

WHITBY FIGURE SKATING CLUB

MINUTES OF ANNUAL GENERAL MEETING

APRIL 11 2016

Present: Cheryl D'Andrade, Michelle Beatty, Deborah Taylor, Catherine Hill, Karen Hind, Shelagh Jones, Marina Headrick, Wendy Fee, Shannon Hunt, Ryan Gibbons, Tina Henry, Christine Abbasakoor- Proxies per scanned documents.

Cheryl D'Andrade called the meeting to Order.

NOTICE OF MEETING

Catherine Hill reports to the meeting that Notice was provided to the membership by way of the newsletter. Also, notice was posted on the Club bulletin board, website and was advertised in Whitby This Week, and at Iroquois Sports Complex.

Christine reports that 969 eligible voters and or proxy votes are present and that 97 votes are required to legally constitute the meeting.

LEGALLY CONSTITUTED

Cheryl advises members that in accordance with By-law 23, the 143 eligible votes which exceeds the required 10% for quorum. Sharon declares the meeting legally constituted.

AGENDA

Shannon Hunt reviews the items on the Agenda.

Motion: Shannon motions and Gary Cleghorn seconds that the Agenda be approved.....Carried.

The minutes of the 2015 AGM were posted on our website for viewing

The minutes from the 2015 Whitby FSC AGM were posted on the club website prior to the meeting and remain posted on the site for members to review.

Motion: Wendy motions and Lisa Somers seconds that the Agenda be approved.....Carried.

PRESIDENT - PAST PRESIDENT & SECRETARY REPORTS

BOARD REPORTS

President - Cheryl D'Andrade

- Attended EOS AGM at the end of April
- We were awarded EOSIC – leaving the Ice Show to be discussed for 2017.
- Attended Skate Canada AGM at the end of May
- Incorporating Uplifter Registration System into the WFSC were highlights of these events
- Spent most of June and some of July getting Uplifter up and running with Wendy and Michelle
- WFSC Board hired an outside bookkeeper to manage the Treasurer position
- Planned WFSC Fall/Winter Programming
- Contracted and met with coaches for the 2015-16 season with Michelle
- Applied for all Skate Canada insurance and requirements as set out
- Attended our area AGM at the Orono Arena
- Assisted with the Skate Exchange
- Continually answer questions as they come in for the membership.
- Attended WSST Ice Show
- Throughout the year tried to be at as many test days as possible
- Answer and work with the Town as required for ice increases changes etc.
- Took on the role of Competition Chair for EOSIC, I was the liason between EOS and the Club.
- Helped as needed with roles for EOSIC
- Booked and paid for over \$1000.00 in ice for practise time for skaters including simulation & on ice prior to EOSIC.
- 16 Skaters qualified for the Ontario STARSkate Championships..... A huge number for the WFSC
- Practise Ice was booked for these skaters to train over the March Break.
- Over all we had 20 skaters medal at the event!
- Thank you to all parents, skaters and volunteers to make this event a success
- All final numbers prepared for EOS and sent off, we are waiting to the singed off balance sheet

- Rec Week started the week after EOSIC, Sheryl Snowden did a fabulous job in planning this. Parents were educated and skaters were able to demonstrate then receive a medal for their efforts. These skaters are our future and we do need to invest in them as well.
- Participated in phone conversation with Skate Canada – Re: CANSkate Programming
- Planned and priced Spring, Bonus with the board
- Set up programs for Spring Registration
- Met with Auditor
- Summer ice booked with the town

Over all, I would like to thank my board members as they were the key to making this year a success. It is with open minds they attended and gave feedback when necessary. We all do not agree at times, but also understand that we are there for the better of the club and its skaters. This group of ladies and Ryan... represent a team and team effort is how we worked all year! To be honest it didn't matter the title beside a members name... everyone was there to support and help when needed.

I would also like to acknowledge our many parents and skaters that continue to support the club. Having the support and understanding from our members is what makes our club successful and now known as one of the tops in the section. It's just not an Ottawa section anymore, WFSC is growing and gaining strength in all areas. We will continue to try and change with the coming year ahead to make it as good as the previous!

Our goal for 2016-17 is to continue to grow and invest in our skaters at all levels.

