

Minutes Board Meeting

Springwater Sports Heritage

Township Administration Centre

February 11, 2019

7:35-9:30 pm

ATTENDEES

Directors

Larry Simpson, Chairperson

Rob Campbell

Barb Maw

*Denise Ritchie-McLean

*Deb White

Trish Campbell

Brenda Quinlan

Darrin Robertson

Ex Officio

*Don Stoddart, Inductee

*Jennifer Coughlin, Council

Recording Secretary

Faye Stone

Township Resource

*Ron Belcourt

*Regrets

PREP ITEMS

DESCRIPTION/VERSION

COMMENT

Minutes	2018,8,8 Induction Committee Minutes REV	Distributed/ Website
Minutes	2018,10,18 Board Minutes	Distributed/ Website
Report	2018 Annual Report	Distributed/ Website
Document	Constitution V2 2018,2,13	Distributed/Website
Budget	2019 Budget	Distributed
Document	2019 Township Trial Balance	Distributed
Document	2019 SSH Financial Statement	Distributed
Document	2020 Induction Actions Required	Distributed

1. Confirmation of a Quorum and Call to Order

Moved by: Rob Campbell

Seconded by: Brenda Quinlan

THAT the meeting of the Springwater Sports Heritage Board of February 11, 2019 has a quorum present and will come to order at 7:35 pm

Carried

2. Opening Remarks

- *Larry welcomed everyone*
- *The meeting focus was stated as*
 - *Committee Updates*
 - *2018 Induction Deliberations*
 - *Succession and Chairpersonships*
 - *Primary and Short Term Objectives*

3. Conflict of Interest Disclosure

- *The Board was asked to declare if they have any known or potentially perceived "Conflict of Interest" related to this meeting's agenda*
- *No "Conflict of Interest" was voiced by the Board members*

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4. Approval of 2018,10,18 Board Minutes

Moved by: Trish Campbell

Seconded by: Barb Maw

THAT the Board minutes of October 18, 2018 be approved as distributed

Carried

5. Organizational Preferences

- *As a result of:*
 - a) *SSH's meaningful maturing*
 - b) *New Members joining the Board*
 - c) *Predictions of innovative and substantial undertakings**--It was considered a prudent time to contemplate and move forward using a fitting administrative structure that aligns with SSH's aspirations*
- *Items considered:*
 - *Board/Committee Relationship*
 - *From a communication standpoint, it was felt that the Chairpersons of Board Committees should be a Board Director*
 - *Number of Committees*
 - *Presently 5 Standing Committees and three Ad Hoc Committees*
 - *It was felt the Ad Hoc Committees could be Standing Committees as Ad Hoc Committees are set up for a purpose that has an end date*
 - *Active Elite, Succession and Technology Committees are ongoing and have standalone objectives*
 - *The Board Members can consider and a discussion/decision made at next Board Meeting*

ACTION: Add to next Board Meeting Agenda
 - *Committees' Mission*
 - *Ongoing development*
 - *Committee Chairperson's Function*
 - *Communication link between the Board and Committee; providing Committee leadership; assisting with recruiting committee members; as outlined in Terms of Reference*

6. Standing Committees Reports/Approvals

- *Standing Committees' presented their activity and 2019 Items were reviewed*

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6.1. Facilities

6.1.1. Chairperson's Report

- *Rob shared his following planned activity and timing related to the "New Community Hub"*
 - *Assemble subcommittee comprising of Rob Campbell, Ross Downey and Dan Adams*
 - *Discuss vision/concept ideas for SSH consideration*
 - *Conduct initial discussions with other HOF entities to gain perspectives and ideas, completion over the next few months*
 - *Provide an initial report back to all stakeholders with desired vision for SSH in New Community Hub, target by end August 2019 and mesh with Township critical path*

