

**Minutes
Board Meeting**

Springwater Sports Heritage

Township Administration Centre

February 6, 2017

8:00-10:00 pm

ATTENDEES

Directors

Larry Simpson, Chairperson

Trish Campbell

Barbara Fralick

Mike Townes

Linda Collins

Darrin Robertson

Ex Officio

Lou Belcourt, Inductee

Jennifer Coughlin, Council

Recording Secretary

Faye Stone

Regrets

Ron Belcourt

Brenda Quinlan

Wayne Allen

Denise Ritchie-McLean

PREP ITEMS

DISCRIPTION/VERSION

COMMENT

Minutes

2016,10,17 Board Minutes

Distributed

Budget

2017 Budget

Distributed

Report

2016 Annual Report

Distributed/Website

1. Confirmation of a Quorum and Call to Order

Moved by: Trish Campbell

Seconded by: Linda Collins

THAT the meeting of the Springwater Sports Heritage Board of February 6, 2017 has a quorum present and will come to order at 7:36 pm

Carried

2. Opening Remarks

- *Larry welcomed those present.*
- *Members were reminded that follow up items from the previous minutes will take place in the relevant agenda items*
- *Focus of meeting will be on establishment of the Board and Committees' 2017 actions*

3. 2016,10,17 Board Minutes Approval

Moved by: Mike Townes

Seconded by: Barb Fralick

THAT the Board minutes of October 17, 2016 be approved as distributed

Carried

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4. Standing and Ad Hoc Committees

4.1. Shared/Common Committee Items

4.1.1. Actions from October, 10, 17 Minutes (Objectives & Membership)

- *Larry revisited the need for Committee objectives and membership expansion*
- *APPENDIX A taken from Oct 10, 2017 minutes was used to review Committees' plans and to record their short term objectives.*

4.2. Facilities & Displays

4.2.1. Chairperson Report

- *Report unavailable. Wayne was unable to attend*

4.2.2. Primary/Short Term Objectives & Membership

- *See Appendix A*

4.2.3. Springwater Administration Centre Storage

- *Wayne working on*

4.2.4. Displays

4.2.4.1. Elmvale Community Arena

- *Notes below are from a presentation at the 2016 AGM held earlier in the evening*
 - *Larry invited Brenda Stanley to outline a new initiative relative to the Arena TV. She reviewed what has been in place in the past and its limitations. Brenda then reviewed some of the highlights of a newly purchased software package.*
 - *It's being driven by the SSH domain and integrated with our website*
 - *It will allow internet access for SSH authorized personnel to troubleshoot, update, and add content plus the ability to reset/refresh.*
 - *It works well with lower speed internet and will be better suited to the limitations of the Arena's present infrastructure and bandwidth.*
 - *It can multi split the screen to permit customized segments of varying subject matter including live feed.*
 - *A marketing segment can be included to highlight our valued patrons and those sponsoring the display.*
 - *Can be used for additional anticipated monitors/ kiosks.*

4.2.4.2. Additional

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- *It's SSH's goal to promote additional displays throughout Springwater*
- *Prepare for an expansion campaign when satisfied with arena display*

4.2.5. Elmvale Community Arena Renovation

- *Jennifer reported the grant submitted by Township Council for arena expansion and renovations was not successful*
- *To date Township Council has not budgeted funds toward the potential project*
- *Board discussed the options/opportunities of a "Bricks and Mortar" location*
 - *It's possible there are options for a "Bricks and Mortar" location and it would be necessary for the Board to determine what option would best serve a Springwater Sports Heritage Hall of Fame.*
 - *A few considerations were identified and discussed*
 - *Unrestricted public access/convenience*
 - *Hours/days of operation*
 - *Variety and intensity of structure's activity*
 - *Space and design opportunities/options*
 - *Security and storage*
 - *Project funding options*
 - *It was agreed a new recreational complex would provide desirable options and opportunities*
- *Committee activity*
- *With this in mind, Jennifer was asked to be the voice of SSH regarding any discussion of a new recreational complex*

ACTION: *Jennifer to articulate to council the Board's "Bricks and Mortar" perspectives and interests at applicable opportunities*

- *Albeit likely a distant project Larry asked that the Committee meet to consider and develop conceivable preliminary steps*

ACTION: *Wayne to arrange a meeting to consider potential steps and items to address*

4.3. Finance

4.3.1. Chairperson Report

- *Lou referred to his report as outlined in the AGM (**APPENDIX B**)*
- *Main sources of revenue were the Induction Sponsors and Ticket sales while expenditures were mainly relative to the 2016 Induction project. A positive*

