

# MWRA



Markham Women's Ringette Association

Annual General Meeting Report

2009 – 2010 Season

# Markham Women's Ringette Association – Annual General Meeting Report

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## PRESIDENT'S REPORT

### INTRODUCTION

With great pleasure I submit to you the MWRA 2009-2010 season report. Coming out of last year's AGM there was work to be done to maintain momentum. As you read these pages I trust that you will be impressed with the results of the work our executive have accomplished.

### KEY SUCCESSES

We continued to have a number of successes this season. We also felt confident in the direction of the league based on last year's survey results. The highlights included;

- The league was successful with the Trillium grant submission for \$9,600.
- We were able to obtain two full jersey sets.
- Due to better league financial health and confirmation from the survey results we brought referees and timekeepers back for most games this season.
- Jackie arranged for merchandise to be available on order by league members. Various colours, sizes and styles available, gear looks great!
- A new tournament team was formed, "Markham Magic", due to the desire for enhanced tournament play.
- Overall within the league relationships among the membership deepened, there was more of a team feel and we have increased the level of play.

We believe that we have accomplished our league mission by providing opportunities for "fitness, fun and friendship".

## FINANCIALS

Sharilyn will present the Treasurers Report. It outlines how the league's funds are allocated in order to keep us, a non-profit organization, running smoothly.

## OUR APPROACH

The executive believes strongly in accountability and transparency. To that end, this year's AGM will continue to provide information to keep you informed. We believe that our membership needs to know how and why decisions are made so we remain in a positive position when it comes to league satisfaction. The executive welcomes comments and suggestions from the membership.

## 2010 – 2011 SEASON

Planning is already underway; our ultimate goal is to ensure the membership's needs are being met. We will continue to listen to your input as we move into next year.

## IN SUMMARY

As you read through this annual report, I am certain that you will be impressed by our collective achievements. I believe once again our season can be summed up as follows: **Growth** – each one of you has increased your talent and skill level on the ice. **Leadership** – Our volunteers have taken the league to new levels this year. **Results** – We continue to adapt and improve the league and our successes reflect that. Let's be proud of our achievements and celebrate the 2009-2010 season!

## TREASURER'S REPORT

In the 2009-2010 season we had 30 registered players, most of whom signed up for the two hour registration. At times, some of the one-hour players stayed for an extra hour at the additional \$10 fee. The registration fees, hockey pool and Oscar pool revenues were sufficient to cover the ice costs as well as the referee fees.

This year we switched bank accounts, moving from CIBC to BMO. With BMO we were able to get a free community account. As a security feature the account requires two signatures on cheques.

## BUDGET

<b>CASH IN</b>	
Starting Balance	\$1,350.19
Total Registration Fees	\$9,480.00
# Registered Players	30
Extra Hour Fees	\$170.00
League Wear	\$896.83
Fundraising	\$851.00
<b>TOTAL</b>	<b>\$12,748.02</b>

<b>CASH OUT</b>	
ICE	\$7,705.36
ORA Fees	\$1,261.00
Officials Fees	\$880.00
League wear & Set-up	\$742.52
Web & Bank fees	\$42.10
Summer Party	\$240.12
Pool Prizes	\$385.00
Misc	\$1,083.53
<b>TOTAL</b>	<b>\$12,439.63</b>

**PLUS/MINUS**

**\$408.99**

## SECRETARY'S REPORT

During this past year, the Executive met officially nine times with monthly meetings occurring from April of 2009 to March 2010, including extended half-day meetings once during both the summer and winter. I documented each meeting with a set of Minutes, which are available to all members on our league website.

One of the first items on my list of things to do this year was to compile an accurate email list of our members, including possible future members. This year, I tried to ensure emails were sent out with undisclosed recipient lists to keep members email addresses private. It was also my job to respond to potential league members who contact MWRA. Right now, the potential player contact list for next year has several players on it and we have had quite of bit of interest in our league from ladies who visit our website.

