



2020 Annual General Meeting

February 17, 2021

Springwater Sports Heritage

2020 Annual General Meeting – Agenda

February 17th, 6:30 p.m. – Virtual Zoom Meeting (as per Covid Protocols)

1. Confirmation of a Quorum and Call to Order
2. Chairpersons Opening Remarks –Trish Campbell
3. Conflict of Interest Disclosure
4. Confirmation of Timing and Notice of the AGM
5. Approval of 2019 AGM Minutes
6. Presentation and Approval of Financial Statements – Barb Maw
7. Review of 2020 Annual Reports
Heritage, Promotion – Trish Campbell
Facilities – Rob Campbell
Induction – Darrin Robertson
Technology – Larry Simpson
8. Board Member Appreciations/Additions
9. Election of 2021 Executive
10. Next AGM Meeting
11. Adjournment

Springwater Sports Heritage Annual General Meeting – Chair Message 2020

Welcome to our 2020 Annual General Meeting. What would, in a normal year, have been a gathering of the Board and interested parties at the Springwater Township offices has instead, like most things this past year, become a virtual event.

Many of the Board's activities slated for this year experienced a 'Covid-pause' given restrictions of the pandemic. Most notably, the Board voted to cancel the 2020 Springwater Hall of Fame Induction ceremony scheduled for September, 2020 at Snow Valley Ski Resort. It became evident last Spring that an in-person Induction was unlikely to happen and so, it was postponed to a date to be determined. A go-forward plan for the next Induction will be a front and centre agenda item for the next scheduled Board meeting.

The pandemic created havoc for other Committee activities, as well. Committee Chairs did their best to continue in their roles but it was difficult given the uncertainty and safety concerns. This was to be a year of 'hunkering down', staying close to home and doing our best to stay well and safe.

The accompanying package includes reports prepared by each of the Committee Chairs - Technology, Heritage, Promotions, Facilities and Finance. Thank You to Larry Simpson, Rob Campbell and Barb Maw for your reports.

The Board recruited two new members for open Committee Chair positions. We are pleased to announce that Lana Stoddart (Heritage) and Mitch Greene (Promotions) have joined the 2021 Board of Directors. Mitch will be replacing Sandy McConkey, whose resignation was accepted by the Board in January, 2021.

Covid-19 is still very much a part of our lives but we are learning to live with it, at least until a vaccine can help eradicate the virus. In the meantime, the Board is refreshed and eager to move forward with our many objectives. News of a future facility for Springwater Township will hopefully mean a permanent home for our collection management vision and our Hall of Fame. Ways of obtaining more of our heritage through the use of social media tools is also in the plans for the coming year. And the website continues to evolve as we do, collecting, preserving and communicating the rich sports heritage of our communities.

We are ready to emerge from these unprecedented times with a renewed energy! Thank you to all who have been a part of this vision and to all those who will help continue the vision.....our Inductees, our contributors, our sponsors, our Board members and of course, Springwater Township for their continued support!

Trish Campbell,

Chair, Springwater Sports Heritage

2020 FINANCIAL STATEMENT

Springwater Sports Heritage
as of December 31, 2020

	INCOME	EXPENSE	TAX RTN	AR/AP	NET	BUDGET
BOARD						
Sundry						
Cash 2020 Membership		50.00			-50.00	
TOTAL	0.00	50.00	0.00	0.00	-50.00	-600
FACILITIES						
TOTAL	0.00	0.00	0.00	0.00	0.00	-4,000
FINANCE						
Elmvale & District Lions Club Donation	2,000.00					
TOTAL	2,000.00	0.00	0.00	0.00	2,000.00	3,000
HERITAGE						
TOTAL	0.00	0.00	0.00	0.00	0.00	-500
INDUCTION						
Snow Valley 2021 Induction Deposit		1,300.00			-1,300.00	
TOTAL	0.00	1,300.00	0.00	0.00	-1,300.00	4,000
PROMOTION						
TOTAL	0.00	0.00	0.00	0.00	0.00	-700
WEBSITE/KIOSK						
Expense						
Heart of Business #1311 2020,2,11		597.59	59.44		538.15	
Heart of Business #1373 2020,6,30		1,039.60	103.41		936.19	
Heart of Business #1430 2020,9,25		2,395.60	238.29		2,157.31	
TOTAL	0.00	4,032.79	401.14	0.00	-3,631.65	-3,000
GRAND TOTALS	2,000.00	5,382.79	401.14	0.00	-2,981.65	-1,800

