

# 2015 Annual Report

## Springwater Sports Heritage



**Springwater Sports Heritage**  
2231 Nursery Road  
Minesing ON L0L 1Y2

[www.springwatersportsheritage.ca](http://www.springwatersportsheritage.ca)  
[info@springwatersportsheritage.ca](mailto:info@springwatersportsheritage.ca)



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Chairperson's Comments

Once again I'm extremely pleased to be able to present the Springwater Sports Heritage Annual Report. With their intuition and persistent efforts, a small group of committed individuals have carried the workload of SSH's 2015 achievements.

This past year has been an opportunity for Springwater Sports Heritage (SSH) to build on its previous successes. I believe it is fair-minded and important to report that the Board has successfully utilized the foundation it prepared to expand towards its desired and accredited visions. Both gems and chinks were discovered and acted upon accordingly while adhering to the Constitution and Terms of Reference as well as in the spirit and manner of what we aspire to be.

As SSH matured, so did the complexities and challenges. The good news is that we have an improved understanding and appreciation of what and where we wish to be. As we grasp more of what it is we are striving towards, the tasks are evident but no smaller in scope and scale. The increasing complexities of the digital world intensify our challenges while conversely, thankfully, providing new technical solutions and options.

Our working relationship with the Township of Springwater is outstanding. The acumen and thoughtful support is exceptional. Our service providers and sponsors have remained very supportive, when called upon, and hopefully appreciate how much they assist our efforts.

The "Succession Plan" of three Directors being replaced annually is both a loss and renewal. Fortunately we have three exceptional Directors joining the Board and the commitment of the departing Directors to assist where possible which will help diminish the substantial loss of their valuable time, knowledge and experience.

I feel very privileged and grateful of having the rewarding opportunity to associate with the Board and the many contributors that participate and support the SSH.



### Cover Page

This year's Annual Report cover page is a duplicate of the eight different SSH business cards. The business cards are envisioned to portray an appreciation of sporting heritage, various sports and both genders.

### 2015 Annual Report

This 2015 Annual Report is the second annual report for SSH. Last year's report provided an extensive summary of the early development and adjustments made as SSH established its infrastructure and supporting guidelines. This report reflects how SSH has built on those primary underpinnings.

### Organizational Directions and Introspective

In 2015 the Board began transitioning SSH activity from the Board to the five Standing Committees. Prior to this the Board was establishing SSH's organization structure along with the Constitution and other guidelines, policies and procedures. With sound and operational procedures in place the Standing Committees were able to proceed with their spheres of accountability. The Board will continue to encourage and champion this transition while adjusting direction and procedures as appropriate.

The Board was able to reduce the number of scheduled meetings as a result of this refocusing activity. The 2014 AGM took place in January and was followed by three regular Board Meetings in February, April and November. As was the desired and approved policy, a number of approvals were agreed to by the Board using emails thus avoiding scheduling difficulties and other challenges that impact busy schedules.

The main theme of the November Board Meeting was an inward-looking introspective of SSH. After three years of growth it seemed prudent and timely that the Board reaffirm its position and direction. Following an extensive review of the key fundamentals and established conventions the Board collectively endorsed the organizational structure and planned ventures. The Board remains mindful of the need to assess its directions and infrastructure on a timely basis.

### Succession Plan

The Succession Plan was reviewed and confirmed at the February Board meeting. Consistent with previous thinking the Board agreed that renewal and a three year in/out strategy for Directors was valuable for the members and SSH. The following plan was updated and put the wheels in motion to recruit three new Directors effective January 14, 2016 at the scheduled 2015 AGM.

Three Year Succession Plan Updated February 4, 2015		
2015, 2016, 2017	2015, 2016	2015
Mike Townes	Larry Simpson	Frank Archer
Darrin Robertson	Denise Ritchie McLean	Brad MacDonald
Barb Fralick	Brenda Quinlan	Paul Priest

Through this process it became evident that a recruitment plan should be developed and implemented. This will be tabled in 2016.

### Standing Committees

As stated earlier in this report, the Standing Committees is where much of the activity will be in 2016. The following points are a summary the Standing Committees achievements and development of plans that occurred in 2015.