Placing players onto teams also falls under the role of the Secretary. This year we had enough players to fill two teams. Each player was designated as either belonging to the Fierce or the Phantom team based on their position and their skill level. Due to constantly fluctuating attendance it can be very difficult to create balanced teams. There was some disparity in teams during the first part of the year but that seemed to disappear once some player switches were made after the Christmas break. Overall, player placement was successful and teams were relatively even. Discussions are already underway regarding player placement and team dynamics for next year. Obviously, many of our decisions are affected by our player numbers.

On a more personal level, I found it difficult to fulfill my role as Secretary this year as compared to last year. The time commitment required by this position was problematic due to my Master's course commitments. However, I hope to be able to fulfill my role in a more consistent and efficient manner next year as I will be finished of my Master's in August, 2010.

## MARKETING AND FUNDRAISING MANAGER'S REPORT

### MARKETING

The largest component of the marketing mix for MWRA is our website at [markhamwomensringette.org](http://markhamwomensringette.org). It is a key tool for recruiting potential members to our league. Between September 1<sup>st</sup> 2009 and March 31<sup>st</sup> 2010 we had 1,126 visits to the site. This is up from last year by about 120%. About 38% of our site traffic came from people finding us with a search engine, which is up from 30% last season and 39% clicked on a link on another webpage's link to get to ours, up from only 17% last season. It's very exciting that so many people on the world wide web are looking for Ringette and that many of them are finding us!

The site isn't only for recruiting new members. We also use it extensively to communicate with current members. We have a vast amount of information on the site, including the main page news postings, a calendar, meeting minutes and reports as well as photos and tournament information. I hope you visit it often and find it useful.

A new online initiative this year was a twitter account. You can find it on the side bar of our website, or at [twitter.com/WomensRingette](http://twitter.com/WomensRingette). This social media tool is used mainly to post mini-updates while away from the computer as it's easy to post a tournament score using a mobile phone. This helps us to keep the site as current as possible even when I'm not at home. It also drives visitors to our website where they will hopefully see how great MWRA is and join us.

Again we also used various free publications to publicize our league. These included ads posted on Craigslist, Facebook, Get Out There Magazine, Kijiji, and SNAP Newspapers. Once more we were able to put a weekly calendar item in the Get Out There Magazine which was also searchable on their website, [www.getouttheremag.com](http://www.getouttheremag.com).

Something else we did this year was offer merchandise for the league members. This fell under my responsibility as a marketing venture. This was not a fundraising initiative as we wanted to make this available to the membership at a low cost. To that end we sold the items as a break-even project with very small margins. With the items we sold we essentially covered the cost of the logo set-up fee. We now have the digitized logo file and will never need to pay for an embroidery set-up again.

The last new item I worked on this year was skill building and game sense. We had a one hour on-ice tune-up session and two half hour Chalk Talk sessions. We had about 10 or 15 people on the ice with us on October 2<sup>nd</sup> where we did some skating work, learning the best way to do cross-overs and quick turns. We also did some ring skills working on proper passing and receiving techniques as well as trying to perfect the elusive wrist shot. It was a lot of fun and I really enjoyed working with everyone there that night. The topics covered in the Chalk Talks were break-out methods and offensive strategy. We had about five or ten people at each one and it was a lot of fun to discuss 'game sense' with the group each night. Even better was seeing the things we talked about implemented on the ice!

## FUNDRAISING

This year we again ran a hockey pool to raise funds. The participation in the pool was down from last year with only 78 entries. Of our league membership 16 members participated in the pool by selling one entry or more. The other fundraising venture we tried this year was the Oscar contest. It was the first time we tried this and I must thank the other executive members who came up with the idea of the Oscar pool and executed it on my behalf while I was away for the Olympics. They accepted 28 entries in the short time we accepted them. Thank you to everyone who participated in both events! Combined we were successful in raising \$566.



While the hockey pool didn't raise as much this season we plan to do it again. Hopefully there will be renewed energy in getting your family in on the fun! Entry forms will be ready at the fall registration night. We will consider more events like the Oscar pool in the future as well.