Township Statement as of January 8, 2021 -2,981.65
Reconciled 0.00

YEAR	GAIN/LOSS	RESERVE
2014	19,533.59	19,533.59
2015	-2,396.74	17,136.85
2016	1,246.66	18,383.51
2017	-1,490.55	16,892.96
2018	6,088.31	22,981.27
2019	-4,897.10	18,084.17
2020	-2,981.65	15,102.52

Include: Posting, Unit

Account:		1-550-031-481126		Description:		Donations - Sports Heritage		Beginning Balance:		\$0.00	
Trx Date	Jrnl No.	Orig. Audit Trail	Distribution Reference	Orig. Master Number	Orig. Master Name	Posting No.	Debit	Credit			
2020-11-17	329,191	CRREC00015714	Elmvale & District Lions Club	403431	November 17, 2020 - Cheque Tra	14859			\$2,000.00		
					Net Change	Ending Balance					
Account:		1-550-031-481126		Totals:		-\$2,000.00		-\$2,000.00		\$0.00	
Account:		1-550-111-532282		Description:		Maintenance - Website - Sports Heritage		Beginning Balance:		\$0.00	
Trx Date	Jrnl No.	Orig. Audit Trail	Distribution Reference	Orig. Master Number	Orig. Master Name	Posting No.	Debit	Credit			
2020-02-20	316,099	PMTRX00002128	Purchases	HOB1311	Heart of Business	2182	\$538.15				
2020-07-24	323,204	PMTRX00002221	Purchases	HOB1373	Heart of Business	9070	\$936.19				
2020-10-05	326,479	PMTRX00002263	Purchases	HOB1420	Heart of Business	12334	\$2,157.31				
					Net Change	Ending Balance					
Account:		1-550-111-532282		Totals:		\$3,631.65		\$3,631.65		\$3,631.65	
Account:		1-550-111-532331		Description:		Promotional Expense		Beginning Balance:		\$0.00	
Trx Date	Jrnl No.	Orig. Audit Trail	Distribution Reference	Orig. Master Number	Orig. Master Name	Posting No.	Debit	Credit			
2020-01-31	324,684	GLTRX00037562	2020 prepaid-SnowValley 2020			10498	\$1,300.00				
					Net Change	Ending Balance					
Account:		1-550-111-532331		Totals:		\$1,300.00		\$1,300.00		\$1,300.00	
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			
2020-01-27	314,449	PMTRX00002112	Purchases	2020 MEMBERSHIP	Canadian Association for Sport Heritage	648	\$50.00				
					Net Change	Ending Balance					
Account:		1-550-111-532380		Totals:		\$50.00		\$50.00		\$50.00	
				Accounts	Beginning Balance	Net Change	Ending Balance	Debit	Credit		
Grand Totals:				4	\$0.00	\$2,981.65	\$2,981.65	\$4,981.65	\$2,000.00		

Springwater Sports Heritage
AGM Heritage Committee Report – 2020
Prepared by – Trish Campbell

- Due to the Covid-19 Pandemic, very little activity took place during 2020. No meetings were held.

- Two projects have been readied to be added to the Heritage portion of the website, the Homer Barrett collection, prepared by Faye Stone and the Corby Adams collection, prepared by Trish Campbell. Both projects are extensive collections given the scope of the sports and the elite levels played by both Mr. Barrett and Mr. Adams.

- A new Heritage Committee Chair has been found to replace Trish Campbell. Lana Stoddart, a long-time resident of the area and sports history buff will be joining the 2021 Board and assuming the duties, effective immediately.

Springwater Sports Heritage
AGM Promotions Committee Report – 2020
Prepared by – Trish Campbell

- Due to the Covid-19 Pandemic, very little activity took place during 2020. No meetings were held.
- Sandy McConkey, who became a Springwater Sports Heritage Board member at the Annual General Meeting in 2020, oversaw the facebook, twitter and instagram feeds during the year
- Sandy McConkey, Chair of the Promotions Committee, tendered her resignation from the Springwater Sports Heritage Board in January 2021
- Mitch Green, who has assisted the Board in the past will become the new Chair of the Promotions Committee and will be assuming the portfolio, immediately.