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balance of \$1,246.66 was transferred to SSH reserve fund (Balance \$18,383.51)

4.3.2. Primary/Short Term Objectives & Membership

- See **APPENDIX A**

4.3.3. 2017 Budget

- *SSH budget was forwarded to the Township and Board on November 10, 2016 (**APPENDIX C**)*
- *Lou reviewed the various allocations*
- *Lou also recommended that Committees target late summer for their 2018 priorities and budget requirements*

ACTION: Committees to prepare and submit their budget requests to the Finance Committee in early September

4.3.4. Online Payment

- *As a service to those having financial transactions with SSH Larry requested the Finance Committee continue its investigation of online payment with the Township Finance Department*

ACTION: Lou to explore status of Township online payments and take appropriate action

4.3.5. Financial Patronage Ad Hoc Committee

- *An action as noted from the previous Board meeting was to reactivate this Committee considering the fact that a potential construction at the Arena may see a Hall of Fame inclusion.*
- *As this potential construction seemed less certain, those present felt that it may be premature to initiate any fund raising/sponsorship schemes at this time.*

4.4. Induction

4.4.1. Chairperson's Report

- *Darrin noted that a meeting of the Induction committee/ all interested Board members will take place at the Administration Centre on Monday Feb. 13 at 7:00 pm*

4.4.2. Primary/Short Term Objectives & Membership

- See **APPENDIX A**

4.4.3. 2018 Induction Ad Hoc Committee

- *The above noted meeting (2017 02, 13) will address the following*
 - *Selection/Booking of Facility*
 - *Induction Guidelines*

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- *Nomination marketing strategies*
- *Critical Path*
- *Election Process*
- *Conflict of Interest*
- *Objective evaluation*
- *Ceremony*
- *Cap number of tickets per person*
- *Enhance Sponsors participation*
- *Music, vocalists and other cultural related activity that would complement the ceremony*
- *Photography/Video Recording*

4.5. Promotion

4.5.1. Chairperson's Report

- *Mike is very satisfied with the support provided by the Township's Branding Advocate & Communications Officer Nicole*
- *Larry thanked Mike for his support of the 2016 Induction media material and arranging for the TV interview with Leo Belcourt (see website)*

4.5.2. Primary/Short Term Objectives & Membership

- See **Appendix A**

4.5.3. Sport Associations Developments

- *Many SSH Committees see the various sport associations as an opportunity to connect and promote*

ACTION: *Mike and Larry will work to arrange a meeting with the sports associations and other community groups to establish how all can benefit*

4.6. Sports Heritage

4.6.1. Approval of January 24 2017, Sports Heritage Committee Minutes

Moved by: Darrin Robertson

Seconded by: Barb Fralick

THAT the Sports Heritage Minutes of January 24, 2017 be approved as distributed

Carried

4.6.2. Chairperson's Report

- *Trish reviewed some of the highlights and actions as outlined in the minutes of the Heritage Committee (2017 01 24).*

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- *There will be a concerted effort to seek out Heritage Content and to make the various communities that make up Springwater Township more aware of just what is SSH and what types of Heritage Content we are looking for.*
- *A list of potential places where posters might be displayed and/or info visits might be made was generated and are part of those minutes.*
- *Members were encouraged to give Trish feedback re contacts.*

ACTION: Board members to give potential contacts to Trish

4.6.3. Primary/Short Term Objectives & Membership

- See **APPENDIX A**

4.6.4. In Memorial for Teams

- *Trish reported to the Board that the Heritage Committee will take on this task and update the website when needed.*

4.6.5. Social Media

- *Trish noted that there is little new content on the SSH Facebook page.*
- *Social media demands immediate and changing information.*

4.6.6. Projects

4.6.6.1. Figure Skating

- *Trish has put this project on hold until further action is undertaken*

ACTION: Remove from the agenda until further action is taken

4.6.6.2. School Sports Heritage

- *Wayne was unable to attend*
- *Larry reported that he had asked Wayne to look into the possibility of a Coop student and/or some other form of assistance*
- *Jennifer has a contact at the school and will explore potential assistance*

4.7. Active Elite

4.7.1 Chairperson's Report

- *Brenda Q. has added Adam Dixon to the website*
- *Linda noted that it is the Active Elite Committee's intention to continue to gather names and contacts of potential candidates*
- *Linda and Brenda Q. will meet as soon as Brenda is able*

4.7.2 Primary/Short Term Objectives & Membership

- See **APPENDIX A**

4.7.3 Identify New Active Elite

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- *Individual Board Members are aware of athletes and builders that are currently active and they will provide Linda with the names and where required a contact that will function as their liaison*
- *Linda will assemble a list and share with the Board*

ACTION: Board members to provide Linda with any known Athletes, Builders or Teams that qualify as Active Elites.