## NEXT SEASON

Moving into the 2010 – 2011 season we have many familiar events returning. Be sure to mark these dates on your calendar:

- Family barbeque – June 19<sup>th</sup>
- Fall registration – September 17<sup>th</sup>
- Games start – October 1<sup>st</sup>
- Holiday Social – December 17<sup>th</sup>

I have immensely enjoyed my term as the Marketing and Fundraising Manager for the league. The combination of the challenge of the tasks I was responsible for and working with my friends on the executive has been a great experience. Moving to the Peterborough area for my job was an important career decision but sadly it means that I can't continue as a full-time member of our league or as an executive member. I will be back to play a couple of Friday nights and I hope to see you all there!

## TRILLIUM GRANT

### BACKGROUND

The Ontario Trillium Foundation was established in 1982 as an arm's length agency of the Ontario Ministry of Citizenship, Culture and Recreation. Annually they allocate \$120 million in grants from the Ontario Government. 80% of the available funding goes to community initiatives. The eligible sectors are: Sports and Recreation, Arts and Culture, Environment, and Human and Social Services. Within these sectors, Trillium funds: operating grants, project grants and equipment/renovation grants.

Available funding:

- This can include up to \$250,000 per year for five years for operating and project expenses.
- One year grants of up to \$150,000 for renovations, repairs and equipment purchases.

The decision to fund all or part of a request depends on how well an application fits with OTF's granting priorities and assessment criteria as well as the overall demand and granting budget in the Province-Wide Program. There are three application deadlines each year: March 1, July 1 and November 1. It is a 120 day decision period – all decisions are final. MWRA submitted their grant proposal on July 1, 2009. ORA notified us, that we had been successful in our application in early December. The league was informed on December 18, 2009.

### KEY MESSAGE

The mission of the Ontario Trillium Foundation (OTF) is to *build healthy and vibrant communities throughout Ontario by strengthening the capacity of the voluntary sector, through investments in community-based initiatives.* With this in mind, the application was written to reinforce how our league benefits our community and specifically women.

One of the key messages in our proposal was the importance of women in sport. It is tremendously important for women to get out and be active for both their mental and physical well-being. Through sport and exercise women in theory should be healthier and have better mobility. This is very important given our aging society. It should also help keep healthcare costs down. Being part of an association exposes women to a social network which is also important to their overall well-being. We want to motivate women to get out, be active and have fun doing it.

## OUR NEEDS

MWRA identified the following key needs:

1. **Two sets of standard equipment** – this is a big hurdle for women coming out and trying the game/league. They aren't sure they want to commit to the cost of equipment up front without know what they are getting. Often women have been out of the sport for a while and feel nervous about returning, the main concerns are 1) skill level, and 2) personality fit. Through trial we can often address these concerns.
2. **Two sets of goalie equipment** – our goalie equipment is very old and too small for adult goalies. We want to ensure our goalies have proper protection on the ice.
3. **Shot clock and 24 rings** – to ensure we have proper game equipment provide more of an official league feel.

Ontario Trillium Foundation granted us a total of \$9,600.00 in order to purchase these items to help enhance our league.

## ONTARIO RINGETTE ASSOCIATION'S ROLE

ORA played a key role in this project, given that we are a member of the provincial organization. We used their letters of incorporation in our application. ORA had to review and approve our proposal prior to submission. Mike Beaton, Executive Director at ORA was one of our references. Communications had to go between ORA and Trillium Foundation. ORA would then pass information on to us.

## MWRA ASSIGNMENTS

Andrea was the lead on the grant submission. Now that funds have been awarded, Mary, our Equipment Manager, takes over the project. She is responsible for the purchase and management of the new equipment. She will also need to submit a report by August 1, 2010 to the Trillium Foundation, as we need to be accountable for the spending. Sharilyn will be responsible for ensuring all the financial documentation is available and accurate.

## TIMING

The cheque has been received and deposited in to the league bank account. Mary will begin the process of evaluating and purchasing equipment for the league. Mary will develop the report and Andrea will review, so we are ready to submit for the August 1, 2010 deadline. At that point we will have everything ready to go for the 2010-2011 season.