2020 Year-End REPORT

SPRINGWATER SPORTS HERITAGE

Committee: Facilities

Author: Rob Campbell

2020 Objectives*

- Continue to develop SSH vision as part of 'New Community Hub'

2020 To Date*

- Met with new CAO – Jeff Schmidt and Craig Belfry to discuss vision/concepts with Township – Jan 24, 2020, still a few years away from development of the new Building
- Viewed Midland HOF, Penetang HOF during 2020
- COVID-19 delayed other HOF visits and most were closed

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2021 Pending Activity*

- Visit Barrie HOF, Hockey Hall of Fame
- Develop criterion for eligible memorabilia

Board Approval(s)*

- N/A at this time

Mid-Term Summary

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* Use bullet point

Induction

2020 was to be Springwater Sports Heritage's 4th Induction but COVID19 had other plans for the 2020 Induction.

It was decided by the board to put the 2020 Induction on hold and we would have a 2021 Induction to be held at Snow Valley Ski Resort on Friday September 24, 2021. Nominations for the 2020 Induction would be carried over to 2021 and the deadline for nominations for the 2021 Induction would be March 31, 2021. The following induction would then take place in 2023.

A promotional piece to let people know about Springwater Sports Heritage and the 2020 Induction was put in Patrick Towne's column in the Springwater News. The hope was to get people to nominate worthy candidates for the induction. We did receive some nominations from across the township.

Several areas of the induction process were discussed at an Induction Ad Hoc Committee Meeting early in 2020 to hopefully make the Induction process better and the Induction night even more memorable. Hopefully for the 2021 Induction, we hope to have a digital submission option available. Also the hope of online payments for the induction will be available and the we talked about doing away of the ticket that is required.

As for the night of the induction, speech guidelines will be developed and a tighter timeline for the night to allow for some post Induction social time. Also we would like to maximize Inductee/Alumni attendance.

We hope to be busy in 2021 in preparation of the event, as long as COVID 19 allows us.

Technology Committee 2020 Annual Report

The Technology Standing Committee is comprised of Larry Simpson (Chairperson), Faye Stone and Website Advisor Brenda Stanley. The Committee has access to a range of resource personnel to support them when and where necessary. Currently the following are available to assist with the website as required: Sue Adams (technical), Keith Columbus (Graphics), Mary Fleming (Proof Reader), Ken Flieger (technical), Tim Ritchie (technical).

During 2020 the Technical Committee continued, somewhat constrained by Covid-19, with its prime objectives of Filter Development and the integration of Multimedia into the Galleries section of the Website. In addition to the required ongoing maintenance and upgrades the Committee spent the majority of its time focussing on these two sizable and vital development objectives. The Filter approach is consistent with the majority of websites in use today. It allows the user to quickly focus in on their individual interest(s) while envisioning the opportunities of the bigger picture.

While working through the Filter/Galleries development the websites navigation system was modernized to include rollover dropdown menu items as well as the needed and appropriate flare outs. These upgrades, to the navigation system, provide a quicker, observable and beneficial prompting options. It's expected these improved navigation tools will significantly assist the website users.

A substantial amount of time and thought was devoted to the selection of headings, categories and individual elements within each of the Filters. It was seen as important to minimize the number and avoid duplication while ensuring all potential options were encompassed. Although the Committee is comfortable with their choices the opportunity remains to add additional categories and/or elements should it become appropriate in future development. The balance between firmness, flexibility, the website user and future development was always a conscious consideration.

A major genesis, to this significant development, was a result of the opportunity of having access to two SSH Athlete Inductees (Corby Adams and Homer Barrett) private collections of a vast treasure trove of material related to their outstanding and successful sporting careers. The assortment and scope of their diverse media highlighted the complexities and potential options. Although a challenge, it proved to be a guiding light once the intricacies and enormity was revealed. Though both projects are not yet uploaded the Committee is confident the development has established a solid foundation for these and future media projects to be successfully accessed, displayed and archived for SSH website users.

In early fall the Board was given the opportunity to provide their feedback on the development of the Filters/Galleries. Their feedback was somewhat positive but focussed more on the “Website Search Component” that has not been fully researched or scoped out to date. It may prove beneficial to establish a “Focus Group” to fully investigate the Filters/Galleries development accomplishment and deficiencies. This approach should reveal any necessary adjustments and provide possible future expectations and directions to be undertaken.

During 2020 the Technology Committee joined forces with the SSH Induction and Finance Committees and the Springwater Township Finance Department to commence the establishment of an online payment system to support the ticket purchases of SSH’s Induction Ceremony. Early in 2021 the Committees will commence the necessary final steps and adjustments to ensure the 2021 Induction Ceremony attendees have the option of purchasing their tickets online. It’s expected ticket sales will be tracked online and reports will also be available as required. This option will add a minor cost to the expenditure side of the ledger but will provide a service that many previous ticket purchasers wished to have. At this point it will still be necessary to determine if the 2021 Ceremony will proceed because of the virus.

