Springwater Sports Heritage

Elmvale Curling Club October 17, 2016 7:00 pm

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<u>Directors</u> Larry Simpson, Chairperson

Wayne Allen Linda Collins
Barbara Fralick Brenda Quinlan
Darrin Robertson Mike Townes

Ex Offico Lou Belcourt, Inductee Jennifer Coughlin, Council

Recording SecretaryFaye StoneTownship ResourceRon BelcourtRegretsTrish Campbell

Denise Ritchie-McLean

PREP ITEMS	<u>DISCRIPTION/VERSION</u>	<u>COMMENT</u>
Minutes	2016,6,13 Board Minutes	Distributed
Minutes	2016,6,28 Heritage Committee	Distributed
Minutes	2016,7,5 Induction Committee	Distributed
Minutes	2016,8,2 Induction Committee	Distributed
Minutes	2016,9,7 Heritage Committee	Distributed
Minutes	2016,9,7 Induction Committee	Distributed

1. Confirmation of a Quorum and Call to Order

Moved by: **Brenda Quinlan** Seconded by: **Jennifer Coughlin**

THAT the meeting of the Springwater Sports Heritage Board of October 17, 2016 has a quorum present and will come to order at 7:00 pm

Carried

2. Opening Remarks

- Larry welcomed everyone and thanked all for their support, effort and participation in the very successful Hall of Fame Induction. Particular recognition was extended to Darrin as the Induction Chairman. As well, sincere condolences were expressed regarding the recent passing of Darrin's Father.
- Induction sponsors appeared pleased. Ongoing recognition/exposure of their support will be fostered. Larry noted that Don Stoddart has offered more support as well.
 <u>Action</u>: Barb will contact sponsors to confirm their receipt of the large mounted Induction poster and additional ones will be purchased if desired.
- The group was reminded of the upcoming Library presentation, Senior Fair, to be held on Oct. 19. Larry and Linda will be presenting.
- It was also noted that Craig Campbell has extended a willingness to facilitate a tour by interested SSH members of the NHL Archives.

Springwater Sports Heritage October 17, 2016

Elmvale Curling Club October 17, 2016 7:00 pm

- Larry noted that it would be his intention to pursue how technology could assist our meetings. He also reviewed our use of emails over the past year as an effective means of getting feedback and decision making. A few guidelines for all members re email responsibility was recommended-
 - Agreed email is a prerequisite for Board members
 - Check/reply at reasonable frequency/quickness. Beyond three days special circumstances and contact should be by phone.
 - Reply vs New: Preference is to use Reply
 - cc quandary: strive for balance, identify when over/under applied
- The focus of the meeting was outlined as-
 - Shift from Governance Infrastructure to Standing Committees activity, membership and strategic plans
 - Ad hoc committee to analyze the Induction procedures, guidelines, documentation and ceremony and prepare recommendations for the Board.
 - Ad Hoc Committee for a Succession/Recruitment Plan for Board & Committees
 - Considering two new Standing Committees: Active Elite & Website

3. 2016,6,13 Board Minutes

3.1. Approval as distributed

Moved by: Linda Collins

Seconded by: Brenda Quinlan

THAT the Board minutes of June 13, 2016 be approved as distributed

Carried

4. Standing Committees

It was noted that transitioning from organizational infrastructure to Committee development stage will require two main initiatives and these were recommended as <u>Homework for each Standing Committee Chair.</u>

Action:

- Referencing Appendix A, review/modify/update the stated *Primary Objectives*of your Committee. Come up with 2 or 3 Short Term (one year) Objectives. Use
 the digital copy distributed previously to send these back to Larry ASAP
- 2. Each chair was assigned the task of *Membership*: Review, recruit, expand committee membership and makeup

Springwater Sports Heritage October 17, 2016

Elmvale Curling Club

7:00 pm

4.1. Facilities & Displays

4.1.1. Chairperson Report

- Wayne noted that he has been in contact with Paul Priest and is becoming familiar with the locations and materials to be housed. A short term objective for his committee might be to develop an inventory of this material.
- All present felt that without a secure locale they were hesitant to take memorabilia that is offered to them. A photo of the item as well as its 'story' might be the focus for the present.

4.1.2. Springwater Administration Centre Storage

- It was noted by Ron that the Lower level at the Administration Building is being renovated and the availability of a storage area for SSH may be limited.
- Alternate locales to be looked into might be the use of a storage locker in the Arena "Club Room".

<u>Action:</u> Ron and Wayne will look into this once the inventory indicates the physical needs.