## COUGARS REPORT

The 2009 – 2010 Markham Cougars participated in five tournaments, achieving several gold and silver place finishes. The season began in St. Catharines on November 27<sup>th</sup>. We reached the finals, but unfortunately suffered a close loss to a very strong composite team from the St. Catharines & Niagara Falls area. Our next challenge was the Waterloo tournament on the January 15<sup>th</sup> weekend. We won all our games and reclaimed our first place title at the tournament. We next attended the Kitchener tournament for the first time on Valentine's Day weekend and won our second gold of the season, after being "inspired" by the opening ceremonies of the Vancouver Winter Olympics. Although we were missing several key players and played short-handed, we pulled together and won the finals with hard work and a team effort. The following weekend we went to Newmarket, and after completing round robin play with two wins and a tie, secured a spot in the finals. We faced a tough team from Sudbury and fought hard but came out short with a 7-5 loss, resulting in a second place finish. This season we had the opportunity to introduce two new goalies to the team, which was a contributing factor to a successful year. We concluded our season at the Adult Challenge in Hamilton on the April 9-11<sup>th</sup> weekend, finishing in first place and earning our third consecutive title as the champions.



## MAGIC REPORT

This year, there was a new tournament team formed, the Markham Magic. The Magic attended their inaugural tournament in Newmarket in February and followed it up with a trip to the Ottawa Silverspoon. Newmarket was a challenge for a first tournament, playing together for the first time with a short bench due to injury, but it was fun. We finished with one win and two losses. At the Silverspoon, the team continued to improve and made it to the semi-finals, losing 5-4. One last tournament awaits the Magic, the Hamilton Adult Challenge April 9-11. Overall it was a good first season and we look forward to future seasons and tournaments.



## THE FUTURE

In order for the league to continue grow and be enhanced we need to make concerted efforts to increase our membership numbers. As we expand we need to improve financial procedures to ensure proper tracking mechanisms are in place. In order to enrich relationships within our league we need to improve socialization and mixing between teams.

## ANNUAL GENERAL MEETING MINUTES – 2010

Held: Friday April 3, 2009

Location: Thornhill Community Centre

### MINUTES

#### CALL TO ORDER

- Meeting called to order at 7:06 p.m.

ADOPTION OF MINUTES of previous AGM and general meetings held since the previous Annual meeting.

- Joanna motioned for the minutes to be accepted; Joanne seconded the motion.

#### BUSINESS ARISING OUT OF MINUTES

- Nothing brought forward.

#### THE PRESIDENT'S REPORT

- Sheri spoke of the many successes of the Executive this season as outlined in her full written report. These successes included the recruitment campaign, revised website, hockey pool fundraiser, survey results, new league motto, revised Constitution, Trillium Grant proposal, and plans for next year's league operations.
- Joanna asked is there would still be 2 hours of ice time available next year if we continue to recruit new players and if the league would consider putting a cap on player numbers to keep the two hours. Sheri responded by saying that this had been taken into consideration already and talks were underway with the Town of Markham to see about getting an

additional third hour of ice time if need be. The league would not cap players at this time as the Executive is trying to grow the league into something more substantial that will last into the future.

- Members were also told that the Executive is trying to get an hour of ice time before the league starts to do an on-ice clinic for members who want it.

#### **THE TREASURER'S REPORT**

- The league expenses this year were \$8664.44. The league brought in \$11165.00 this year.
- Sharilyn reported that there will be \$2500.56 in the bank for the beginning of next season. This is important as it will be used for the first ice payment in September.

#### **THE SECRETARY'S REPORT**

- Anne reported that the Executive met 9 times this year. All minutes are available on the website.
- An accurate email list of current league members was compiled at the start of the season to aid in league communications.
- An email list of potential players for next year has also been compiled for recruitment based on emails sent to the website and former players.
- There were two teams this year. Planning is already underway for next year's teams but that is largely dependent on how many players the league registers.