6.1.2. Pending Items for Consideration

- *During the extended absence of a Facility Chairperson the following items were tabled and will be reviewed to determine their current relevance*
 - *Springwater Administration Centre Storage*
 - *Julieanne White & Gary French trophies*
 - *Advertising generation*
 - *Community Displays expansion and management*
 - *Elmvale Community Arena*
 - *Township Administration Centre*
 - *Bounce Back Physiotherapy*
 - *Consider user friendly "Interactive Kiosks"*
 - *Potential community locations for relevant Web Assets, Monitors, Kiosks and Memorabilia*
 - *Opportunities with the Simcoe County Museum*

6.2. Finance

6.2.1. Chairperson's Report

- *Barb Maw is the new Chairperson of Finance replacing Lou Belcourt who is stepping off the Board as Inductee Representative and Chairperson of Finance*
- *The current Township Trial Balance (**APPENDIX A**) and SSH Financial Statement (**APPENDIX B**) were reviewed*

6.2.2. 2019 Items were reviewed

- *Provide timely SSH financial reports for Board*
- *Monitor and protect financial activity*

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- *Prepare 2020 budget for Board approval and submit to Township by October*
- *Investigate online payment*
- *Support financially associated activities related to the Township's "New Community Hub"*
- *Explore and expand advertising and sponsorship opportunities*
- *Investigate and implement a financial legacy option*
- *Expand Committee membership*
- *Reinstitute Patronage Committee*

ACTION: *Barb and Larry to meet with the replacement personnel for Shelley, our long time Springwater financial contact. Procedures will be reviewed.*

6.3. Induction

6.3.1. Chairperson's Report

- *Difficulty in scheduling a meeting*
- *Formal requests to see submitted Nominations (Oct 31 CASH email)*
 - *Board discussed and decided to deal with any requests re the access and/or sharing of previous Nominations on a case-by-case basis*

6.3.2. 2019 Items

- *A small working group will convene to act upon 2018 Induction evaluation improvements and 2020 requirements. See (**APPENDIX C**)*
 - *Working group members: Darrin Robertson, Larry Simpson, Trish Campbell*

ACTION: *Working group to carry out the above and provide a report to the Board by end of February for their consideration and response*

- *Website to have nomination guidelines and supporting material for the 2020 Induction by end of September 2019*

6.4. Promotion

6.4.1. Chairperson's Report

- *Chair unable to be present*

6.4.2. Social Media Report

- *Rachel Yawny unable to attend*
- *Social Media moved to Promotion Committee (see 2018, 10, 18 Board Minutes)*

6.4.3. 2019 Items

- *Expand Committee membership*

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- Explore social media opportunities
- Develop and embark on promotional and branding strategies
- Meet with Springwater Sport Associations

6.5. Sports Heritage

6.5.1. Chairperson's Report: Trish outlined the following

6.5.1.1. Projects

- **Corby Adams** memorabilia
 - *Trish and Barb working on*
 - *Trish set her goal as the end of April for Website Input*
- **Homer Barrett** memorabilia
 - *Faye volunteered to take on this project*
- **School Sports Heritage**
 - *Need to find a champion to undertake this valuable resource*
 - *Recent article in Springwater News re sports documentation*
 - *Trish to add to Heritage's agenda*
- **Pat Crowe and Orr Lake Harness Racing**
 - *Mike Patchell exploring*

6.5.2. 2019 Items were reviewed

- *Reconvene Committee*
- *Continue with current projects*
- *Seek out and increase heritage content on the website*
- *Other projects were discussed*
 - *Elmvale Ladies Comets team*
 - *Sporting Families*

7. Ex Officio Members Reports

7.1. Inductee Representative

- *Don Stoddart is the new Inductee Representative*
- *Don sent his regrets*
- *Don and Larry are trying to coordinate a meeting to discuss the roll and Inductee Representative and Alumni*
- *Larry informed/reminded the Board of the use of the SSH Banners. Recently they have been respectively used and appreciated during the visitations of In Memory Inductees.*
- *They are available for other appropriate use*

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ACTION: Board Members to let Larry know of any SSH Inductee passing so he can add to website and offer Banners if appropriate