4.8 Technology

4.8.1 Chairperson's Report

- *Larry noted that the main area of required technical development is the Arena Display.*
- *Brenda Stanley is installing new software and preparing to redesign the screen and expand the content (see details above 4.2.4.1. Elmvale Community Arena)*
- *Website fixes are taking place*
- *Larry met with Brenda S. on January 24 to work on website issues and modifications. A follow up meeting is scheduled for February 13*

4.8.2 Offer of Assistance

- *Larry discussed Tim Ritchie's offer of assistance with him and Tim has agreed to assist wherever he can.*
- *Tim has requested a short-term hold to assist with a family health issue*

ACTION: Larry to add Tim to the Technical Committee

4.8.3 Primary/Short Term Objectives & Membership

- *Items to address*
 - *Control, security, pathways, manage, contact, directions/renewal, other technology (displays, virtual meetings), archive management*
- *See **APPENDIX A***

4.8.4 Website Usage Report

- *The "2016 Annual Report" features the 2016 website usage report and compares it to 2015 (see **APPENDIX D**)*
- *January 2017 usage report (see **APPENDIX E**)*

4.9 Succession/Recruitment Ad Hoc Committee

4.9.1 Chairperson's Report

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- *Larry had extended an offer to Board members to participate if they were able*
- *Linda Collins and Larry met to consider. The following were thoughts to consider and take appropriate action*
 - *Recruitment to assist Committees will support succession*
 - *Need to target recruitment more on southern part of Township*
 - *Consider nature of experience and aptitude required to fit responsibilities of the Committees*
 - *Some tasks may require contracting*

4.9.2 New Members

- *Board and Committee Chairpersons assistance required*
- *Other sources of potential volunteers*
- *Some individuals have been approached and are considering.*
- *Larry is maintaining a running list*
- *Members are encouraged to search out new members and come up with a minimum of one each*
- *Conduct Orientation Sessions for new members*

ACTION: Board members to actively search out new members and keep Larry informed to help maintain a list

5 Ex Officio Members

5.1. Inductee Board Representative

5.1.1. Report

- *Lou noted that he has tried to keep the Alumni informed via email.*
- *There was not a great positive response to attendance at the recent Induction ceremony.*
- *Many of those who attended seemed to do so to support a 2016 Inductee.*
- *Most alumni seemed very receptive re the awarding of the Inductee Pins*

5.1.2. Primary/Short Term Objectives & Membership

- *Continue to communicate with alumni.*
- *Update contact lists*

5.1.3. Alumni

- *See 5.1.1. above*

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5.2. Council Board Representative

5.2.1. Report

-

5.2.2. Primary/Short Term Objectives & Membership

- *Continue to be the voice of SSH at all council meetings.*
- *To be aware of upcoming renovation, planning and/or construction relevant initiatives and bring those to the attention of the Board*

5.2.3. Presentation to Township Council

- *Mayor French had suggested a presentation to Council could be made at some point.*

ACTION: Jennifer will advise if and when a date is selected

6. Next Meeting

Moved by: Linda Collins

Seconded by: Darrin Robertson

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

Carried

7. Adjournment

Moved by: Darrin Robertson

Seconded by: Trish Campbell

THAT the Springwater Sports Heritage Board Meeting adjourn at 9:17 p.m.

