



# Springwater Sports Heritage 2018 Annual Report



# 2018 Annual Report

## Springwater Sports Heritage

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### Chairperson's Comments

As Springwater Sports Heritage (SSH) wraps up 2018 the Board can without a doubt recognize the valuable benefit of six years of introspective experience to help formulate its short and longer term directions. From this position, this fifth (2014-2018) Annual Report summarizes 2018 SSH activity and offers a self-assured vision into 2019 and beyond.

The major centre of attention during 2018 was the third SSH Hall of Fame Induction. These biennial Induction Ceremonies address one of the primary purposes of SSH. Recognizing and promoting the outstanding achievements of Springwater's Athletes, Builders and Teams is a core SSH inspiration and a great source of pride. The 2018 Induction Committee has identified its areas of success and is working on the elements that can be tweaked. The hindsight of three successful Inductions will allow the 2020 Induction to be fine-tuned and maintain its significance and prominence within the sporting community.

Each of the Standing and Ad Hoc Committees contributed to the growth and development of SSH throughout the year. Now that the Board has established SSH's underpinnings and infrastructure the Committees are transitioning along the road to their individual sector of strategic responsibilities. This purposeful commitment will support the desired scope, progression and evolution to enable SSH to be current and relevant.

Once again, with great appreciation, I would like to thank all individuals, groups and patrons for their guidance and support. It cannot be overstated how valuable and valued you are. SSH's strong suit is your ideas, commitment, actions and collective purpose. I share with you my respect and gratitude.



### **Cover Page**

As 2018 was a Biennial Induction Year, the 2018 Annual Report cover page reflects SSH's enthusiasm of the 2018 Inductees and its admiration and devotion to the Alumni and Hall of Fame. The Inductee/Alumni Pin is featured with SSH's logo to highlight equally the 2018 Biennial Induction and the prominence allotted the Alumni.

### **2018 Annual Report**

The 2018 Annual Report is the fifth annual report of SSH. Consistent with preceding reports, this one will point to the decisions, directions and resulting activity undertaken throughout the year. Importantly, it too will comment on SSH future directions, pursuit and associated issues.

### **Organizational Propensities**

The following paragraph, from the SSH 2017 Annual Report, summarizes SSH's primary organizational emphasis for 2018.

*"The current core organizational propensity of SSH is singularly narrow although extremely broad in scope. For the past two years SSH has been emphasising the intensification of Standing and Ad Hoc Committee development and membership augmentation. SSH's Governance Infrastructure, with minor tweaking, is in a position to enable and support the necessary and desired growth for all Committees."*

Organizationally, throughout 2018, it was the SSH Board's anticipated intention to instil and bring into being the initiatives and ingenuity of the Standing and Ad Hoc Committees (SAHC). To the extent that this objective and methodology was successful will be addressed where relevant throughout the 2018 Annual Report.

The Board's course of action for 2019 will be to ensure the organizational preferences are examined and amended as appropriate. Once this is established and approved the desired activities must be identified and commence. SAHC will provide timely communications to the Board to keep them informed and aware of the progress. This will allow SAHC and the Board to make well-timed and suitable adjustments.

### **Township of Springwater**

SSH officially formed an agreement with the Township of Springwater on May 16, 2014 with the collaborative signing of a “Terms of Reference” document. Operationally, SSH became a Township of Springwater “Board of Council”. This has proven to be a very supportive and beneficial agreement. SSH very much appreciates the tremendous support and outstanding and personable relationship with the Township of Springwater staff.

As SSH grows, the “Terms of Reference” will likely require a review and be amended where appropriate. Given the very amiable relationship between the Township and SSH, this should be a straightforward and productive exercise. At the appropriate time, this consideration will be brought forward and acted upon to ensure a successful continuation of the positive and mutual beneficial relationship.

### **Board**

Two Board Meetings were held in 2018 (April 30, October 18). The main focus of the Board in 2018 was to be available to review and approve issues brought forward by the very active Induction Committee and the remaining SAHC.

