



2021 Annual General Meeting

February 16th, 2022

Springwater Sports Heritage

2021 Annual General Meeting - Agenda

February 16th, 7:00 p.m. - Virtual Zoom meeting (as per Covid Protocols)

1. Confirmation of 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 2020 AGM Minutes
6. Presentation and Approval of Financial Statements - Barb Maw
7. Review of 2021 Annual Reports
 - Heritage - Lana Stoddart
 - Facilities - Rob Campbell
 - Induction - Darrin Robertson
 - Promotion - Mitch Greene
 - Technology - Larry Simpson
8. Election of 2022 Executive
9. Next AGM Meeting
10. Adjournment

Springwater Sports Heritage Annual General Meeting - Chair Message 2021

On behalf of the Board, I would like to welcome you to the 2021 Springwater Sports Heritage Annual General Meeting. Similarly to last year's AGM, we are hosting a virtual event instead of a gathering of the Board and interested parties at the Springwater Township offices.

Covid-19 continued to play a role in our lives this past year curtailing many activities and events, including the planning of our Induction Ceremony once again. An Induction is now tentatively planned for Fall of 2022. The Induction Committee put out another call for nominations and we are happy to report that we received a good number of very worthy candidates. The Board graded the nominations based on the weighting developed in past years and athletes, builders and teams were chosen for induction this year. We look forward to celebrating their achievements at the event slated for Snow Valley Resort.

It was to be another year of 'hunkering down' with brief respites from Covid waves allowing limited activity. As a result, Committee activities were also limited.

The accompanying package includes reports prepared by each of the Committee Chairs - Facilities, Finance, Heritage, Promotions and Technology. Thank you to Rob Campbell, Barb Maw, Lana Stoddart, Mitch Greene and Larry Simpson for your contributions and your continued work for the Board in leading your respective committees.

We are cautiously optimistic that 2022 may be the year that we learn to live a 'new normal' and although Covid-19 is likely never to be totally eradicated, we will learn to live with it and resume most activities. We hope, as a Board, to once again be able to continue with our collection, preservation and promotion of Springwater's sports heritage in a more active way than was possible during these past two years of the pandemic. We also hope to attract some more help for our Committees and Board as it is a big undertaking to capture our sports history for the generations to come.

I want to again, extend my thanks to the Board members who have volunteered their time over this past year to keep Springwater Sports Heritage's vision alive. And also, Thank You to our Inductees, our Contributors, our Sponsors and of course, Springwater Township for their continued support!

Sincerely,

Trish Campbell
Chair - Springwater Sports Heritage

2021 FINANCIAL STATEMENT

Springwater Sports Heritage
as of December 31, 2021

	INCOME	EXPENSE	TAX RTN	AR/AP	NET	BUDGET
BOARD						
Sundry		0.00			0.00	
TOTAL	0.00	0.00	0.00	0.00	0.00	-600
FACILITIES						
TOTAL	0.00	0.00	0.00	0.00	0.00	-4,000
FINANCE						
TOTAL	0.00	0.00	0.00	0.00	0.00	3,000
HERITAGE						
TOTAL	0.00	0.00	0.00	0.00	0.00	-500
INDUCTION						
PROMOTION						
TOTAL	0.00	0.00	0.00	0.00	0.00	-700
WEBSITE/KIOSK						
Expense						
Heart of Business SSH-01		634.88	63.15		571.73	
Heart of Business SSH-06-21		2,949.36	293.42		2,655.94	
TOTAL	0.00	3,584.24	356.57	0.00	-3,227.67	-3,000
GRAND TOTALS	0.00	3,584.24	356.57	0.00	-3,227.67	-1,800

	Statement	as of	02/01/22	-3,227.67
			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	
2021	-3,227.67		11,874.85	

DETAILED TRIAL BALANCE FOR 2021
Corporation of the Township of Springwater
General Ledger

Ranges: From: To:
Date: 2021-01-01 2021-12-31
Account: 1-550-031-421110 1-550-111-727600
Subtotal By: No Subtotals
Sorted By: Fund
Include: Posting, Unit

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
2021-09-30	346,007	GLTRX00042158	Heart of Bus-Website Renewal			14256	\$571.73	
2021-12-03	346,666	PMTRX00002559	Purchases	HOB:SSH-06-21	Heart of Business	15015	\$2,655.94	
					Net Change	Ending Balance		
Account: 1-550-111-532282				Totals:	\$3,227.67	\$3,227.67	\$3,227.67	\$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	\$3,227.67	\$3,227.67	\$3,227.67	\$0.00

2021 Year-End Report

SPRINGWATER SPORTS HERITAGE

Committee: Facilities

Author: Rob Campbell

2022 Objectives*

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

2022 To Date*

- Springwater Township CAO – Jeff Schmidt. Initial update January 2022.
- February 1, 2022 – had Zoom discussion with General Manager – Infrastructure & Operational Services, Mahesh Ramdeo, Manager – Recreation, Parks & Facilities, Briana Dean and Jeff to discuss the New Community Hub.
- We will be involved in the Consultation process for the New Community Hub project and anticipate being invited during the process – Mid March/April 2022.
- Put forth our SSH vision in the new building and ideally involve a feature wall plus Kiosk space.