Carried

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APPENDIX A

2017,2,6 DRAFT PRIMARY & SHORT TERM OBJECTIVES Springwater Sports Heritage		
Board/ Committees	Primary Objectives	Short Term Objectives
Board	<ul style="list-style-type: none"> • Leadership & Governance • Operational & Strategic Accountability • Official Communications • Legal Contracts & Agreements 	<ul style="list-style-type: none"> • Institute succession/recruitment plan • Annual meeting • Committee short term objectives • Expand Committee membership
Active Elite	<ul style="list-style-type: none"> • Identify/Profile Active Athletes & Builders • Develop Liaison with Representative • Maintain Ongoing Updates & Activity • Recommend Enhancements 	<ul style="list-style-type: none"> • Identify potential candidates • Develop profiles & upload • Maintain profiles & "Activity Chronicles" • Develop and maintain contact list
Facilities & Displays	<ul style="list-style-type: none"> • Hall of Fame Venue • Awards • Displays • Artifacts & Memorabilia 	<ul style="list-style-type: none"> • Expand membership • Storage Township Admin Centre • Increase community displays • Initiate Bricks & Mortar concepts
Finance	<ul style="list-style-type: none"> • Financial Administration • Sponsorship & Funding Strategies • Protect assets, data, personal information • Mitigate financial risks, fraud and theft 	<ul style="list-style-type: none"> • Ongoing financial monitoring and reports • Look into on line payment status • Reestablish Patronage Committee • Prepare 2018 budget
Induction	<ul style="list-style-type: none"> • Biennial Inductions • Nomination Material & Publicizing • Inductee Selection • Ceremony 	<ul style="list-style-type: none"> • Critique 2016 Induction process & ceremony • Review/update guidelines • Launch 2018 nomination process • Actively promote 2018 nominations
Promotion	<ul style="list-style-type: none"> • Promotional Strategies • Applicable Content Development • Media Organizations & Contacts • Liaison Sport Associations 	<ul style="list-style-type: none"> • Continue SSH communication support • Aid Heritage Committee community outreach • Develop/implement SSH promotional strategies • Expand membership
Sports Heritage	<ul style="list-style-type: none"> • Systematize Website Collections • Develop & Maintain Heritage Content • Instigate Marketing Strategies • Coordinate Social Media 	<ul style="list-style-type: none"> • Liaison with promotion to seek out content • Increase website heritage content • Develop promo clip and presentations • Expand membership
Technology	<ul style="list-style-type: none"> • Website Development & Maintenance • Strategic Design & Implementation • Board & Committee Support • Training 	<ul style="list-style-type: none"> • Establish committee • Review Training requirements • Critique website design/ functionality • Identify potential issues and opportunities

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APPENDIX B

2016 FINANCIAL STATEMENT

Springwater Sports Heritage
as of December 31, 2016

	INCOME	EXPENSE	AR/AP	NET
GENERAL INCOME/EXPENSE				
Income				
Maple Syrup Festival	500.00			
Expenditures				
CASH 2016 Membership		50.00		
Totals	500.00	50.00	0.00	450.00
2016 INDUCTION				
Facility				
		11,304.60		-11,304.60
Sponsorship				
	10,000.00			10,000.00
Tickets				
	10,550.00			10,550.00
Expenditures				
		5,038.78	0.00	-5,038.78
Totals	20,550.00	16,343.38	0.00	4,206.62
WEBSITE				
Totals		3,409.96	0.00	-3,409.96
GRAND TOTALS	21,050.00	19,803.34	0.00	1,246.66
Township Statement December 31, 2016				<u>1,246.66</u>
Difference between Township & SSH				<u>0.00</u>

RESERVE ACCOUNT

	GAIN/LOSS	BALANCE
Trans to Reserve Dec 31/14	19,533.59	19,533.59
2015 Net Gain/Loss	-2,396.74	17,136.85
2016 Net Gain/Loss	1,246.66	18,383.51

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APPENDIX C

2017 BUDGET SPRINGWATER SPORTS HERITAGE								
	Board	Active Elite	Facilities /Awards	Finance	Heritage	Induction	Promotion	TOTALS
Revenue								
TV/Kiosk Advertising			2,000					2,000
Patrons				2,000				2,000
Total Revenue	0	0	2,000	2,000	0	0	0	4,000
Expense								
Displays			3,000					3,000
Website	500	400			2,000			2,900
Printing	100						200	300
Awards								0
Banners								0
Sundry/Contingency	500							500
TV/Kiosk			2,000		1,000			3,000
Total Expense	1,100	400	5,000	0	3,000	0	200	9,700
2017 Net	-1,100	-400	-3,000	2,000	-3,000	0	-200	-5,700
2016 Ending Reserve Balance						18,383.51		
2017 Budget						<u>-5,700.00</u>		
2017 Ending Reserve Balance						<u>12,683.51</u>		