#### Facilities and Awards

- Arranged for the Induction Sponsors to have a plaqued poster of the 2014 Inductees. Great feedback of appreciation for the poster was received.
- Investigating the opportunity and value of having a glass showcase to display sports memorabilia in the Township Administration Centre and other venues.
- Approval has been received to arrange a locked storage area in the Township Administration Centre. Details being worked on.
- Possible pilot project to display memorabilia at a major event.
- A notable required renovation of the Elmvale Community Arena was moved onto the Township's agenda and will result in input being required from SSH in the near future.

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### Financial Planning

- The accounts payable approvals procedure is working well and does not require any changes at this time.
- Met with the Township Director of Finance and support to ensure SSH was meeting its obligations as defined in the Terms of Agreement with the Township. Items covered were: budget details and timing; status and/or outcome of the audit; monthly reports; reporting of SSH reserves held by the Township; charts of account; upcoming 2016 Induction ticket payments and possibility of online payments.
- Draft of a Patrons' Plan was developed and is under review.

### Induction

- Commenced preparing for the 2016 Induction.
- Meeting was held to identify tasks and prepare the following critical path.

<i>CRITICAL PATH 2016 INDUCTION</i>	
<i>2015</i>	
<i>Sept (early)</i>	<i>Board to review/amend/approve critical path &amp; recommended action</i>
<i>Sept</i>	<i>Confirm Venue with Barrie Country Club</i>
<i>Oct (mid)</i>	<i>Nomination Forms available</i>
<i>Oct</i>	<i>Contact Previous Unsuccessful Nominations</i>
<i>Nov-Apr</i>	<i>Monitor nomination process</i>
<i>2016</i>	
<i>April</i>	<i>Confirm Sponsors</i>
<i>May 2</i>	<i>Deadline for Nominations</i>
<i>May (end of)</i>	<i>Board Nomination Evaluation</i>
<i>June (wk 2)</i>	<i>Inductee Election</i>
<i>June (end)</i>	<i>Inform Inductees/Delegates/Nominators</i>
<i>July (early)</i>	<i>Inductee Announcement Press Release</i>
<i>July (mid)</i>	<i>Inductee/Delegate Communiqué</i>
<i>July (mid)</i>	<i>Tickets available for Inductees/Delegates &amp; Sponsors</i>
<i>Aug (wk 1)</i>	<i>Tickets available to public</i>
<i>Aug (mid+)</i>	<i>Inductee/Delegate Communiqué</i>
<i>Sept (TDB)</i>	<i>Ceremony</i>

- Nomination forms, Induction Guidelines and supporting material were updated and approved.

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- Website was updated to allow online nomination filing and provide access to relevant forms and documents.
- Ceremony venue has been booked for Friday September 30, 2016 at the Barrie Country Club.

### Promotion

- Promoting 2016 Induction Nominations.
- Worked closely with Springwater News newspaper to ensure relevant SSH information was published.
- Forwarded SSH information to Township Communication Officer for tweeting to local media and others.
- Worked with Springwater Communication Officer to have appropriate information published in the Springwater News newspaper on the “Springwater Link” page.
- In the process of organizing a meeting with Springwater Sport Associations.

### Heritage

- Held five committee meetings in 2015.
- Heather Smeding, chairperson and author of “A History of Vespra Township”, shared her experiences and recommendations with the Sports Heritage Committee.
- Modified Inductee template and continued to update the Inductees material and photos on the website.
- A development “Pathway” was prepared to guide those working on heritage projects.
- Social Networking tools were put in place and Trish Campbell will monitor the activity and use where possible to support SSH’s activity.
- “Share a piece of heritage with us” was added to the website to allow photos and information to be sent to SSH
- Moved forward with an “Active Elite” concept and have added to the website. It’s expected that content will commence in early 2016.
- Inputting training to the website commenced and will continue when recent planned changes to the website are completed.
- A number of heritage topics have been identified and are underway. These will be used to assist in fine-tuning the pathway and final content.

- Frank Archer authored an outstanding heritage piece on the Elmvale Arena. It currently is in the blog and plans are underway to move it into the main website under “Heritage”.
- A few projects have been submitted and are waiting for final website development.
- 2016 Heritage budget was approved by the Board.

### Social Networking

Plans for SSH to leverage the benefits of Social Networking are advancing as projected. It provides SSH with an exceptional means of bi-directional communications. Connecting with the unlimited sources of heritage that SSH wants to tap into, through the social network provides an ideal conduit for information flow. The technology, that is part of SSH’s website, simplifies and streamlines the effort required. 2016 will allow us to quickly expand the content base.