2022 Pending Activity*

- Get update from Barrie HOF (carry over from 2021)
- Develop criterion for Collection Management which will best fit with New Community Hub
- Research any Government grants for HOF/Heritage & Collections

Board Approval(s)*

- N/A at this time

Year-End Summary

It is apparent that most volunteer HOF's are moving to a digital Collection Management approach. HOF feedback indicates Websites can be used to collect/store information however most Organizations are moving away from a dependence on physical artifact collection. The ongoing costs and logistics of curating and maintaining collections will be difficult given the limited budget of SSH and volunteer resources available.

It is this Committee's opinion that SSH needs to feature their memorabilia via Social Media and other digital platforms.

2021 YEAR-END REPORT SSH

Committee: Heritage

Submission by: Lana Stoddart

2022 Objectives:

- * To continue to expand the Heritage portion on our website. Build in new features of live interviews and perhaps a new photo collection of “then and now” and also to include more artifact photos, if we are looking to go digital.
- * Find a support volunteers to go out into the field with me.

*** 2022 To-Date:**

- * Set objectives that are within the scope of our Board’s vision.
- * I have reached out to some candidates that I would like to interview, to get their interest level. I’m receiving some positive feedback. People I will approach will be past inductees, organizers of memorable events, builders and worthy to note successes, from George Allen’s book. This will be a large task but it will become perhaps a focal point on our website.
- * Actively working on the search volunteers for specific interviews.

2022 Pending Activity

- * Start interviews when safe to do so, edit and forward recording to our IT committee for upload.
- * Build a team of volunteers.
- * Work with Rick Archer and Rob Reynolds to “grab” pictures from the website know as “ You might be from Elmvale if “.
- * Photo’s sell and it will do the same for our website. My goal is to take now and then photos and any artifacts they may have saved from their past.

2022 Board Approval (s)

Get the boards approval to expand volunteer support for Heritage expansion purposes.

Friday, February 11, 2022

2022 Year end Summary

Covid restrictions interfered with all 2021 plans with the exception of formulating the objectives for 2022 and having a few conversations with persons of interest. I think we are on the right track for getting more interest on our website.

Induction 2021

Our 2020 Induction was cancelled as a result of COVID19. It was decided to extend the deadline for nominations to April 30, 2021 and hold the induction in the fall of 2021. COVID19 interrupted those plans as well as many restrictions in the province came into place with limits on gatherings. We did receive a few more nominations during the extended period.

During May and June of 2021, the nominations received were individually reviewed and ranked by each board member. A meeting was then held in July of 2021 to vote on the nominations. The plan was to promote the inductees through social media. The following were nominated to be inducted into our 2021 class that would be ceremoniously inducted in the spring or fall of 2022.

Athletes - Sarah Burke - Skiing
Adam Dixon - Sledge Hockey
Alanna Kovacs - Track and Field
Alexandra Paul - Figure Skating

Builders - Frank Archer
Elmvale and District Lions Club
Allan and Laura McNabb

Teams - 1954-55 Elmvale Comets Women's Softball Team
1974/75 Minesing OASA Fastball Team

It is now our hope to induct these 2021 Inductees in the fall of 2022. A tentative date of September 23, 2022 has been set at Snow Valley Resort. Hopefully restrictions have been lifted for indoor gatherings. The plan is to have ticket sales online and availability to purchase tickets online.

Immediately following our 2022 induction, we will open up nominations for our 2023 Induction to be held in the fall of 2023. By this time we hope to get back to having inductions every two years.

2021 Year-End Report

SPRINGWATER SPORTS HERITAGE

Committee: Promotions

Author: Mitch Greene

2021 To Date

- Researched other active HOF accounts and documented materials that garnered a significant amount of traffic
- Several posts highlighting HOF Inductees with a good amount of traffic and interaction

2022 Objectives*

- Create detailed schedule that highlights the many areas of SSH content balancing historical content with new stories
- Once leagues resume connect with local minor leagues to highlight sporting scores, events, special accomplishments
- Highlight Active Elites with detailed information
- Highlight sports memorabilia if available

Board Approval(s)*

- N/A at this time

Year-End Summary

With testing a variety of posts in the latter part of 2021, there is an opportunity to create social media posts that are more likely to garner heavy traffic and engagement. Those high volume posts seem to be the ones that have active connections to the community. These types of connections help drive engagement and bring more followers to our social media platforms and main website.

It is this Committee's opinion that garnering participation from different stakeholders in the community will help source unique stories will help engage more users in 2022.

Technology Committee 2021 Annual Report

Springwater Sports Heritage

Foreword

The 2021 Technology Standing Committee was comprised of Larry Simpson and Faye Stone. In addition to the committee members Brenda Stanley, of “Heart of Business”, once again continued to provide prudent advice as well as volunteering a significant amount of “off-the-clock” personal time to assist with design modifications and inputting.