4.1.3. Displays

4.1.3.1. Elmvale Community Arena

- Technical Update: New software has been purchased to allow remote on line access to the Arena TV content.
- New content will include: 2016 Induction, Announcements, Active Elite, Inductees and Advertisement

4.1.3.2. Additional

- Members were reminded that taking advantage of the Township Administration Centre for promoting SSH via Display Case, TV and Induction Banners should continue to be pursed
- Members were also encouraged to make Wayne aware of any venue where the display of our banners might be welcome and promote Springwater Sports Heritage.

4.1.4. Elmvale Community Arena Renovation

 Jennifer and Ron noted that an "Ontario 150 Community Capital Program" funding application has been submitted toward the renovation of the Elmvale Arena. (Estimated cost \$800,000; request \$400,000)

Springwater Sports Heritage October 17, 2016

Elmvale Curling Club

7:00 pm

SSH's role and time frames

 Ron noted that if and when this project is approved, the timeline for Design, Construction and Occupancy will be tight (March 2018). SSH needs to be ready with their needs, design ideas etc.

4.2. Finance

4.2.1. Chairperson Report

Lou reviewed the Financial Report (See Appendix B, 3 pages)
The two major Expense items were reviewed (Website and Induction)
Lou was pleased to report that the Induction was very close to being revenue neutral. Only one invoice re the audio visual was outstanding.

4.2.2. 2017 Budget

<u>Action</u>: Submissions by all Committee chairs will be reviewed by Larry and Lou and a budget forwarded to the Township by mid November

4.2.3. Online Payment

It was noted that the Township now has the ability to take online payments for more and more activities (registrations for sports etc.)

<u>Action</u>: Committee to explore this process and attempt to have this system in place for use in the next Induction.

4.2.4. Financial Patronage Ad Hoc Committee

Considering the fact that a potential construction at the Arena may include a Hall of Fame inclusion, the need for substantial funds may be required in the near future and quickly.

Action: Reactivate this committee.

4.3. Induction

4.3.1. Approval of 2016,7,5 Induction Committee Minutes

Moved by: Mike Townes Seconded by: Darrin Robertson

THAT the Induction Committee Minutes of July 5, 2016 be approved as distributed

Carried

Springwater Sports Heritage October 17, 2016

Elmvale Curling Club

7:00 pm

4.3.2. Approval of 2016,8,2 Induction Committee Minutes

Moved by: **Darrin Robertson** Seconded by: **Barb Fralick**

THAT the Induction Committee Minutes of August 2, 2016 be approved as distributed

Carried

4.3.3. Approval of 2016,9,7 Induction Committee Minutes

Moved by: **Brenda Quinlan** Seconded by: **Darrin Robertson**

THAT the Induction Committee Minutes of September 7, 2016 be approved as distributed

Carried

4.3.4. Chairperson's Report

Darrin thanked all involved in the recent Induction Ceremony. Feedback has been very positive

4.3.5. 2016 Induction Ceremony Observations

All members were requested to forward any observations to Darrin. The website also allows the public to give their feedback via the internet

4.3.6. EDHS/Louis Lefaive appreciation

- Larry has signed the student volunteer sheets and expressed his thanks to EDHS staff and students for their Induction ceremony participation.
- Larry also extended SSH appreciation to Louis Lefaive.

4.3.7. 2018 Induction Ad Hoc Committee

- A news item and hot bar on Website Home Page requesting feedback was added
- Board members should solicit personal feedback from friends etc. where and when appropriate and share them with Darrin

<u>Action</u>: The Induction Ad Hoc Committee should convene to consider the following in preparation for the 2018 Induction cycle and related activity:

- Items to address:
 - Induction Guidelines
 - Nomination marketing strategies
 - Critical Path

Springwater Sports Heritage October 17, 2016

Elmvale Curling Club

7:00 pm

- Election Process
- Objective evaluation
- Ceremony
- Music, vocalists and other cultural related activity that would complement the ceremony
- Photography/Video Recording

4.4. Promotion

4.4.1. Chairperson's Report

 Mike reported that TV coverage of the interview with Leo Belcourt and the video of the beginning ceremony were good. Competing news events limited some coverage by other outlets.

4.4.2. Sport Associations Developments

 Making connection with various sports associations will continue to be ongoing objective as a source of information and promotion.