There was an incomplete roster of Directors and Committee Chairpersons throughout the year. This deficiency weakened the effectiveness of the Board and SSH. These shortcomings and the need for SAHC Chairperson Leadership require it to be addressed more aggressively by the Board in 2019.

During the year Trish Campbell served as the Vice Chairperson in a limited role until she completed an unrelated SSH responsibility. Faye Stone continued to serve, in her usual outstanding capacity, as the recording secretary for the Board and the SSH Committees.

### **Standing and Ad Hoc Committees**

The ongoing shift from the concentration on the formation of the Board’s Infrastructure to SAHC and Chairperson Development remained a 2018 anticipated objective. As underscored previously in [“Organizational](#)

[Propensities](#)”, this augmentation is a key undertaking towards achieving SSH’s chosen organizational structure.

The year-end results, of this desired progression, reflect an improvement yet to be achieved and will be re-examined in 2019. To move forward responsibly SSH must expand its capabilities to meet the preferred growth and the inevitable change that occurs with the passage of time.

All SAHC achievements reflect on and support each other. The SAHC embody the whole of SSH and what it will become. Independently and cooperatively they’ll achieve the stated purposes of SSH.

The SAHC short term objectives were not formalized during 2018. Activity took place but not as a result of established and approved predetermined short term objectives. To provide effective and efficient activity related to the established SSH’s aspirations, SAHC short term objects will be developed and documented for 2019.

The following is a yearend summary of each SAHC state of affairs.

### **Active Elite Ad Hoc Committee**

- Responsible for collecting, creating and maintaining the Active Elite website content
- Members
  - Linda Collins (Chairperson)
  - Brenda Quinlan (Web Inputting)
- Identified and increased the total number of Active Elite to twelve (10 Athletes, 2 Builders)
- Built and maintained a digital Active Elite Contact List
- Shared updated Contact Lists with the SSH Board
- 2019
  - Determine if Committee should become a Standing Committee
  - Expand Committee membership
  - Continue to identify new Active Elite Members
  - Maintain and share Active Elite Contact List
  - Modify and update Active Elite Members files
  - Resolve how and where to maintain a website presence following their retirement

### **Facilities Standing Committee**

- Responsible for displays, awards, artifacts and memorabilia
- Members
  - All positions vacant during 2018
- SSH requested to be part of the Springwater Township “New Community Hub”
- Numerous other potential and pending projects outstanding
- 2019
  - Post 2018 note: Rob Campbell has agreed to join the SSH Board as a Director and the Facilities Chairperson
  - Prepare SSH design(s) plan for the Springwater Township “New Community Hub”
  - Expand Committee membership
  - Document pending projects and undertake appropriate activity as time and budget(s) permit

### **Financial Standing Committee**

- Responsible for financial related administration, strategies, risks and assets
- Members
  - Lou Belcourt (Chairperson)
  - Denise Ritchie-McLean (Accounts Payable)
- Supported extensive 2018 Induction financial activity
- Provided accurate, detailed and timely required financial reports
- Prepared the
  - 2018 Year-end Financial Statement
  - 2019 SSH Budget
- 2019
  - Explore and expand sponsorship opportunities
  - Investigate and implement legacy opportunities
  - Provide timely SSH financial reports
  - Support financially related activities and requirements related to the Springwater Township “New Community Hub”
  - Monitor and protect financial activity
  - Investigate and report online payment options

- Expand Committee membership
- Reconstitute Patronage Committee
- Prepare 2020 budget