Unfortunately, much of the desired and planned development was unable to be achieved as a result of Larry taking on a major healthcare provider role. Throughout the year the absolute necessary fundamentals and commitments were fulfilled but a considerable amount of hoped for progressive improvements were left unfinished. This report will outline what was achieved and what potential development and ongoing activity could/should be addressed.

2021 Achievements

The primary development for 2021 was to establish an affordable website “**Search Component**”. Following the Technical Committee’s 2020’s focus on the development of a “**Filter Methodology**” for the website some Board Members requested the addition of a search function. Throughout the year development took place and the website now has its initial search function. The Technical Committee is anticipating relevant feedback on the search development and will follow-up with any further appropriate modifications/development. It’s important to note the difference between the power of the major search engines that are universally use on a daily basis and one designed on a much smaller scale for specific websites.

Activity undertaken/completed Summary

- Website Development
 - A **Search component** was developed and added as per above.
 - Expanded **gallery fields** to further permit additional and multiple options for location, year, and sports categories when applicable.
 - Created a system to allow a way to **batch upload** images and establish/update the image fields as required
 - Provide a way to **set fields** during the upload process
- Faye & Mike Stone reviewed, identified added missing names and relevant comments/information to the **2018 Induction Photos**
- 2021 Hall of Fame Nominations were organized to received in a **digital format** although expected formatting and clear identification was not always what was expected

- Seventeen **2021 Inductee Nominations** were assembled/adjusted and loaded to the website to allow the Board Members access and the opportunity to review and rank to complete the 2021 inductee selection process.
- Added 15 timely news items to the website
- Sadly, five more outstanding Inductees were added to **“In Memory”**. Given the Covid restrictions in place the **Banners** are not being used at the passing Inductees’ viewings and services.
- Website **access and security** tweaked and upgraded

Going Forward

The website represents Springwater Sports Heritage’s implicit manifestation and expanding annals. It’s imperative that design, utilization and growth receives timely and keen consideration. Future expansion and adaptations must reflect the changing need and opportunities. In addition to the “big picture” a multitude of distinct additions, modifications and outstanding desired supplementary elements can and should be considered. As Rome was not built in a day nor will SSH’s website reach its many desired fundamentals in the short term. The following unranked and unprioritized identifies a large number of items to consider and move forward through 2022 and beyond with a common expectation.

- Upload the 2021 Inductees’ **plaques** and **profiles** when completed
- A **budget** has not been established for any 2022 activity
- Conclude **Homer Barrett’s** gallery project
- Add **Corby Adams’** gallery material Trish has prepared when satisfied with “Search Component”
- Establish SSH **email addresses** for Board and Committee Members
- Complete and test **online payment** project in time for next induction ceremony
- Further enhancement of **online forms**
- Establish protocols and undertake **archiving** of SSH’s activity
- Arrange to increase the size of the Technical Committee with **new Members**
- Digitally record/document and upload sporting **memorabilia** to website when memorabilia protocols and definitions are developed and approved
- Complete **“Sundry Media”** cleanup of current material and prepare to promote/add additional material
- Address issues with **videos** and YouTube
- Reposition **Patrons** to further emphasize their value to SSH on all devices
- Mitch to recommend what can be done with his **George Allan Project**
- SSH to establish **Bequest/Legacy** opportunities and promote on the website
- Given their importance an **Alumni web presence** could to be established
- Interact/coordinate any technical matters/opportunities with **Community Hub project**
- Purge/Organize **website administrative “Backend”** to assist approved users
- Monitor **innovative technical trends** that could improve and enhance the website

- **Mr Johnston's video** needs to be approved, modified if required and added to Heritage
- KIOSK
 - **Update arena kiosk** as it has not been attended to since the commencement of Covid
 - The **administrative backend** requires purging and organizing
 - SSH should have access to **modify middle panel** (timely announcements)
 - **Revenue opportunities** (advertising) should be pursued
 - Development to permit **video opportunities** needs to be considered
 - Explore opportunities for **additional Kiosks** for SSH promotion and revenue generation
 - Consider potential opportunities to develop a kiosk that is **user interactive**

Website Activity

The following chart quantifies the website activity from January 2015 to December 2021.

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	81	668	344,115	943	872,749	2,391	65.61
2021	14,770	40	27,333	75	-6	325	155,003	425	374,670	1,026	34.48
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 over 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											

Summary

It's expected this report provides an overview of 2021 achievements and presents a number of items, large and small, that must be considered to guide and fulfill future pursuits. Future committee leadership and effective committee recruitment/ expansion will have to be timely address to formulate the desired direction and means of accomplishing the chosen and essential activity.

Friday, February 11, 2022

2022 Year end Summary

Covid restrictions interfered with all 2021 plans with the exception of formulating the objectives for 2022 and having a few conversations with persons of interest. I think we are on the right track for getting more interest on our website.

Springwater Sports Heritage

Committee Chairpersons

(As of February 16th, 2022)

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