4.5. Sports Heritage

4.5.1. Approval of June 28, 2016, Sports Heritage Committee Minutes

Moved by: Mike Townes Seconded by: Barb Fralick

THAT the Sports Heritage Minutes of June 28, 2016 be approved as distributed

Carried

4.5.2. Approval of September 7, 2016, Sports Heritage Committee Minutes

Moved by: **Brenda Quinlan** Seconded by: **Lou Belcourt**

THAT the Sports Heritage Minutes of September 7, 2016 be approved as distributed

Carried

4.5.3. Chairperson's Report

 In her absence a written report authored by Trish re the Heritage Committee was read to the group. (Appendix C)

4.5.4. Inductee Profiles Update

 2014 and 2016 Inductee profiles are essentially complete. They can still be updated/amended as new information/photos become available.

Springwater Sports Heritage October 17, 2016

Elmvale Curling Club

7:00 pm

4.5.5. In Memorial for Teams

- The website has a section called In Memory. A SSH inductee who passes away is added to this section with a picture and a short note. A link, where available, to an obituary and/or media notice of his/her passing is also included.
- A discussion took place re what to do when a Team Member passes away.
 Options discussed were:
 - Treat the same way as Builders and Athletes where info is available
 - o Include their birth and death dates on the Team profile page as an addendum and or link.
 - No decision was made at this time. The item was deferred to the Heritage committee.

<u>Action</u>: The Sports Heritage Committee will discuss and present their recommendations to the Board

4.5.6. Active Elite

4.5.6.1. Potential Standing Committee

- Given the spike expected in Sports Heritage activity and the need for development of the Active Elite on the website a discussion took place to determine if the activity related to Active Elite should be separated from the Sports Heritage Standing Committee.
- It was decided that for the present Active Elite should not become a Standing Committee.
- As a provisional step it will become an Ad Hoc committee

4.5.6.2. Chairperson

- As an Ad Hoc committee Linda Collins agreed to Chair the committee and Brenda Quinlan will undertake additional website training to provide the necessary inputting of the content for the Active Elites.
- Additional support will be required

<u>Action</u>: Additional members will be pursued and a meeting will be arranged to develop strategies, procedures and objectives. Brenda will identify when she is available for training.

Elmvale Curling Club

Springwater Sports Heritage October 17, 2016

7:00 pm

4.5.6.3. Prospective Active Elite

- On various occasions potential Active Elite names have been suggested. Not meant to be a complete list but the following names have been put forward as prospective Active Elites.
 - Garrett Wilson, Chris Bigras, Adam Dixon, Matt Belesky,
 Alexandra Paul, Mathew Garwood, Derek & Mark Kirby....

<u>Action</u>: Members are encouraged to forward potential Active Elites to Linda and Brenda and a list of potential Active Elites will be formalized.

4.5.7. Website

4.5.7.1. Potential Standing Committee

- To this point website activity has been one of the roles of the Sports Heritage Committee. Similar to above (4.5.6.1.) it was felt it may be appropriate to create a Standing Committee to take on the responsibility of the website and other forms of technology that could assist SSH. A discussion re elevating Website /Technology to the status of a Standing Committee took place.
- The Committee would be responsible for:
 - Website design, updates and training
 - Use of technology where appropriate/required such as vertical meetings and digital memorabilia
- No decision was made at this time. However, it was agreed that the scope of this aspect of the Heritage Committee was expanding and its significance of growing importance.

<u>Action</u>: Primary and short term objectives will be prepare by Larry as with the other committees and a decision revisited.

4.5.7.2. Usage Report

Not available at this time

4.5.7.3. Development Status

See Trish's report Appendix C

4.5.7.4. Offer of Assistance

Larry noted that Tim Ritchie has offered website assistance.

<u>Action</u>: Larry will investigate this support more thoroughly and report to the Board with his recommendations.

Springwater Sports Heritage Elmvale Curling Club October 17, 2016

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See Trish's report Appendix C

4.5.9. Projects Ongoing projects

4.5.8. Social Media

4.5.9.1. Figure Skating

See Trish's report Appendix C

4.5.9.2. School Sports Heritage

 Wayne noted that he is gathering information re the history of Sports at EDHS. Presently he is focusing in on the Football team of the 1970s.

5. Ex Offico Members

This agenda item has been added to provide a formal opportunity for both
 Board Ex Offico members an established opportunity to report and discuss items
 from their respective positions.

5.1. Inductee Board Representative

Lou noted that the past Inductees (2014) and current (2016) Inductees that he
talked with were very pleased with the ceremony. They were especially
appreciative and proud of the pins that were given to all Inductees.