7.2 Council Representative

- Jennifer Coughlin is continuing as the Township Council Representative on the SSH Board
- The Township/SSH "Terms of Reference" will likely require a review and amendments as a result of the anticipated SSH involvement in the "New Community Hub"

8. Ad Hoc Committees Reports

8.1. Active Elite

8.1.1. Chairperson's Report

- Brenda agreed to become the Active Elite Chairperson
- Brenda remaining as web person
- Board was asked to provide Brenda with any potential new Active Elite

8.1.2. 2019 Items

- Expand Committee membership
- Continue to identify new Active Elite Members
- Maintain and share Active Elite Contact List with the Board
- Modify and update existing Active Elite Members web pages
- Identify retirees and move to "Accomplished Active Elite"
- Larry reviewed the Active Elite area of the website now set aside for "Accomplished" (i.e. Retirees)
- Individuals and/or Teams will be relocated to "Accomplished" within Active Elite when their retirement is declared
- Some names who may be in that position now were identified (Adam Dixon, Brook Stoddart)

ACTION: Brenda to confirm who is officially retired and they will be relocated

8.2. Succession

8.2.1. Chairperson's Report

- Current three year succession plan

2019 Three Year Succession Plan (as of Feb 11, 2019)		
2019, 2020, 2021	2019, 2020	2019
Rob Campbell	TBD	Larry Simpson
Trish Campbell	Darrin Robertson	Denise Ritchie McLean

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Barb Maw	Deb White	Brenda Quinlan
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- *Current Committees and Chairpersons*

COMMITTEE	CHAIRPERSON
Facilities	Rob Campbell
Financial	Barb Maw
Induction	Darrin Robertson
Promotion	Deb White
Heritage	Trish Campbell
Active Elite	Brenda Quinlan
Succession	Larry
Technology	Larry

8.2.2. 2019 Items

8.2.3.

- *Identify plans of 2019 Directors*
- *Prepare for 2020 Members adjustments*

8.3. Technology

8.3.1. Chairperson Report

- *Website initiatives were reviewed*
- *Development currently in progress to receive Heritage memorabilia projects*
- *Website usage reviewed via accompanying charts. Impressive progress was apparent*

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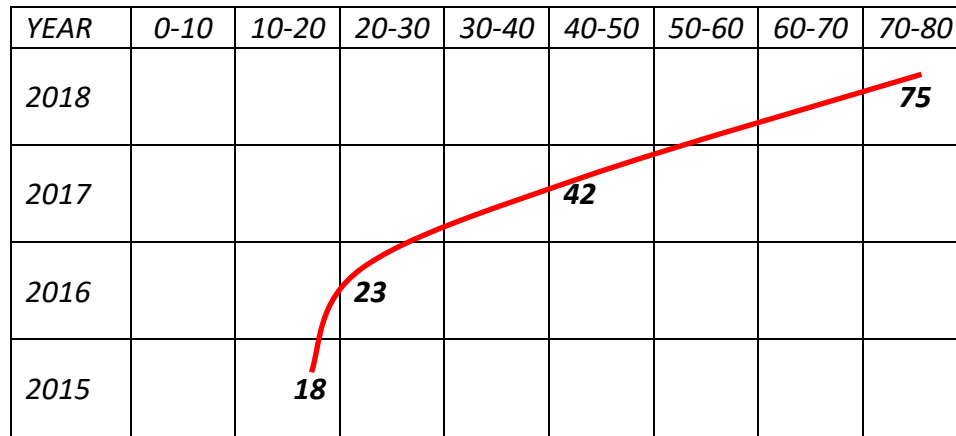
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- The following chart shows the growth of the number of average daily visits to the website each year for the four years 2015-18



- The following chart provides more detail of the website's activity for the four years 2015-18

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
Unique Visitors: annual initial visits per day											
UV /Day: annual initial visitors/365											
Number of Visits: total annual initial visit & revisits per day											
NV /D: total annual initial visit & revisits per day/365											
% Yr/Yr: percentage increase year over year											
% 2015: percentage increase from 2015											
Pages: annual number different pages visited											
Pages /Day: annual number different pages visited/365											
Hits: annual different actions visitors engaged in											
Hits /Day: annual different actions visitors engaged in/365											