### **Induction Standing Committee**

- Responsible for Biennial Inductions, Nomination Material and Publicizing, Inductee Selection and Induction Ceremony
- Members
  - Darrin Robertson (Chairperson)
  - Lou Belcourt, Trish Campbell, Linda Collins, Jennifer Coughlin, Barb Fralick, Mike Patchell, Brenda Quinlan, Denise Ritchie-McLean, Larry Simpson, Faye Stone, Mike Townes, Deb White
  - It's important to note that several volunteers assisted with the actual Ceremony
- A new objective nomination and selection process was successfully established and instituted
- Third biennial Induction successfully completed and evaluated
- 2019
  - Complete 2018 Induction evaluation improvements
  - Prepare and promote nomination guidelines and supporting material for the 2020 Induction
  - Explore online nomination submissions for the 2020 Induction
  - Publish nomination material by September 2019

### **Promotion Standing Committee**

- Responsible for communications, promotional strategies, media contacts and applicable liaisons
- Members
  - Deb White (Chairperson)
- Provided communications support where requested
- Purged and updated media contacts file
- 2019
  - Expand Committee membership
  - Expand social media pursuit
  - Develop and embark on promotional and branding strategies
  - Meet with Springwater Sport Associations

### **Sports Heritage Standing Committee**

- Responsible for ascertaining, acquiring, compiling, conveying and elevating sports heritage
- Members
  - Trish Campbell (Chairperson)
  - Lou Belcourt, Linda Collins, Jennifer Coughlin, Barb Fralick, Mike Patchell, Brenda Quinlan, Denise Ritchie-McLean, Larry Simpson, Faye Stone, Mike Stone, Mike Townes, Deb White, Rachel Yawny
- Displayed at Minesing Minifest
- Commencing assembly of Corby Adams keepsakes for website
- 2019
  - Reconvene Committee
  - Seek out and increase website heritage content
  - Expand Committee membership
  - Continue with current projects

### **Technology Ad Hoc Committee**

- Responsible for website and digital display design, development, storage, maintenance and any ancillary digital related support
- Members
  - Larry Simpson (Chairperson)
  - Brenda Stanley, Faye Stone, Township resource
- Adapting website to include use of “Filters”
- Modifying website to accommodate extensive and wide-ranging media keepsake acquisitions
- Added “Bulletin Board” to website Home Page
- Supported and Promoted 2018 Induction
- Maintained website “News”
- 2019
  - Complete “Filter” project
  - Support
    - Facilities Committee “New Community Hub” project
    - Wide-ranging media keepsake acquisitions
  - Evaluate and modify website “Galleries”

### **2018 Financial Report**

As with previous Induction Years, there was a heightened level of financial transactions. With the support of the Financial Committee and the Township Finance Department, the added activity was handled very efficiently. Ticket acquisition was monitored closely to ensure that an adequate number were available for the Sponsors, Alumni and the Inductees with their supporters. Coordination of ticket allocation and payment was handled extremely well thanks to the support of the Township staff.

Some budgeted projects were not undertaken and this allowed the reserves to increase. See [APPENDIX A](#) for the 2018 Financial Statement.

### **Patrons**

It's very important to share SSH appreciation and recognition of all its patrons. SSH could not be what it is without the financial and in-kind support we have received. A section of the website is dedicated to our [Patrons](#).

Of note in 2018 was the following:

- [Induction Sponsors](#) (return of all five for third Induction)
  - [Currie Truck Centre](#)
  - [Diamond Head Sprinklers](#)
  - [Powell Jones LLP](#)
  - [Sexton's](#)
  - [Will Marshall Insurance](#)
- [Heart of Business](#) (Brenda Stanley countless hours and guidance)
- [Elmvale Maple Syrup Festival](#) (fifth year of donations)
- [Springwater News](#) (promotion/support of Induction)
- Private Donor (anonymous & unsolicited donation)
- Numerous treasured volunteers

SSH encourages readers to support our patrons. They support the community that we care about.

### **2019 Budget**

In the 2019 budget the revenue reflects the opportunity to incorporate additional sponsors on the arena kiosk. Additionally, it is anticipated

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during 2019 the Finance Committee will pursue supplementary sponsorship revenue and have, where appropriate, new projects sponsored directly by benefactors.