5.1.1. Alumni & Pin Feedback and Discussion

- Mike noted that he has a master list of those Inductees and is using it as
 official record of receipt.
- Board Members present took pins for those they knew and will distribute them
- Larry, Mike and Lou will distribute those remaining

5.2. Council Board Representative

- Mayor Bill French requested a meeting with Larry to review how the Township could further assist SSH.
- On October 13 Larry met with the Mayor, Jennifer, Ron and a number of staff.
- Items shared:
 - Larry provided the attendees with a copy of SSH's Primary Objectives
 - Offer of assistance where required was extended by the Mayor. Larry expressed his outstanding appreciation for the exceptional support Springwater Sports Heritage has received from the Township personnel who have been involved in SSH's activity.
 - The formal agreement between the Township and SSH is highly respected and working well.

7:00 pm

Springwater Sports Heritage October 17, 2016

Elmvale Curling Club

7:00 pm

- The Mayor expressed his interest in having Inductees from all parts of the Township. Larry ensured the Mayor it is the goal and conscious effort of SSH to have Inductees nominated and elected from across the entire Township. 2014 had a broader representation including Induction of the Members of the Vespra Hall of Fame.
- Comprehensive communications may assist the submission of 2018
 Nominations. As the Springwater Sports Heritage Hall of Fame becomes more commonplace it's hope more will join in the nomination process and submit their choice(s).
- A funding request for "Ontario 150" was submitted by the Township for the required renovations of the Elmvale Community Arena. SSH may be involved in developing a physical Hall of Fame as part of the renovations.
- The Mayor pointed out that he would appreciate SSH presenting an update to Council in the New Year.

<u>Action</u>: Jennifer will arrange a presentation date for SSH to share their achievements with the Township Council

6. Succession

6.1. Review Current Director Plans

• Chart below reflects present status

Three Year Succession Plan											
Updated January 14, 2016											
2016, 2017, 2018	2016, 2017	2016									
Wayne Allen	Mike Townes	Larry Simpson									
Trish Campbell	Darrin Robertson	Denise Ritchie McLean									
Linda Collins	Barb Fralick	Brenda Quinlan									

- A review of the intention of all the directors present was held. All present expressed their intent to continue on with their positions in the succession continuum.
- The chart below reflects the updated Succession plan

Three Year Succession Plan											
Updated October 17, 2016											
2017,2018,2019	2017										
Larry Simpson	Wayne Allen	Mike Townes									
Denise Ritchie-McLean	Trish Campbell	Darrin Robertson									
Brenda Quinlan	Linda Collins	Barb Fralick									

Springwater Sports Heritage October 17, 2016

Elmvale Curling Club October 17, 2016 7:00 pm

6.2. Succession/Recruitment Ad Hoc Committee

• It was recommended to establish an Ad Hoc Committee to develop a longer term plan to strengthen Board & Committee membership as it relates to succession and recruitment. All members were encouraged to submit potential names to Larry.

<u>Action</u>: Larry will assemble a group interested in SSH succession and prepare a report for the SSH Board.

- 7. Meetings and Technology's Role
 - See Agenda item 4.5.7.1. Action
- 8. Next Meeting

Moved by: Mike Townes Seconded by: Jennifer Coughlin

THAT the next Springwater Sports Heritage Board Meeting will be at the call of the chair.

Carried

9. Adjournment

Moved by: Linda Collins Seconded by: Mike Townes

THAT the Springwater Sports Heritage Board Meeting adjourn at 9:50 p.m.

Carried

Springwater Sports Heritage October 17, 2016

7:00 pm

APPENDIX A

PRIMARY & SHORT TERM OBJECTIVES 2016,10,17 Springwater Sports Heritage

Board/Committees	Primary Objectives	Short Term
Board	 Leadership & Governance Operational & Strategic Accountability Official Communications Legal Contracts & Agreements 	Succession PlanAnnual MeetingCommittee Intensification
Active Elite	 Identify & Profile Athletes & Builders Develop Liaison with Representative Maintain Ongoing Updates & Activity Recommend Enhancements 	•
Facilities & Displays	Hall of Fame VenueAwardsDisplaysArtifacts & Memorabilia	•
Finance	 Financial Administration Sponsorship & Funding Strategies Safeguard assets, data, personal information Mitigate financial risks, fraud and theft 	•
Induction	 Biennial Inductions Nomination Material & Publicizing Inductee Selection Ceremony 	•
Promotion	 Promotional Strategies Applicable Content Development Media Organizations & Contacts Liaison Sport Associations 	•
Sports Heritage	 Systematize Website Collections Develop & Maintain Heritage Content Instigate Marketing Strategies Coordinate Social Media 	•
Technology	 Website Development & Maintenance Strategic Design & Implementation Board & Committee Support Training 	•