Secretary/Tech Rep - Wendy Fee

- Created Facebook page for club; began posting items on Facebook & Twitter
- Created new e-mail addresses for club to appear more professional and streamline process
- Worked with Uplifter and Coolcom to install Uplifter - savings for club
- Created website using templates from Uplifter that best suited our club; customized site to reflect our club/colours etc.; updated all content to reflect upcoming season
- Maintained site throughout the season adding posts to the newsfeed, uploading schedules, photos, documents, and content
- Sent out club e-mails using MailChimp
- Skate Exchange - organized and created spreadsheets for event, helped to sort/ arrange clothing, developed current tag system and uploaded documents online; hosted event with Marina and helped close it down
- Reviewed incoming e-mail to club and forwarded as appropriate; answered inquiries regarding sessions, coaches, and general questions about the club

- Recorded minutes from monthly meetings
- Stuffed Christmas goodie bags
- EOSIC - volunteer coordinator, implemented online sign-up form; took photos of our skaters and posted them to Facebook throughout the weekend; helped to stuff goody bags, helped with set-up and take-down; spent full weekend at the arena helping to ensure all positions covered off, and that volunteer sheets were signed with students - Great assistance by Diane Walker
- Helped with March test day

Motion: Wendy motions and Susan Green seconds to accept the President's report and Secretary's report as information.....Carried.

TREASURER REPORT

Cheryl & Michelle acknowledge changes to the club with bookkeeper and Uplifter to give report and talk about audit meeting

Motion: Michelle motions and Duncan Green seconds that the Treasurer's report be accepted as presented and that the Financial Statements for the fiscal year ending April 30, 2014 be approved.....Carried.

OTHER REPORTS

1st Vice President's Report - Michelle Beatty

- The main responsibilities of the 1st Vice President of WFSC are to act as the liaison between the coaches and the board, and the hiring of coaches.
- In the 2015/16 season, the WFSC started the season by hiring 20 Skate Canada trained coaches to cover all of the recreational programs, and Star Skate and competitive programs that required group coaching.
- Coach Stephanie Jennings went on Maternity leave in December. All shifts were covered by existing coaches
- During busy times when a number of coaches travel to competitions, our skater, and certified coach, Duncan Green has filled in.
- During the 2015/16 season a coaches meeting was held in September, this is a time when the President and Vice President meet with the coaches to answer any questions or concerns before the upcoming season.

- The coaches' representative, a position elected by the coach's body for the 2015/16 season was Ryan Gibbons. This will be re-elected in Sept. 2016. This is Ryan's second term.
- I participated in the scheduling process and assisted with registration when required. This included learning to use and administer our new registration system, Skate Canada sponsored system Uplifter.
- Assisted the summer program as I was at the arena frequently. Assisted in the hiring and contracts of our off ice summer instructors.
- Processed member payments, and prepared deposits for the bank along with the President
- Met with the accountant to review the audit.
- Worked with the president and bookkeeper to ensure proper record keeping in preparation for our annual audit.
- Volunteered when required for WFSC events – Skate exchange etc.
- Attended WFSC "send off" for and EOSIC
- As 1st Vice President I also assisted with the 2016 EOSIC attending meetings and took on the Data Room liaison. This position allowed me to filling on many positions as needed throughout the competition weekend. Worked with the team from EOS.
- Assisted the WFSC President when required as well as any other board member that required my help throughout the season.
- Assisted parents with questions.
- Attended EOS AGM
- Attended Skate Canada's AGM
- Attended information sessions regarding Skate Canada's Marketing plan, Test stream changes, Competitions changes, conflict resolutions

2nd Vice-President - Karen Hind

This year we hired 6 Adminiskaters: Amelia Robert, Alexandra Hamilton, Grace Baric, Jessica Cleghorn, Julia Ackroyd, and Mackenzie Hind. Our back-up Adminiskater was Brittney Barclay.

One hundred (100) Starskaters were eligible to pa this year in September. Seven (7) members opted out of PAing, and two (2) members withdrew from the skating during the fall/winter season.

Approximately 98% Of the PA'S completed their required hours during the fall/winter season. The remaining 2% have been asked and assigned the remainder of their required hours during the spring session.

Thank-you to all the enthusiastic PAs who volunteered to complete extra hours this year ensuring that all sessions had the required number of Program Assistants.

Thank-you to all the energetic and responsible PAs that amateur coached this year. Our learn to skate programs have once again enjoyed success this year with your

assistance. A special thank you to the parents who ensured the Pas arrived for their scheduled sessions.

The following were awarded Junior and Senior Program Assistant of the Month this season:

September – Katherine Morand and Gracie Cook

October – Ella Headrick and Megan Alvi

November – Gabriella Bell and Isabella Stewart-Steffler

December – Anne Johnston and Daraugh Golding

January – Emma Morra and Kaylani Gatchalian

February – Mackenzie Williamson and Cydell Luis

Duties performed during the 2015/2016 Fall /Winter season included:

- Interview candidates for Adminiskater positions
- Organize and host pa clinic in September
- Monthly scheduling and organizing PA's and Adminiskaters
- Helped on test day in November and January
- EOSIC worked all days of the event

Membership - Christine Abbasakoor

- We have 969 members, 25 associate members 162 StarSkaters (including 12 competitive skaters)
- credit card option will be available for summer - new this year
- StarSkate registration will be the same as last year (pick your days) but we can add the amount through Uplifter, so you can pay by credit card
- Canskate/recreation programs will be available in Uplifter - members can pay by credit card online

Test Chair - Debbie Taylor

During the 2015-2016 season, we ran 5 STARSkate, Low and High test days. 529 tests were tried, with an overall pass rate of 69%, compared to 70% in 2014-2015 when 568 tests were tried. Our pass rate was 75% for both 2013–2014 and 2012–2013. We also held 3 Diamond Dance test days in the 2015-2016 season. 39 tests were tried, with a pass rate of 41%. In 2014-2015, 35 tests were tried, with a pass rate of 43%. In season 2013-2014, 34 tests were tried, with a pass rate of 26%.