Notable Future Development Considerations

- A potential WEBSITE SEARCH COMPONENT is likely the next major improvement/development that should be undertaken. A Search tool may benefit website users if they are looking for something specific. Springwater Sports Heritage usually is at the top of Google searches given that we have now established ourselves. Different options will need to be considered. Using “Google Site Search” to focus on the SSH website appears, at first glance, to be a very good cost/benefit option. Further review and input will be appropriate prior to determining the most desired route.
- Given the broad respect and appreciation SSH has been able to create within the community it would be prudent to include a BEQUEST/LEGACY opportunity for interested/potential benefactors. This would obviously assist in financially sustaining SSH while providing a means for thoughtful patrons to be recognized and support a valued community asset.

- SSH has been offered a physical location in the pending Springwater Township Community Hub and over its seven years SSH has received consequential offers of SPORTING MEMORABILIA from thoughtful donors. It's expected the Technical Committee will support, where appropriate, the Facilities Committee as they undertake this indispensable endeavour to display, honor and preserve Springwater's sporting memorabilia. The Technical Committee has a significant role to bring forward the value that technology can play in ensuring the modernization of both these physical and virtual opportunities. The digitation of the memorabilia can well serve the website, kiosks and the Community Hub.
- Throughout the development of the website a variety of adjustments were made, some items deferred and alternative means envisioned. The need to undertake a WEBSITE ORGANIZATIONAL UPDATING to ensure administrative and logistical support is enhanced needs to be undertaken. Process, procedures, duplication and archiving all require thoughtful and timely attention. One key example of needed change is the ongoing administrative digital documentation, such as email, being appropriately recorded and archived for current and future use and to meet legal obligations. The longer this requirement is pushed forward the greater the challenge will become.
- The current VIDEO ASSETS require organization and must include supportive opportunities for growth. With the evolution of the ability for videos to be recorded on smartphones and tablets, SSH needs to create clear and uncomplicated pathways for the appropriate videos to become part of the website, kiosks and Community Hub.
- The usefulness of having STRATEGICALLY LOCATED KIOSKS has unconsciously been overlooked. The value of expanding the content, locations and revenue generation is evident and should be undertaken. It will provide numerous meaningful benefits while creating a much greater public awareness. Raising SSH's community profile and encouraging individuals to provide their assets will be a win-win.
- ONGOING GROWTH AND MAINTENANCE will continue. As new technology becomes available SSH must become aware of its potential applications and how it could positively affect SSH's direction. The Technical Committee is responsible for keeping the Board informed and following up on any Board requests for support. The Committee is also responsible for supporting all of the SSH Standing Committees.

It's expected that an active Promotion Committee will substantially expand SSH's social media activity and will require ongoing support of the Technical Committee.

Website Activity

Springwater Sports Heritage's website is in reality SSH. Tracking the website's user activity is essential and it provides detailed statistical information to assist in determining if the website is meeting its stated purposes. This metric assists in providing an objective measurement to emphasize the website's value, usage and growth

The following chart quantifies the website activity from 2015 to 2020. Once again SSH is very pleased to acknowledge its continued expansion of user access.

ANNUAL WEBSITE ACTIVITY & COMPARISON											
Year	Unique visitors	UV /Day	Number of Visits	NV /D	% Yr/Yr	% 2015	Pages	Pages /Day	Hits	Hits /Day	Bandwidth GB
2015	3,796	10	6,430	18	n/a	n/a	44,597	122	239,562	656	5.18
2016	4,416	12	8,246	23	28	28	126,938	348	584,932	1,603	30.42
2017	7,558	21	15,368	42	86	139	87,784	241	303,671	832	18.54
2018	10,841	30	27,212	75	77	323	130,005	356	393,728	1,079	29.84
2019	8,265	23	29,040	80	7	352	64,653	177	111,872	306	4.84
2020	16,620	46	49,386	135	70	499	344,115	943	872,749	2,391	65.61

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

Springwater Sports Heritage
Committee Chairpersons
(as of February 17th, 2021)

Chairperson	Trish Campbell
Past Chairperson	Larry Simpson
Vice Chairperson	Open
Secretary	Open
Treasurer	Barb Maw
Active Elite	Open
Facility	Rob Campbell
Finance	Barb Maw
Heritage	Lana Stoddart
Induction	Darrin Robertson
Promotion	Mitch Greene
Technology	Larry Simpson
Ex Officio:	
Inductee	Don Stoddart
Council Member	Jennifer Coughlin