



**BC Athletics Board of Directors Meeting, November 21, 2020
Director Events and Promotions Report**

Jordan Myers, Director

In regards to other items to report on with 'events & promotions' I have nothing else to report, but I would love an opportunity for an intro of a casual discussion to be had with board members, not for the meeting, (thinking between the weeks between our Nov & Jan mtg) regarding the inventory events/ promotions that have been offered the last 3-4 years for the membership

I would like to continue the discussion at our Jan mtg

- What events / activities & promotions are the Board generally aware of from 2017-2020 that BC Athletics organizes for the membership?
 - What members/ clubs benefitted from specific activities?
 - What events/ promotions are supporting our strategic objectives?
 - What are other PSO's doing?
- What are some strategic ways that can help us evaluate the goals, efficacy, and value of events/ promotions/ sponsorships to members?
 - What are potential metrics/ tools to measuring member awareness of past events & promotions/ sponsorships to help inform strategic goals?