

# Visioning Team Meeting

Friday, March 22, 2013 • 6:39 PM • DYM Building Conference Room

*Present: Larry DeHaan, Tim Deemter, Tony Broersma, Mark Brookhouse, John Kaashoek, Bob Kuipers, Paul Scharringa, Mark Stob, Jim Hoekstra, Alex Snider, Jeff Backhuyzen, and Dick Broene*

*Absent with Notice: Trent Elders*

## **I. Opening and Preliminaries**

- A. Larry DeHaan asked us each to take a turn in prayer and we did.
- B. All the team members introduced themselves.
- C. M-S-P to approve the minutes of the January 24, 2013 meeting.

## **II. Old Business**

- A. Survey questions
  1. Chairman Jim read through the survey questions.
  2. A few items were changed. M-S-P to accept the survey with the changes made tonight. Those revisions are included with these minutes and are to be considered a part of these minutes.
  3. Our intent is to take the following steps.
    - a. Send the survey to council presidents for their input, advising them that their individual responses will be anonymous, but will be shared with all councils. Request return by April 30.
    - b. Send results of the survey, once in and tabulated, to council presidents to share with their boards.
- B. Website critique — What have we seen?
  1. John Kaashoek
    - a. The website has a very listy nature. One list is so long that it goes off the bottom of his screen.
    - b. More current websites have more pictures.
    - c. Would like one click to go to a “program” page, for example, and there find information with lots of pictures.
  2. Bob Kuipers
    - a. Is our website directed toward the counselor? Parent? Cadet?
    - b. Is this something we want people to come to every day?
  3. Jeff Bakhuyzen
    - a. You might tailor a page according to who is going to look at it.
    - b. Is our website really friendly as a mobile version? Useful on iPhones etc.?
    - c. Can a “Cadet Corner” page be tailored toward Cadets? More interactive, less text.

4. Tim Deemter
    - a. What are we trying to accomplish with the website? Right now, it seems like a repository of information. There's a lot of stuff, but it's unfocused.
    - b. Some is out of date. We still have, for example, registrations for the 2012 fishing tournament.
  5. Mark Broekhouse
    - a. There's still old information up there, like the 2011 camporee registration page.
- C. Web Proposal from Agathon
1. Tim Deemter
    - a. As they do the development, ask them to track the time they spend on each area of the project. About 75% of software development exceeds budget.
    - b. Agathon's hour estimates sound quite reasonable.
  2. M-S-P to recommend to the executive committee that they approve what's in Agathon's proposal #3, while seeking a detailed and definitive statement of work: clarifying exactly what's it's going to look like and what it's going to include.

### III. New Business

- A. Structure, discipline, and militarism
  1. The general consensus of the group is that structure and discipline are necessary. Is ours the best? We need to differentiate between structure at the Corps level and at the club level.
  2. We need to keep showing our members: This is why we do what we do. And this is why it's good.

### IV. For Next Meeting

- A. Are we going to look into the structure, discipline, and militarism more deeply? If so, how?
  1. John suggested that we split it into two separate things: One is structure and the other is perception. Both could deal with discipline and militarism.
  2. Tim: It seems like a lot of what this comes down to is marketing. We know we have a great product. The question is, how do we get the word out?
  3. Jeff: How can we get boys to choose Cadets before they choose sports?
    - a. Larry: I really feel that boils down to the parents. Parents need to tell their kids: "You're going to Cadets."

### V. Miscellaneous

- A. Dick distributed suggestions for new merit badges that a Tillsonburg Cadet sent us.
- B. Dick offered ETC books for sale.

### VI. Adjournment

- A. Next meeting date: Thursday, May 30, 2013 at 6:30 PM in the DYM conference room.
- B. Tim Deemter closed the meeting in prayer.
- C. M-S-P to adjourn