



## 2018 Chilliwack Curling Club Member Survey

### Executive Summary

In mid-August, the 2018 Chilliwack Curling Club Membership Survey was distributed by email to all active Adult Curling Members. 215 Members completed the survey, which is a significant sample size that provides valuable insights to the Board of Directors and Management.

#### **Survey Results:**

- The majority (54%) of our members were in favour of extending the finish to our curling season due to our late start in the new building. Because of this response and taking into account financial considerations, the decision was made to extend the season to April 18, 2019.
- Most of our members felt informed as to what's going on at the club and the preferred form of communication is via email. One issue that was brought to our attention is that some members are having trouble receiving our emails. Either the emails are going to their "junk mail" or they are not being received at all. This seems to especially be a common issue for members using Hotmail. We are currently working on fixing the problem as it is important that all members are receiving Club emails and being kept up to date.
- Members are overwhelmingly satisfied with the way our leagues are run and feel that they are getting good value for what they pay.
- Our most common complaint from the survey was with regards to the scheduling of our Masters Curling League for the upcoming season. The Masters are moving from 5 draws (2 on Monday, 2 on Tuesday and 1 on Wednesday) to 4 draws (2 on Monday and 2 on Tuesday). The Wednesday draw previously occupied by the Masters will be used for a new open "Rink of Choice" league. This decision was made as a way to maximize the utilization of curling ice to the fullest extent. In moving to our new building, we will go from 6 sheets of ice to 8. The Masters league will be able to curl the same number of games in 4 draws in the new building that would have required 5 draws in the old building. The decision was made to run the Masters on Monday and Tuesday because it will allow the Masters curlers the option of also curling in the new league on Wednesday. While we understand that curling on Monday and Wednesday may have been preferred by some Masters Curlers, it would have resulted in disrupting the schedule of a few other leagues. Masters Curlers have typically been scheduled to curl on back-to-back days (Monday-Tuesday or Tuesday-Wednesday) in recent years so nothing will change in that regards. Some Masters Curlers have said that they felt disrespected by the change in schedule and that was certainly not the intention. As with all leagues, the Leagues Committee will review/re-evaluate the schedule at the end of the season.
- Most of our members are happy with our club-run bonspiels and feel that they are getting good value for what they pay. Curlers from outside of the club clearly feel the same way as our

bonspiels are popular with out of town teams. Our hope is that with our new building, we will become even more of a “bonspiel destination” for curlers from all over.

- There was a diverse opinion as to what type of entertainment is preferred at Bonspiels. A common complaint was that the music was too loud, particularly when bands were playing. This should be less of an issue in the new club. Acoustics should be better upstairs and the area will be much larger, giving people the option to sit further away from the music and have a conversation.
- Several respondents have an issue with the variety of prizes at the prize table. The Ladies organizing the Chilli Spiel have taken over prize purchasing duties for their bonspiel. We will also endeavor to purchase a wider assortment of prizes for the other club-run bonspiels.
- Most beer drinkers were willing to switch from bottles to cans if it meant paying slightly less. This is something that Bruce will be taking a look at for the upcoming season. The survey comments suggested that many people enjoyed the recent addition of craft beer and would like to see more of it going forward. The new building will allow us to have additional beers, both on tap and in the cooler.
- Another concern mentioned a few times in the survey, which has also been brought up in the past, is with regards to serving peanuts. The Board of Directors has had extensive discussions about this issue in the past year. The consensus was that the Club will continue to sell peanuts but things will be dealt with a little differently going forward. Peanuts will no longer be stored in an open container behind the bar. Going forward they will be sold as a pre-packaged item. While this may not completely satisfy those who are calling for a ban on the sale of peanuts, the hope is that this will cut down on the amount of peanuts that become airborne. The Board is currently working on an official policy to address food allergies.
- There were a few respondents who suggested that we should start accepting debit/credit cards as a form of payment. This is another issue that the Board has discussed in recent months. The decision was made to continue not to accept these forms of payment as a way to keep costs down, although we have added the option of using Interac e-transfers this year. We have agreed to re-evaluate this issue again at the end of the season.
- 96% of respondents were either “satisfied” or “very satisfied” with the overall operations of the Chilliwack Curling Club.

There were many other comments/suggestions not discussed in this summary that the Board will study and keep in mind going forward. The results from this survey help shape the future of the Chilliwack Curling Club. It assists us in setting both our short term and long term priorities. It also helps us address issues that may not have been previously brought to our attention. Finally, it helps to guide what defines our Club. It is a very exciting time with the opening of our new building and we strive to provide the best curling experience for our members.

On behalf of the Board of Directors at Chilliwack Curling Club, thank you for completing the survey and for sharing your thoughts and feedback on the club. To show our appreciation, we randomly drew the names of three members who completed the survey to win \$25 in Club Bucks. The lucky winners were Norm Roth, Peter Kells and Wade Johnston.

Please take a look at a complete copy of the results should you wish for more detail.