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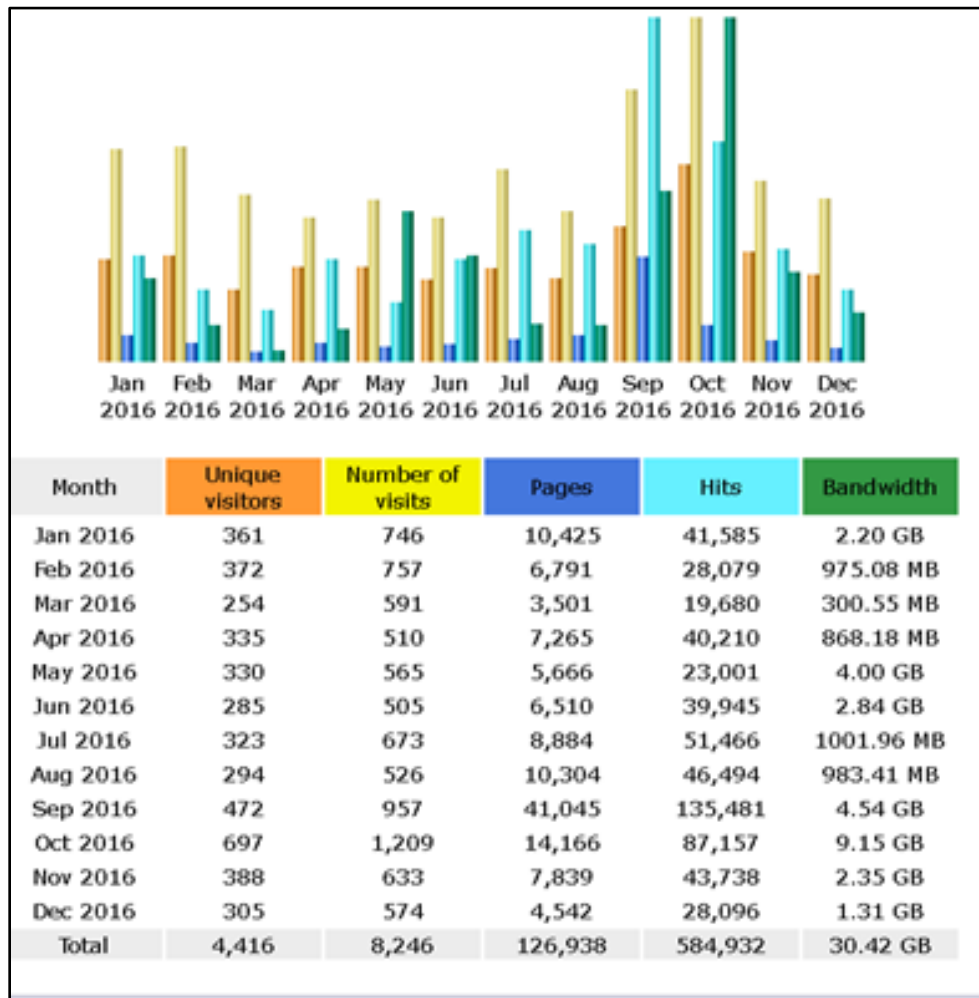
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APPENDIX D

2016 Website Usage Report



ANNUAL WEBSITE ACTIVITY SUMMARY					
Year	Unique visitors	Number of visits	Pages	Hits	Bandwidth
2015	3,796	6,430	44,597	239,562	5.18 GB
2016	4,416	8,246	126,938	584,932	30.42 GB
Unique Visitors: The number of different days a visitor visited Number of Visits: The number of different times visitors visited Pages: The number of different pages visitors visited Hits: The number of different actions visitors engaged in					

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APPENDIX E

January 2017 Website Usage

Day	Number of visits	Pages	Hits	Bandwidth
01 Jan 2017	16	151	489	25.44 MB
02 Jan 2017	21	134	683	25.52 MB
03 Jan 2017	11	786	2,394	740.10 MB
04 Jan 2017	7	43	140	5.37 MB
05 Jan 2017	11	121	401	10.76 MB
06 Jan 2017	12	49	185	7.94 MB
07 Jan 2017	5	200	365	20.97 MB
08 Jan 2017	8	20	171	13.12 MB
09 Jan 2017	18	48	443	43.68 MB
10 Jan 2017	17	224	1,249	87.74 MB
11 Jan 2017	12	248	1,009	21.40 MB
12 Jan 2017	20	89	665	22.63 MB
13 Jan 2017	12	97	494	19.48 MB
14 Jan 2017	7	25	479	60.93 MB
15 Jan 2017	15	56	408	24.33 MB
16 Jan 2017	13	93	502	10.94 MB
17 Jan 2017	13	21	133	7.19 MB
18 Jan 2017	16	53	253	12.66 MB
19 Jan 2017	15	71	200	7.10 MB
20 Jan 2017	11	29	158	6.63 MB
21 Jan 2017	10	25	137	7.56 MB
22 Jan 2017	1	5	9	1.35 MB
23 Jan 2017	9	18	346	6.89 MB
24 Jan 2017	24	528	2,447	659.95 MB
25 Jan 2017	15	84	195	6.08 MB
26 Jan 2017	12	735	2,692	44.07 MB
27 Jan 2017	14	252	1,018	29.66 MB
28 Jan 2017	14	341	1,150	69.05 MB
29 Jan 2017	27	204	1,096	63.87 MB
30 Jan 2017	21	763	4,204	80.37 MB
31 Jan 2017	34	1,981	5,225	89.12 MB
Average	14	241	946	72.00 MB
Total	441	7,494	29,340	2.18 GB