Springwater Sports Heritage October 17, 2016

Elmvale Curling Club

7:00 pm

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Springwater Sports Heritage October 17, 2016

Elmvale Curling Club

7:00 pm

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Springwater Sports Heritage

October 17, 2016 7:00 pm

APPENDIX B (pg 3 of 3)

2016 FINANCIAL STATEMENT

Springwater Sports Heritage as of October 17, 2016

RESERVE ACCOUNT	Trans to Reserve Dec 31/14			19,533.59	
	2015 Trial Balance		-2,030.40		
	Late 2015 Invoice		-366.34		
	2015 Transfers In/Out	-		-2,396.74	
	January 1, 2016 Balance			17,136.85	
		INCOME	EXPENSE	AR/AP	NET
GENERAL INCOME/EXI	PENSE				
Income					
Mapl	e Syrup Festival	500.00			
Expenditures	S				
	2016 Membership		50.00		
General Tota	Is	500.00	50.00	0.00	450.00
2016 INDUCTION					
Facility					
Barrie	e Country Club		11,304.60		
Total	S		11,304.60	=	-11,304.60
Sponsorship					
Currie	e Truck Centre	2,000.00			
Diam	ond Head Sprinklers Inc	2,000.00			
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Tickets				_	
Sales		10,550.00			
Total	S	10,550.00		_	10,550.00
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Signz	N Designz Banners		1,170.24		
Photo	os & Plaques		305.18		
Poste	ers & Plaques		105.14		
Photo	os & Plaques		420.55		
Awar	ds Canada Pins		1,261.82		
Awar	ds Canada Shipping		29.95		
Video	Production/Editing			-1,000.00	
Total	S		4,038.78	-1,000.00	-5,038.78
Induction To	tals	20,550.00	15,343.38	-1,000.00	4,206.62
WEBSITE					
Developmen					
	of Business Development		608.52		
	of Business Development		2,618.28		
	of Business Web Hosting/Mainten	a <u>nce</u>		-203.39	
Website Tota	als		3,226.80	-203.39	-3,430.19
GRAND TOTALS		21,050.00	18,620.18	-1,203.39	1,226.43
Balance as per Townsh	ip October 17, 2016				2,429.82
Difference between To	ownship & SSH				<u>-1,203.39</u>

Springwater Sports Heritage October 17, 2016

Elmvale Curling Club

7:00 pm

APPENDIX C

Submitted by Trish Campbell, October 16, 2016

The Heritage Committee is continuing to complete both the 2014 and 2016 inductee information. As well, the Elmvale Angel history piece is primarily complete with only some missing pictures, obituaries and some media to be added. The search engine is not working properly at the moment but troubleshooting has begun. If you google Elmvale Angels, it does optimize and come up but if you go to our site and search Elmvale Angels, it does not find the page. This issue may be happening with other searches as well so it is a priority for repair.

The focus of the Heritage Committee going forward will be the collection, editing and posting of new heritage material. With the Angel story now almost complete, a template exists for future submissions, especially large volumes such as the figure skating and minor hockey histories.

Ideas are welcome as to how we might acquire various stories, pictures, etc. that exist within the Springwater community, especially outside of Elmvale. I will be meeting with Anne Spence in early November to acquire the history of the 1955? Simcoe County Ladies Softball Champs as well as I hope to catch up with Margot Whittick and others connected to the figure skating club to start the compilation of that piece. In order to get things going in terms of quick material for the website, I intend to dissect George Allen's book for posting into the relevant 'Collections' pages. Also, with permission, we will endeavor to get relevant sporting stories out of the Vespra History Book for posting. At this point, we need content and these are resources available to us immediately. We really need to get submissions from all corners of the Township. We will be using the Facebook page and Twitter more effectively going forward to try and acquire heritage history. As well, we will be communicating with the other communities within Springwater Township via their individual fb community pages to try and drum up interest for submissions. Pages will be added to the deck cycling through the television at the Arena with the goal of attracting more info.

The active elite athlete section now has a workable template that is of the same look and feel as the inductee section. Athlete details, highlights and the question and answer blog are posted for two current athletes with a goal for the addition of many more.

Maintenance and development of the website continues to be fairly time-consuming as we strive to get an easy to navigate site. Several glitches were identified during the build-out of the Angels template as well as some other pages on the website. It may be time to identify another Committee or sub-committee to deal with Internet issues and development.

Thank you to the members of the Heritage Committee for all their efforts over the summer acquiring the info needed for Induction Night in a timely fashion. And special mention to Faye Stone for keeping us organized and up-to-date with the outstanding needs!