Under expenditures extra financial support has been assigned to facilities and the web/kiosk accounts. This will provide the opportunity to address exploration, development, expansion and advancement in these areas. Also correspondingly money has been allocated to committees to promote SSH and their 2019 committee pursuits.

The following 2019 Budget shows a deficit of \$9,300 which will be funded from the SSH reserve account. This shortage is significant relative to previous years but one that supports the desired growth and direction of SSH's missions. The meaningful projected 2019 year end reserves will continue to provide future financial confidence for the SSH Board.

2019 BUDGET										
SPRINGWATER SPORTS HERITAGE										
		Board	Active Elite	Facilities	Finance	Heritage	Induction	Promotion	Web/Kiosk	TOTALS
<b>Revenue</b>										
	TV/Kiosk Ads				2,000					2,000
	Patrons				1,000					1,000
<b>Total Revenue</b>		0	0	0	3,000	0	0	0	0	3,000
<b>Expense</b>										
	Displays			5,000						5,000
	Web/Kiosk						500		5,000	5,500
	Printing	100						500		600
	Video					300		400		700
	Sundry	500								500
<b>Total Expense</b>		600	0	5,000	0	300	500	900	5,000	12,300
<b>2018 Net</b>		-600	0	-5,000	3,000	-300	-500	-900	-5,000	-9,300
							2018 Reserve Balance		22,981	
							2019 Budget		-9,300	
							2019 Projected Reserve Balance		<u>13,681</u>	

### Hall of Fame Alumni

During the 2016 Induction SSH officially launched the "Hall of Fame Alumni". This was introduced and highlighted through the establishment of an official SSH Hall of Fame Inductee Alumni Pin. The new symbol of recognition was formally presented to the 2016 Inductees during the Induction Ceremony and later distributed to the 2014 Inductees that were unable to attend.

This explicit and graphic authentication has proven to be well received and is becoming a symbol of distinction, honour and admiration by the Alumni Members and within the community. Since its introduction in 2016 various anecdotally and quantifiable occasions have occurred to demonstrate the respect and merit this identification has achieved.

Although various occasions exist where the Alumni are individually recognized and celebrated, the biennial Induction Ceremony is seen to be the primary occasion where they can collectively convene, converse, network and be honoured. Continuing to build upon this sought after path, Alumni Members were enthusiastically encouraged to attend and play a part in the 2018 Induction. SSH is very pleased to report a positive and satisfying Alumni attendance response and degree of participation. From this enlightening experience SSH will reflect with the Alumni and move towards refining and growing their involvement in future Inductions.

### **In Memory**

SSH is very saddened to report that five outstanding members of the Hall of fame passed away during 2018. In the "[In Memory](#)" section of the SSH website we continue to honour those that have added to our Sports Community. The following is a brief summary of each Inductee and their achievements. Please visit the website for more details.

#### **Bill Crawford** [Passed January 2018](#)

- 2016 Inductee, 1958-59 Elmvale Juvenile Team

#### **Dennis Turner** [Passed February 2018](#)

- Three time Inductee
- 2014 Inductee, 1977 Elmvale Merchants Fastball Team
- 2016 Inductee, 1955/56 Elmvale Juvenile OMHA Team
- 2016 Inductee, 1964 Elmvale Fastball Team

#### **Garry Turner** [Passed May 2018](#)

- Two time Inductee
- 2014 Inductee, 1964-65 Alex Currie Pontiac Juvenile Team
- 2014 Inductee, 1977 Elmvale Merchants Fastball Team

**Ron Frankcom** [Passed July 2018](#)

- 2016 Inductee, 1955/56 Elmvale Juvenile OMHA Team

**Grant Ritchie** [Passed November 2018](#)

- 2016 Inductee, 1955/56 Elmvale Juvenile OMHA Team

SSH is pleased to continue to honour those that have meaningfully and notably added to our Sporting Heritage. Their endeavours and wise foresight benefits us today. Without their contributions, we would not have the unique infrastructure to support the community in so many positive and constructive ways.

