



Looking to the Future of the Summerland Curling Club Held Saturday January 31, 2026 10am – noon, SCC Lounge

The session was led by SCC Executive members Ken Morrell, Bob Pounder, Sheena Gross, Armand Houle

Including the presenters 31 people were present.

We had 5 table groups and spent our time looking at 4 different aspects of our curling club; strengths, weaknesses, opportunities and threats.

We emphasized that there were no wrong answers and that all comments were important to write down.

Stick on dots were later used by curlers to indicate what they saw as important.

People did not vote on Strengths.

All Comments - Strengths

Table 1

People! Inclusive. Senior (experienced) members helping new curlers

No judgement – lots of fun

Meet people in a friendly atmosphere

Location is central with free parking

Lounge & prices are affordable

Cost to members is reasonable

Clean facility

Bonspiels fund and well organized

End of season potlucks

Burger and Beer is a Fabulous Approach

Community oriented (booth at market)

Stick Curling – mix of players

High School classes – youth focus

Free practice times and coaching

Table 2

people
welcoming
social climate
supportive of all levels
competitive but friendly
practice options
beer prices
great bar and staff (volunteers)
bonspiel, well run/fun/competitive
convenient ice times
Good communications – emails, member directory
approachable board members
name tags
option to come upstairs -sitting with team
solid membership/core group
junior curler support
people step up/volunteer

Table 3

Social climate – meeting after games
Friendly competition – is still competitive
Price to play is affordable
Facility to play in is comfortable
Bar prices are affordable
Volunteer's participation is high and appreciated (Learn to Curl, The Art of Curling)
Jr. curling is a plus
Equipment available for new curlers is a plus
League updates before games
Recruitment committee

Table 4

Friendship/Camaraderie
Team Etiquette/sportsmanship
Welcoming – especially at registrations
Learn to Curl etc programs

Nice Variety of leagues
Not overly competitive (fun, keeps me coming back)
Volunteers (for everything)
Executive (gets things done)
Organization as a whole (e.g. website etc)
League President (dissemination and consistency of info) **one dot**
facilities appropriate size

Table 5

Volunteers
Community outreach (farmers market, fall fair)
Awareness of bringing in new people to the club (curling, burger and a beer, learn to curl)
Members accepting and encouraging new players
Welcoming atmosphere
Opportunities to learn (Art's and Glen's lessons)
All levels have a place to play
Practice Ice available
Fun Bonspiels
Good value for the sport
Seriousness ends when the game ends and then it is social time

All Comments - Weaknesses

Table 1

Area where people/future members live
Advertising outside of Summerland
Size of facility – limited
Ice Maintenance
Lounge decor could be better (paint, carpet) role of district ----**3dots**
Length of season – September?
Need to clone Dean -----**6dots**
Clarify the different levels (Fun ←-----→Competitive)

Table 2

Younger/Jr Board Members ----**5dots**

Integration of Fun leagues into more competitive leagues (e.g. using fun league as spare) -----**1dot**

These Prevent people from signing up
 lack of knowledge and experience
 promotion to community ----**5dots**
 not having a whole team

Time management of practice times and games --- **3dots**

Need more practice times

Need more coaching opportunities ---- **2dots**

Need more sponsorships --- **1dot**

Sheets #1 and #4 Insulate Doors ----**3dots**

Table 3

Lack of change rooms -----**3 dots**

Having to cancel the SR. Men's Bonspiel -need a different approach, make it an Open Spiel

How do we get single members into a league(s) (e.g. those that do not have a team, but want to participate in other leagues -----**7dots**

No Doubles League -----**3dots**

Table 4

Out of town (in & out) Bonspiels (reciprocation) ----**1dot**

Lack of practice time for working people ----**6dots**

Sound system issues (being somewhat addressed)

Pro Shop? Why didn't it work originally

Table 5

Need more places to advertise for new people

 Swimming pool board

 Library

 Summerland Community Center

 Social Media (locals helping locals)

Time slots

 6:30pm a bit too early for young parents

 7pm preferable ---**2dots**

 8:30pm late draw ---**1dot**

 Bi-weekly instead

Practice Times in evening (too late)

Could there be more weekend or afternoon sessions

Sunday 3:00pm – 4:30pm -----**6dots**

Learn to Curl is great at beginning but new curlers would like more learning in the new year ---**4dots**

All Comments - Opportunities

Table 1

Special event for other clubs (e.g. kinsmen, rotary) (introduce curling and stick curling)

Promote stick curling

Partner with restaurant and food concession part of event ----**1dot**

Farmer's Market in other communities (e.g. Penticton and Peachland) ---**1dot**

New kitchen/improvements ... pot luck storage ----**1dot**

Group pricing for equipment – promote to other clubs

Cross-Club Bonspiels --- **1dot**

Subsidize Volunteers committed to the club

Encourage youth for beginner and more at schools ----**1dot**

Fundraising and give back to community or charity ---**1dot**

Table 2

How does SCC participate in Community Events ---**3dots**

Explore more sponsorship

Expand the number of volunteer opportunities within the club --- **1dot**

Rent the club/lounge out for public bookings/members (e.g. meetings, birthdays, etc) ---**1dot**

More social events

Partner with local food/beverage businesses

Theme nights (pizza night)

More fun games – Mix up teams for a weekend game

Invite local kids' group (teens) gym class, scouts, girl guides, to try curling ---**3dots**

Table 3

Start a doubles league (Saturday morning?)