### Active Elite

This new SSH venture is an opportunity to assemble and promote the considerable number of Springwater associated individuals that are currently active at an elite level in a diverse range of sports. Early pilot projects are proving very fruitful and being well received. As the expansion of the current website development nears completion the content will become available. It is expected this undertaking will promote both the Active Elite and the SSH website. Athletes and builders who have toiled undercover will now be acknowledged for their achievements. Additionally it can serve as an awareness and motivating tool for aspiring individuals.

### Parks and Recreation Master Plan

In 2015 the Township of Springwater began the process of updating its Parks and Recreation Master Plan. The initiative is in the process of examining the nature of the community and how it is expected to grow and change in the coming decade and beyond.

Two Board members attended and provided SSH’s input at the two Community Forums which were hosted at the Elmvale Community Hall

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and the Township Administration Centre on February 10 and 11. SSH will continue to participate as appropriate.

### 2015 Financial Report

<b>FINANCIAL REPORT</b>		INCOME	EXPENSE
Springwater Sports Heritage			
December 31, 2015			
		INCOME	EXPENSE
<b>GENERAL INCOME/EXPENSE</b>			
Donations		500.00	
Expenditures			627.83
<b>ARENA TV</b>			
TV Purchase & Instalation		1,231.07	1,108.62
<b>WEBSITE</b>			
Development			1,841.86
Maintenance			183.16
<b>TOTAL</b>		1,731.07	3,761.47
<b>BALANCE</b>			<b>-2,030.40</b>
Township of Springwater Balance as of December 31, 2015			<b>-2,030.40</b>
<hr style="border: 1px solid black;"/>			
<b>RESERVE ACCOUNT</b>			
Beginning Balance			19,533.59
SSH Balance			-2,030.40
Reserve Balance			<b>17,503.19</b>

### 2016 Budget

The majority of activity during 2016 will be focused on the 2016 Induction and website development related to the Induction, Active Elite and Sports Heritage. SSH will continue to consider display opportunities and has budgeted for some activity. The following 2016 Budget was approved by the Board.

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## Springwater Sports Heritage

2016 BUDGET SPRINGWATER SPORTS HERITAGE							
	Board	Facilities /Awards	Finance	Heritage	Induction	Promotion	TOTALS
<b>Revenue</b>							
TV/Kiosk Advertising			2,000				2,000
Patrons			5,000				5,000
Sponsorship					10,000		10,000
Ticket Sales					10,000		10,000
<b>Total Revenue</b>	0	0	7,000	0	20,000	0	27,000
<b>Expense</b>							
Displays & Storage		5,000					5,000
Website	500			4,000	2,000		6,500
Venue					10,000		10,000
Printing	100				1,000	200	1,300
Awards					1,000		1,000
Banners					1,200	800	2,000
Sundry/Contingency	500				1,000		1,500
TV/Kiosk				1,000	1,000		2,000
<b>Total Expense</b>	1,100	5,000	0	5,000	17,200	1,000	29,300
<b>2016 Net</b>	-1,100	-5,000	7,000	-5,000	2,800	-1,000	-2,300
2015 Ending Balance					17,503		
2016 Budget					-2,300		
Projected 2016 Ending Balance					<u>15,203</u>		

### Website

True to SSH's aspirations, the website has continued to evolve as planned albeit a bit slower than anticipated. The move to bring to life the Heritage section required more reflection and adjustment but is now gaining speed towards the desired outcomes. As this is a major purpose of SSH the growth is very welcomed. Opportunity to ramp up Heritage's content development is quite bright.

The website is now structured and developed to accommodate the key areas of inputting the desired content. SSH will now move forward in finalizing and implementing the pathways to ensure content development becomes the prime focus and achieves a vast rise in overall expansion while meeting the guiding principles expected.

It is important to remember the patrons that have supported the commencement and expansion of SSH's website. The much appreciated

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backing from the McGuire Trust and Springwater Swing (Mayor’s Golf Tournament) has and continues to fund the development and maintenance expenses. Brenda Stanley (Heart of Business) not only enthusiastically guides and supports the website development but also provides a significant volume of In-Kind support with her expertise, experience and time.

Use and expansion of the Social Networking components are now being realized. The technical interrelationships across SSH’s digital platforms permits the broadening of users and infrastructure efficiencies.

The following 2015 website activity chart illustrates the impressive usage and how interest is growing. As more is added it is expected the traffic will increase accordingly.