All thirteen members, who have passed away since the commencement of the Hall of Fame Induction in 2014, were visually recognized and honored during the 2018 Ceremony. Their photo and details were displayed on the three large screens during a quiet period of reflection.

### Succession Plan

It's understood that succession planning is a necessary and meaningful task that helps ensure the success of any organization. With SSH, given the actual potential of replacing three Directors each year, succession planning and implementation remains an ongoing pursuit.

As SSH evolves and its requirements change, there will exist an opportunity to adjust the experience and expertise the Directors bring to the Board. The current goal, when replenishing Board Directors, is to identify SSH needs and bring aboard meritorious leaders that will provide committee leadership, development and the evolution desired. It remains the practice that thoughtful consideration will be given to the need for gender balance and representation throughout the Township.

As of publishing the "Three Year Succession Plan" is as follows:

2019 Three Year Succession Plan		
2019, 2020, 2021	2019, 2020	2019
Rob Campbell*	TBD	Larry Simpson
Trish Campbell	Darrin Robertson	Denise Ritchie McLean
Barb Maw*	Deb White	Brenda Quinlan

\* Pending

### Website

*“To digitally chronicle, preserve and provide internet access to Springwater’s sports heritage”* enthusiastically remains as one of the two purposes of SSH. The website serves as the foundation, storage and communication device of SSH as it works on meeting this commitment. This virtual archive is growing as expected and with that growth demonstrates and reinforces the escalating usefulness of this approach.

The second purpose *“To ceremoniously acknowledge and exhibit the awards of exceptional sporting contributions and achievements of Springwater’s Athletes, Builders and Teams”* has been partially implemented through the three biennial Induction cycles. From the outset of establishing SSH, it was seen as a long term goal to accompany and complement the website with a physical space. This reality is upon us now and SSH has commenced exploring the design and development of a “Bricks and Mortar” Springwater Sports Hall of Fame. Rob Campbell has agreed to take on this project as he commences as Chairperson of the Facilities Standing Committee. Both purposes will complement each other.

In addition to the regular maintenance SSH and “Heart of Business” are working on adding “Filters” to aid and speed up user searches. This addition will make the website much more “user friendly”. The Heritage Committee is working on large treasure troves of media of some of our Hall of Fame athletes and the website will be modified to accommodate as the projects progress.

The website activity and comparison chart from 2015 to 2018 provides objective measurements to quantify and emphasize the website usage and growth ([APPENDIX B](#)). As the website content grows so should its usage.

The 2018 website activity chart quantifies each month ([APPENDIX C](#)). The range of timing and volume of usage is evident and reflects an Induction year. The abbreviations/identifiers used are the same for each chart.

### **Arena TV Kiosk & Other Displays**

The Elmvale Community Arena TV Kiosk has been performing well and meeting SSH's current expectations. Limited additions/updates took place in 2018 but in 2019 an extensive review of the content should be undertaken and adjusted as required. As pointed out in the budget section of this report there is a need and opportunity to add sponsors and generate additional revenue. This will support our sponsors and help SSH connect with the community.

Kiosks can work well and are flexible. There are locations where they could be placed and further supplement SSH's efforts and share our content. As an example Faye Stone has shared some of our material with one of our Induction Sponsors and it is being used in their reception area to highlight their community support and involvement.

With the growth of SSH's website content, the use of interactive kiosks become much more attractive. Also as internet service improves and expands so can our kiosks.

### **Contact Information:**

Mailing Address:

Springwater Sports Heritage  
2231 Nursery Road  
Minesing ON  
L9X 1A8 (new)

Website: "www.springwatersportsheritage.ca"

Email: "info@springwatersportsheritage.ca"

Blog: "www.springwatersportsheritage.ca/blog"

Twitter: "twitter.com/SpringwaterSH"

Facebook: "www.facebook.com/springwatersportsheritage"

YouTube: www.youtube.com/channel/UCqso\_Z7cRVIVOQNULUje2ZA

### **Closing Comments**

Thanks for your interest in SSH. Should you have any questions or comments [please let us know](#).