We also continued our participation in the Concept testing, a pilot implemented by Skate Canada. During the 2015-2016 season, we ran 5 pilot test days with a total of 299 STAR 1 to 5 tests, with an overall pass rate of 99%. In 2014-2015, the pass rate was 99% and in 2013-2014, the pass rate was 100%.

We had 9 skaters complete 12 gold tests. We also have 2 Diamond awards. Presentations will be at the end of the meeting.

For Dance: Alexandra Hamilton
 Alyssa Sanders
 Shelby Heringer

Courtney Johnston

For Skills: Hayley Groen
Lindsey Clapham
Kaitlyn Jones
Shelby Heringer

For Free Skate: Emily Wilson
Courtney Johnston
Jessica Cleghorn

For Interpretive: Jessica Cleghorn

Diamonds: Grace Baric
Ryan Gibbons

Public Relations Chair - Catherine Hill

Overall, the Club had a successful publicity campaign utilizing main stream advertising, regular bulletin board updates, Facebook postings and media coverage. This resulted in a heightened awareness of the Club's events, accomplishments and program offerings. The club spent approximately \$4,000 on publicity which was consistent with the amount spent last year.

Advertising

I ran a traditional print advertising campaign primarily taking out ads in the Oshawa/Whitby This Week during program starts and events. I also took out an ad with the Whitby Curling Club, located on Brock Street that utilized their outdoor scrolling sign to advertise our Fall/Winter program. The ad ran for four weeks last year from mid-August until mid-September.

Bulletin Boards & Trophy Case

The Club's bulletin boards and trophy case were in full motion. I worked in collaboration with other volunteers to maintain and refresh these on a regular basis. I took photos of skaters for Club events including Sectional, EOSIC and Championship sendoffs. These pictures were added to the bulletin boards and Facebook.

Coverage

I was thrilled with the amount of coverage that the EOSIC competition received from the media. The timing of my editorial to the newspaper coincided well with the opening; generating community awareness of the competition. The editorial even made the front page of the Sport section of Oshawa/Whitby This Week; a first for me and a marketing win for the club. Coverage of the Oshawa/Whitby This Week involved extensive follow-up with a sports editor and photographer. During the event, I had the press take pictures

of our skaters which were also published in the Durham papers. After the event, an article on the competition and the list of skaters representing the club at the Ontario Championships was published in the Oshawa/Whitby This Week newspaper in March.

Conclusion

Overall, the publicity campaign was targeted during the essential weeks leading up to and during our Club's program starts and events. I'm pleased with our bulletin boards, our advertising efforts, and especially the media coverage of the EOSIC competition.

This is my third year as publicity chair. I consider it to be a privilege and thank you for the opportunity.

Session Chair - Shannon Hunt

As session chair I worked with Ryan Gibbons to prepare a Music Players Schedule . Music was played this past winter by skaters and some parents. The music players were reimbursed for their time at a rate of \$10/session. Any skaters interested in playing music may contact me or Ryan.

In addition to looking after the music players schedule I was involved with the EOSIC Competition as the head ice captain. My duties included developing a schedule for the ice captains and providing on site ice captain support for the duration of the competition weekend.

Ways & Means - Marina Headrick

May 2015:

- Decided to have a silent auction in the Fall.
- I started contacting business for gift cards and corporations for item donations.

June:

- Made contact with The Moving Depot to go over the WFSC Spirit wear for 2015/2016
- Booked the Figure Skating Boutique for the Fall
- Contacted the photographer to set up the fall photo session
- Reached out to Elmira Chicken to get the order forms for the Fall fundraiser

July:

- Busy with trying to get items for the Silent Auction. This involved going to Toronto for a few pickups. I also picked items up in Bowmanville, Whitby and Brooklin.

August:

- Set up the new Fundraising Board.

September:

- This was a busy month for many of us. A new season of skating was about to begin!!
- Wendy and I organized the clothing and skates for the skate exchange.

- I sold spirit wear from your Moving Depot for two weekends.
- Contacted Vandermeer Nursery with regards to Christmas fundraising
- Held a very successful Silent Auction. We raised \$1500 for the WFSC.

