <ul style="list-style-type: none"> ● Reach out to screened volunteers and parents of Level 1 and 2 cadets to see if they are interested in joining the SSC via phone (1st choice) or email. ● Open up a Google Classroom for a parent engagement meeting. This may not be a well attended event since most parents are having to spend a good portion of their work day in virtual meetings. Laura-Lee has a presentation she put together last year. ● Those with executive positions should write up a one page sheet describing how to do their jobs. ● Have an opening parade each virtual training night and encourage parents to come out to hear announcements. This will help to take place of the closing parade we had for in person cadets and will hopefully increase parent engagement. 	
10. Dof Ed Update	Laura-Lee	Vardhan Mehta completed his Bronze Award! CO will announce this at next week's training session.	
11. Motion to Adjourn	The meeting adjourned at 8:41 pm.		<p>Motion to Adjourn. Moved: Pat 2nd: Fred Carried</p>



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Outstanding Action Items

Meeting Date to Discuss	Action Items	Responsibility
April 2021	<ul style="list-style-type: none"> The SSC will need to decide if another online advertising campaign will be done at the beginning of the next cadet year. 	All
April 2021	<ul style="list-style-type: none"> Decide as a committee whether or not to participate in the OPC raffle. Contact Sue Grant to see if she is aware of the OPC raffle. 	All Rachel
April 2021	<ul style="list-style-type: none"> Reach out to screened volunteers and parents of Level 1 and 2 cadets to see if they are interested in joining the SSC via phone (1st choice) or email. 	Need volunteer(s)
April 2021	<ul style="list-style-type: none"> Open up a Google Classroom for a parent engagement meeting. This may not be a well attended event since most parents are having to spend a good portion of their work day in virtual meetings. 	? Laura-Lee
April 2021	<ul style="list-style-type: none"> Those with executive positions should write up a one page sheet describing how to do their jobs. 	Executive
April 2021	<ul style="list-style-type: none"> Have an opening parade each virtual training night and encourage parents to come out to hear announcements. This will help to take place of the closing parade we had for in person cadets and will hopefully increase parent engagement. 	CO

Original Signed by

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Greg Tzemenakis
Chairperson - SSC 706 Squadron Air Cadets

Wendy Boland
Secretary - SSC 706 Squadron Air Cadets



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