Huntsville Skating Club

Communications/Publicity Report

2019-2020 AGM

Communication with our skating families is an integral part of having a successful program with families returning year after year. We communicate with our skating families by holding Parent Information sessions, creating monthly newsletters, displaying information on bulletin boards, sending emails, posting important information on social media accounts, keeping our webpage up to date and having a calendar on our webpage sharing session times and special events. We’ve had a lot of positive feedback this year, from families, saying that they felt very informed and appreciate all the communication.

This season saw several posts regarding our club and skaters with media outlets. Our club was recognized for hosting Skokie Skate for the 41st year as well as our club skaters who participated in the event. Those skaters were also recognized as the Skater of the months in our local paper. Later in the season another group of our skaters were recognized after they competed in the Silver Blades competition in Sudbury. Several different media outlets (local radio stations, Cogeco tv, local BIA & online news outlets) are contacted when the club is wanting to advertise for an event or fundraiser. Our sign at Canadian Tire and our sign on the Jack Bionda ice are still active. We also advertise in the Fall/Winter issue of the Town of Huntsville Leisure Guide. We will continue to investigate the club being able to hang a banner on the Don Lough ice surface.

At the end of the season, we generally hand out a Customer Satisfaction Survey. Due to the season ending early, this never happened, so we decided to create one on google forms and sent out via email to families. The board will discuss the results as soon as we’re able to meet again and use the feedback when planning for the next season.

Michelle Breakenridge