2015 WEBSITE ACTIVITY					
Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2015	198	309	3,368	22,015	395.29 MB
Feb 2015	259	369	3,376	22,612	408.27 MB
Mar 2015	302	440	1,725	11,809	262.43 MB
Apr 2015	363	553	3,223	18,709	265.39 MB
May 2015	307	482	3,553	24,808	284.92 MB
Jun 2015	486	799	12,776	44,152	1.11 GB
Jul 2015	301	604	3,183	16,773	318.29 MB
Aug 2015	294	554	1,544	12,207	310.52 MB
Sep 2015	304	462	1,051	7,494	201.88 MB
Oct 2015	367	628	2,327	12,353	256.77 MB
Nov 2015	335	669	5,401	32,544	852.24 MB
Dec 2015	280	561	3,070	14,086	607.81 MB
<b>Total</b>	<b>3,796</b>	<b>6,430</b>	<b>44,597</b>	<b>239,562</b>	<b>5.18 GB</b>

**Explanation:**

*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*

### Benefactors

It has been very complimentary to receive both financial and other forms of assistance from SSH enthusiasts. The 2014 Induction, website development and arena TV monitor received the financial support necessary to ensure these endeavors were able to proceed. SSH is very pleased to receive the necessary financial support.

It is also important to recognize the receipt of diverse non-monitory contributions. Various individuals have given of their expertise, experience and time. In the very near future the details and those involved will be clearly highlighted on the "Patrons" portion of the website.

### Arena TV Monitor

The Elmvale Community Arena TV monitor has been a good news bad news this year. However, independent from the technical interruptions and damage to the monitor, the majority of the feedback has been complimentary, practical and constructive. It has established another means of generating an awareness of the Inductees and their achievements. In addition to furthering an appreciation of SSH's purpose it has directed traffic to the website for further assessment and understanding. SSH sponsors have expressed their pleasure in being part of the presentation. Some content has been added with more planned for 2016.

### Contact Information:

Mailing Address:

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Email: "[info@springwatersportsheritage.ca](mailto:info@springwatersportsheritage.ca)"

Blog: "[www.springwatersportsheritage.ca/blog](http://www.springwatersportsheritage.ca/blog)"

Twitter: "[twitter.com/SpringwaterSH](https://twitter.com/SpringwaterSH)"

Facebook: "[www.facebook.com/springwatersportsheritage](http://www.facebook.com/springwatersportsheritage)"

YouTube: "[www.youtube.com/channel/UCqso\\_Z7cRVIVOQNULUje2ZA](http://www.youtube.com/channel/UCqso_Z7cRVIVOQNULUje2ZA)"

# 2015 Annual Report

## Springwater Sports Heritage

### Members: Board, Committees and Supporters

The following chart identifies the 2015 members of the Board, Committees and numerous indispensable supporters.

	2015 SSH Members and Supporters												
	Board					Committees					Support		
	Board	Past Chairperson	Vice Chairperson	Secretary	Treasurer	Facilities & Displays	Financial Planning	Induction	Sports Heritage	Promotion	Township Resource	Website	Professional Advisor
Frank Archer	●	●											
Lou Belcourt	▲							◆					
Jennifer Coughlin	▲							◆		◆			
Barb Fralick	●		●					◆			◆		
Brad MacDonald	●				●	*							
Paul Priest	●					*		◆					
Brenda Quinlan	●			●							◆		
Denise Ritchie-Mclean	●					◆	◆	◆					
Darrin Robertson	●					◆		*					
Larry Simpson	*					▲	▲	▲	*	▲		◆	
Mike Townes	●							◆	◆	*		◆	
Faye Stone	◆							◆	◆				
Gary Edgecombe												◆	■
John Heacock												◆	
Joe Fralick						◆							
Sue Adams								◆			◆		
Trish Campbell								◆					
Keith Columbus								◆			◆		
Mary Fleming								◆					
Ken Flieger								◆			◆		
Mike Stone								◆					
Ginger Tsang								◆			◆		
Ron Belcourt	◆									◆			
Robert Brindley	◆									◆			
Shelley McNabb						◆	◆			◆			
Janine Peck							◆			◆			
Tony Persson							◆			◆	◆		
Jeff Schmidt						◆				◆			
Nicole Van Zutphen							◆		◆	◆			
Brenda Stanley							◆				*		

● Director | ▲ Ex Officio | \* Lead | ◆ Associate | ◆ Recording Secretary | ■ Past Member