Have Senior daytime curling leagues in the afternoon (why are all the Sr.'s in the morning?) ----**1dot**

Bar could be open

Ice Making Volunteer Group ----**3dots**

Backfill option

More sponsors

Business league = 5pm start/six ends ---**3dots**

Businesses to play together

Table 4

Understanding/Learning the skills that people bring when they join the club (opportunities within the club) esp. retired folk

Start earlier with little (elementary school) kids ----**3dots**

e.g. kit in each school (rocks and rings)

Advertising before the season 9banner in community)

Table 5

Sponsorship Advertising needed

How do we obtain new sponsorship?

Expand school curling opportunities ----**4dots**

Corporate Events --- **2dots**

Rentals

What is our end goal?

Increase membership?

Increase rentals etc for \$

Can we get more volunteers? ---- **2dots**

Learn to do ice

Support rentals

Fundraise

Juniors

Open Board Meetings to non-voting guests/members

All Comments - Threats

Table 1

Building Age – repairs & cost to replace

Municipality Support ---**2dots**

Lack of ownership of ice

Environment impact concerns/electricity

\$\$, finances & inflation
No volunteers ---- **5dots**
No Dean – Lack of an icemaker ----**3dots**
Pandemic or something else

Table 2

Aging membership ----**5dots**
Ice Maker not available -----**2dots**
 Recruit/retain/train
Rising expenses – rising fees (equipment, gear, rent etc.) -----**6dots**
Volunteer Burnout ----**5dots**
Lack of popularity/competing with other sports
Legal Issues

Table 3

City rent increases ---**3dots**
Aging membership of club ---**3dots**
Be aware of Council plans for current space , what happens if they take our
space -----**2dots**
Ice Maker departure (current) ---- **1dot**
Executive Turnover (is a risk) City relationships ----- **2dots**
Increase in membership fees (if there are large ones) ----**2dots**

Table 4

Losing our Ice-Maker ---**1dot**
Volunteer Burnout (esp. the executive) ----**1dot**
Hostile District (different attitude toward SCC)
Negative Publicity
Getting Sued

Table 5

Aging curlers ---**1dot**
Aging rink
Succession Planning -----**9dots**
 Executive (knowledge transfer)
 More communication for more people to know how things are run
Change in District Officers

What if they increase our rent
Cost of Ice equipment replacement
Rocks, scrapers, etc.
Only 1 Ice Maker -----**7dots**
What if he can't work
If we want to expand rentals, practices, leagues we need more ice
maker time

Comments that Received Dots - Weaknesses

Lounge décor could be better (paint, carpet) role of district in this –**3dots**
Need to clone Dean -----**6dots**
Need Younger/Jr Board Members --- **5dots**
Integration of fun leagues into more competitive leagues ---**1dot**
These prevent people from signing up
Lack of knowledge
Promotion to community – **5dots**
Not having a whole team
Time management of practice times and games ---**3dots**
Need more coaching opportunities –**2dots**
Aging Membership ---**5dots**
Need more sponsorships ---**1dot**
Need to insulate doors by sheets #1 & #4 ---**3dots**
Lack of Change Rooms ---**3dots**
How do we get single members into a league(s) (e.g. those that do not have a
team, but want to participate in other leagues ----**7dots**
No Doubles League ---**3dots**
Out of town (in & out) bonspiels (reciprocation)—**1dot**
Lack of practice time for working people ---**3dots**
Draw Times
6:30pm – a bit early for young parents
7:00pm – preferable ---**2dots**
8:30 pm late draw – **1dot**
Practice Times in evening are too late
Could there be more weekend or afternoon sessions (e.g. Sunday
afternoons 3:00pm – 4:30pm ---**6dots**
Learn to Curl is great at beginning but new curlers would like more learning in
the new year ---**4dots**

Comments that Received Dots – Opportunities

- Partner with restaurant and food concession as part of events – **1dot**
- Farmers Markets in other communities (e.g. Penticton and Peachland) – **1dot**
- New kitchen/improvements, potluck storage – **1dot**
- Cross-Club bonspiels --- **1dot**
- Encourage youth for beginners and more at schools – **1dot**
- Fundraising and giving back to community or charity – **1dot**
- How does SCC participate in community events --- **3dots**
- Expand the number of volunteer opportunities in the club --- **1dot**
- Rent the club/lounge out for public/members (e.g. meetings, birthdays etc) **1dot**
- Invite local kid's teen's group ,gym class, girl guides, scouts to try curling – **3dots**
- Have senior daytime curling leagues in the afternoon, (why are they all in the morning) bar could be open -- **1dot**
- Ice making volunteer group (could be backfill for Dean) --- **3dots**
- Business league = 5pm start/six end games, businesses play together -- **3dots**
- Start earlier with little kids (elementary age) --- **3dots**
- Rocks and Rings kit in each school
- Expand school curling opportunities --- **4dots**
- Corporate Events --- **2dots**
- Can we get more volunteers --- **2dots**
 - Learn to do ice
 - Support rentals
 - Fundraise
 - Juniors

Comments that Received Dots – Threats

- Municipality Support – **2dots**
- No Volunteers --- **5dots**
- No Dean – Lack of Icemaker --- **3dots**
- Aging Membership – **5dots**
- Ice Maker not available – **2dots**
- Volunteer Burnout – **5dots**
- Aging Membership of Club --- **3dots**

Be aware of Council plans for space/what happens if they take our space - **2dots**

Ice Maker departure (current) ---**1dot**

Executive Turnover (is a risk) city relationships ---**2dots**

Increasing Membership fees --- **2dots**

Losing our Icemaker –**1dot**

Volunteer burnout especially the executive ---**1dot**

Aging Curlers ---**1dot**

Succession Planning ---**9dots**

Executive transfer of knowledge

More communication for more people to know how things are run

Only 1 Icemaker – **7dots**

What is he can't work

If we want to expand rentals, practices, leagues, we need more icemaker time