

**JSCA Programmes Committee
Meeting Minutes
November 21, 2006**

Present: Chris Stairs, Interim Chair; Brian Key, Andy Hunt, Mike Cotter, General Manager.

1. Approval of Previous Minutes

Minutes of September 25, 2006 Carried

2. Election of Committee Chair

It was decided to defer the election of the Programmes Committee Chair to the Annual Fleet Planning Meeting on November 28.

3. JSCA Marketing Sub-committee

The Committee discussed the potential purposes of a JSCA Marketing Sub-committee which would report at the Programmes Committee meetings. The Committee will consider JSCA communication strategies through our website, publications, media partnership, and event calendar promotion. The Committee will also consider annual fund raising activities, event marketing and support, sponsorship and corporate partnerships as well as 2010 Olympic Legacy efforts. The Committee discussed the potential for fund raising by achieving charitable status and decided that this idea warrants further research and discussion at the board level. Discussion also included naming conventions and fundraising through memorial benches, website advertising, etc. Also discussed were ideas on how the JSCA could better market ourselves and the programs, services and facilities we offer. Ocean activity seascape banners on the fence could improve aesthetics and promote the JSCA.

Chris has volunteered to take the lead by Chairing the sub-committee and reporting to the Programmes Committee as required. The sub-committee will ask each JSCA Committee to "brain storm" and develop a wish list of all things which would require extensive funding. The 2007 calendar which will be developed by the Annual Fleet Planning meeting will be an important tool when seeking sponsorship and media partnerships. Mike will secure estimates of annual cafeteria patrons and website hits.

4. Adjournment