October:

- Picked up the clothing order and delivered it to the Club
- Ran the Elmira Chicken Fundraiser which involved picking up forms, sorting money, and emailing back and forth with the company.

November:

- With help from Wendy we unpacked and sorted chicken off the truck, ready for pick up.
- The Figure Skating Boutique was at the rink
- Sold the WFSC Spirit Wear for Christmas
- Helped out with photo day
- Started the Vandermeer Nursery Fundraiser
- I was the Fundraising and Sponsorship person for EOSIC 2016. I started gathering advertising for the program, contacted many, many companies for donations and gifts in kind.

December:

- Picked up vouchers from Vandermeer Nursery, sorted and had them ready for pick up.
- Had the Figure Skating Boutique in for Christmas sales
- Meet with Boston Pizza to firm up their donation and sponsorship for EOSIC 2016

January 2016:

- We were all busy with EOSIC preparations.
- The program advertising was proofed, finalized and sent off to Skate Canada EO. The goal for advertising was exceeded by \$400.
- With help from Cheryl we finalized the Boston Pizza food donation and also had a Character on site for the event
- Created the donation sheets for food and supplies
- I helped organize the menu and food for volunteers

February:

- Set up the Coaches Board
- Cheryl and I picked up food for the event at several locations
- I picked up donated food and coupons from local business like Baton Rouge, Menchies and The Cupcake Junkie.
- We all worked to get just over 500 loot bags ready
- I organized the pickup schedule for food during EOSIC and we all made many trips to Tim Hortons, Superstore and other locations during the three day event.
- Helped with set up and take down during EOSIC as well as spend most of the weekend at the rink.

It was a very successful Event and the Board pulled together as a Team to make that happen!!

Next Year our main fundraisers will be:

Skate Exchange, Moving Depot Spirit Wear, Silent Auction, Elmira Chicken, Vandermeer

The above were very successful and we will be doing something very similar for 2016/2017.

Coaches Rep - Ryan Gibbons

This season seems to have run smoothly from a coaching stand point. I have acted as a liaison between the coaches and the WFSC board of directors. I am able to offer the board a lot of club history and perspective from other clubs that I work at. I help with session music player recruiting and help with scheduling. I act as a liaison between the club and the McKinney arena staff and other town staff. This season I was part of the EOSIC committee. My position as town liaison consisted of coordinating delivery set up and disassembly of stands pylons and other equipment. During the event I looked after keeping the facility staff informed of anything that required attention.

Synchro Chair - Tina Henry

Ice Fyre - Whitby Synchronized Skating Teams

- 2015/2016 - Grew from 4 - 6 teams.
- 5 of six teams competed in Regionals with several teams medaling
- Intermediate Team competed in Nationals in March
- Adult I and Adult II compete in Nationals later this month
- Tryouts for our 2016/2017 are taking place now
- 7 week Synchronized Skills course offered starting this Sunday

Motion: Karen motions and Joanne Hamilton seconds that the Chair reports be accepted as information.....Carried.

CONFIRMATION OF ACTS OF THE BOARD

Cheryl advises the meeting that the members are required to formally confirm all acts of the Directors of the Club.

Motion: Wendy motions and Duncan Green seconds that all contracts, proceedings, by-laws, appointments, elections, payments enacted, made, done or taken by the WFSC since the date of the last Annual General Meeting of Members of the Club held April 11, 2014, including those set out or referred to in the Minutes of Meeting of the Board of Directors of the Club be and the same are hereby approved, ratified and confirmed.....Carried.

ELECTIONS OF BOARD OF DIRECTORS

Michelle reads out the acclaimed positions:

AGM Minutes 2016

President Cheryl D'Andrade

The slate of executive nominations for the 2015-2016 season are as follows:

1 st Vice President	Michelle Beatty
2 nd Vice President	Karen Hind
Treasurer	Marina Headrick
Secretary	Wendy Fee
Membership	Christine Abbasakoor
Test	Deborah Taylor
Publicity	Catherine Hill
Session	Shannon Hunt
Synchro	Tina Henry
Ways & Means	Marina Headrick

Coaches Rep is currently Ryan Gibbons. Coaches Rep will be voted on by the 2016/2017 WFSC coaches at the first coaches meeting of the 2016/2017 fall/winter season.

Motion: Michelle motions and Emma Green seconds that the list of nominees as presented be elected to the Board of Directors of the WFSC.....Carried.

APPOINTMENT OF AUDITORS

Motion: Debbie Taylor motions and Susan Green seconds that Douglas R. Freeman, B.A., C.A., be appointed as auditor of the WFSC for the fiscal year ending April 30, 2016.....Carried.

NEW BUSINESS

Floor was open for new business – None brought forward

MEETING ADJOURNED

Motion: Catherine motions and Diane Walker seconds that the meeting be adjourned.....Carried