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## Springwater Sports Heritage

### APPENDIX A

<b>2018 FINANCIAL STATEMENT</b>						
Springwater Sports Heritage as of December 31, 2018						
	INCOME	EXPENSE	TAX RTN	AR/AP	NET	BUDGET
<b>BOARD</b>						
<b>TOTAL</b>	0.00	50.00	0.00		-50.00	-600
<b>FACILITIES</b>						
<b>TOTAL</b>	0.00	0.00	0.00	0.00	0.00	-5,000
<b>FINANCE</b>						
<b>TOTAL</b>	1,000.00	0.00	0.00	0.00	1,000.00	8,000
<b>HERITAGE</b>						
<b>TOTAL</b>	0.00	0.00	0.00	0.00	0.00	-500
<b>INDUCTION</b>						
<b>Venue</b>						
Subtotal	0.00	12,178.96	1,211.43	0.00	-10,967.53	
<b>Sponsorship</b>						
Subtotal	10,000.00				10,000.00	
<b>Tickets</b>						
Subtotal	10,250.00				10,250.00	
<b>Printing</b>						
Subtotal		763.32	75.94		-687.38	
<b>Plaques</b>						
Subtotal		830.35	82.60		-747.75	
<b>Banners</b>						
Subtotal		666.70	66.32		-600.38	
<b>Video</b>						
Subtotal		850.00		0.00	-850.00	
<b>TOTAL</b>	20,250.00	15,289.33	1,436.29	0.00	6,396.96	4,000
<b>PROMOTION</b>						
<b>TOTAL</b>	0.00	0.00	0.00	0.00	0.00	-1,700
<b>WEBSITE/KIOSK</b>						
<b>TOTAL</b>	0.00	1,397.68	139.03	0.00	-1,258.65	-4,000.00
<b>GRAND TOTALS</b>	<b>21,250.00</b>	<b>16,737.01</b>	<b>1,575.32</b>	<b>0.00</b>	<b>6,088.31</b>	<b>200</b>
					<b>Township Statement December 31, 2018</b>	<b>6,088.31</b>
					<b>Reconcile</b>	<b>0.00</b>
	<b>YEAR</b>	<b>GAIN/LOSS</b>		<b>RESERVE</b>		
	2017	-1,490.55		16,892.96		
	2018	6,088.31		22,981.27		

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### APPENDIX B

ANNUAL WEBSITE ACTIVITY & COMPARISON											
Year	Unique visitors	UV /Day	Number of visits	NV /D	% Yr/Yr	% 2015	Pages	Pages /Day	Hits	Hits /Day	Bandwidth
2015	3,796	10	6,430	18	n/a	n/a	44,597	122	239,562	656	5.18 GB
2016	4,416	12	8,246	23	28	28	126,938	348	584,932	1,603	30.42 GB
2017	7,558	21	15,368	42	86	139	87,784	241	303,671	832	18.54 GB
2018	10,841	30	27,212	75	77	323	130,005	356	393,728	1,079	29.84 GB
<b>Unique Visitors:</b> annual initial visits per day											
<b>UV /Day:</b> annual initial visitors/365											
<b>Number of Visits:</b> total annual initial visit & revisits per day											
<b>NV /D:</b> total annual initial visit & revisits per day/365											
<b>% Yr/Yr:</b> percentage increase year over year											
<b>% 2015:</b> percentage increase from 2015											
<b>Pages:</b> annual number different pages visited											
<b>Pages /Day:</b> annual number different pages visited/365											
<b>Hits:</b> annual different actions visitors engaged in											
<b>Hits /Day:</b> annual different actions visitors engaged in/365											

### APPENDIX C