#### **THE MARKETING AND FUNDRAISING REPORT**

- Jackie reported on her many successes this year including new website features and the recruitment campaign. This exposure resulted in a 29% conversion rate. Of the 17 people who emailed our league for more information, 6 came out to play. League membership



was increased by an overall 33%.

- Jackie also told members about the new league business cards and asked members to take some with them to hand out to potential players.
- Print advertising was discussed but cost feasibility is still an issue.
- Hockey pool fundraised \$805 this year. The league will run a similar fundraiser next year.
- Dates were given for the family bbq (July 19), fall registration (Sept. 25), first ice date for next year (Oct. 16), curling funspiel (Nov. 14), and holiday social (Dec. 18).
- League merchandise possibilities were also mentioned. Jackie noted that any information received would be posted on the website.
- Melissa asked if we had considered advertising in the Markham Parks and Recreation Guide. Michelle responded by saying that we had in the past but it was very expensive for the size of ad given and Jackie concurred with the cost issue.
- Marilyn asked if the link to our website had been updated with ORA. Jackie responded that it had.

#### **THE VICE-PRESIDENT'S REPORT**

- Andrea presented information on the Trillium Grant to league members. Planning is still in the initial stages but the Executive hopes to have the application done for July 1<sup>st</sup>.
- MWRA has identified key areas of need to be player and goalie equipment, and jerseys.
- Andrea also provided a Trillium Grant application timeline for members.
- Joanna and Melissa suggested more content be added to the Grant application.
- Joanna offered to help with proofreading and form a sub-committee if need be.
- Joanne questioned whether or not there was funding available at the federal level, Jackie responded that associations at the federal level would send applicants back to the province. Federal applicants are usually only high-level athletes looking for full-time training money.

#### **COUGARS TEAM REPRESENTATIVE REPORT**

- Kathy reported that the Cougars had a successful season this year. So far this year they have amassed two silver medals and two gold medals.
- This year the Cougars participated and made the finals in a "B" level tournament.
- Their last tournament of the year is the Adult Challenge Cup in Hamilton on Easter weekend.

#### **PYLONS TEAM REPRESENTATIVE REPORT**

- Sharilyn reported that the Pylons participated in one tournament so far this year. In Ottawa, the team played in an Open "C" division instead of the "Rec" division and had a great time.
- Their second tournament of the year is the Adult Challenge Cup in Hamilton on Easter weekend.

#### **CONSTITUTION AND BY-LAW AMENDMENTS**

- Sheri quickly went through the Constitution as all members had been emailed the Constitution for review a week before the AGM. There was no opposition to the revised Constitution. Mary motioned for the revised Constitution to be accepted and Beth seconded the motion.

#### **ELECTION OF NEXT YEAR'S BOARD OF DIRECTORS**

- Dana asked for nominations from the floor and no one came forward.
- Sheri and Anne were re-elected to their respective positions of President and Secretary by acclamation.
- Mary was elected the new position of Equipment Manager by acclamation.

### AWARDS PRESENTATIONS

Sheri presented award certificates to the following people:

MVP White: Kathy Jorgenson

MVP Dark: Joanne Moore

Rookie of the Year: Nicole Cortese

Spirit Award: Jackie Deschenes

Top Scorer: Joanne Moore

Best comeback: Marilyn Abbs

Special Recognition: Wendy Nye, Linda Schully, Michele Lawson-Peacock, Chris Lund, Martin Little, Mike Wood, Tod Bovingdon, and Veronica Lawson-Peacock.

### ADJOURNMENT

- Marilyn motioned the meeting be adjourned and Julie seconded the motion.
- Meeting was adjourned at 8:06 p.m.

## 2009 – 2010 MWRA EXECUTIVE COMMITTEE

President: Sheri Krauss

Vice-President: Andrea James

Secretary: Anne Mamyne

Treasurer: Sharilyn Dyck

Marketing and Fundraising Manager: Jackie Deschenes

Equipment Manager: Mary Blair

Cougars Representative: Kathy Jorgenson

Magic Representative: Sharilyn Dyck