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8.3.2. 2019 Items

- Complete “Filter” project
 - Larry outlined this very importance modification to the website
 - It promises to simplify the whole search process and thereby make our website more user-friendly
 - All Board members were asked to go on the website; to explore the search and filter tools; forward any comments and concerns to Larry

ACTION: Board was asked to review new “Search” component and comment

- Support other committee initiatives
 - Facilities Committee “New Community Hub” project
 - Wide-ranging media keepsake and memorabilia acquisitions
 - Expansion of Kiosks and usage of Heritage assets
 - Introduce advertising and revenue generation to Kiosks
- The Website “Galleries” was an area highlighted for evaluation and modification

9. Next Meeting

- *With the growth of projects there may be a need to increase the number of Board Meetings*

Moved by: **Brenda Quinlan**

Seconded by: **Barb Maw**

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

Carried

10. Adjournment

Moved by: **Barb Maw**

Seconded by: **Trish Campbell**

THAT the Springwater Sports Heritage Board Meeting of February 11, 2019 adjourns at 9:30 p.m.

Carried

7:35-9:30 pm

System:	2019-02-04	12:57:33 PM	DETAILED TRIAL BALANCE BY PERIOD FOR 2019					Page:	1
User Date:	2019-02-04		Corporation of the Township of Springwater					User ID:	jschmidt
			General Ledger						
Ranges:	From:	To:	Subtotal By:		Month	Include: Posting, Unit			
Date:	2019-01-01	2019-12-31	Sorted By:		Fund				
Account:	1-550-000-000000								
Account:		1-550-111-532380	Description: Memberships - SSH				Beginning Balance:		\$0.00
Trx Date	Jrnl No.	Orig. Audit Trail	Distribution Reference	Orig. Master Number	Orig. Master Name	Posting No.	Debit	Credit	
2019-01-22	296,007	PMTRX00001874	Purchases	JAN2019	Canadian Association for Sport Heritage	2239	\$50.00		
Entries: 1					Net Change	Ending Balance			
				January Subtotals:	\$50.00	\$50.00	\$50.00	\$0.00	
Account: 1-550-111-532380				Totals:	\$50.00	\$50.00	\$50.00	\$0.00	
		<u>Accounts</u>	<u>Beginning Balance</u>	<u>Net Change</u>	<u>Ending Balance</u>	<u>Debit</u>	<u>Credit</u>		
Grand Totals:		1	\$0.00	\$50.00	\$50.00	\$50.00	\$0.00		

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APPENDIX C

2020 INDUCTION ACTIONS REQUIRED

February 11, 2019

- *Incorporate "Conflict of Interest" Guidelines as they pertain to immediate family relationships. (Father, Mother, Son, Daughter, Spouse)*
- *Establish a policy for Teams with achievements greater than one*
- *Prepare 2020: Critical Path, Nomination: Guidelines, Forms and Support Material*
- *Investigate Digital Submissions*
- *Assign Committee Member to assist potential Nominators*
- *Compile a list of qualified candidates developed by the Board.*
- *Continue with Nominations being received from the community*
- *Tickets: purchase/payment deadlines, purchase online, dispense with actual ticket*
- *Larry exploring online payment with Township. They are still working on. Meet later as doing year-end*
- *Ceremony*
 - *Establish and publish Start/Finish Times for Reception, Call to tables, Welcoming, Blessing, meal and Induction*
 - *Develop presenter and Inductee speech guidelines: duration, content*
 - *Consider potential post Induction social time*
- *Venue*
 - *Meet very soon to review*
 - *Book 2020 and delay deposit until required*
 - *Serving very slow*
 - *Audio/Visuals: Projection quality of main screen a serious concern, must do a full rehearsal*
 - *Bar Open/closed periods and timely reminders, reduce lineups*
- *Alumni:*
 - *Maximize attendance,*
 - *Options to increase involvement*