

2022/2023 MWF AGM

Sunday, June 25th, 2023 7:30pm
SMU Homburg Centre Room 211

In-Person Attendance: Tim Sheppard, Peter Giles, Jason Smith, Warren Feltham, Angela Lewis, Genaya Cameron, Kelly Peck, Marge Ancliffe, Greg Saunders, Mike Almond, Jordan Burke, Calvin Lewis, Phil Nash.

Virtual Attendance: Michelle Lucas, Andrew Bourgeois, Amanda Boulegon, Amber Ashwood, Amy MacDonald, Amy Sheppard, Avery Lewis, Carla Alderson, Erin Poirier, Jarrod (no last name noted), Jason Masuda, Jennifer Turple, Keri Irwin, MWF U11A, Ryan Moore, Terry Boudreau, Trevor Magarvey, Vicky Osmond.

Recorder of Meeting Minutes: Marge Ancliffe

1. Welcome (Tim Sheppard, MWF President)

2. President's Review (Tim Sheppard)

- a. AGM Agenda: approved by Warren Feltham and Angela Lewis.
- b. 2022/2023 season was noted to be the initial year under new structure and governance.
- c. New initiatives this season – Mental Health initiatives, Nutrition initiatives, Community initiatives.
- d. Inaugural Force Cup Tournament: will build and grow in the future!
- e. MWF won the bid for the U13AAA Provincials this season: we set the stage for this event in the future! Excellent volunteers, excellent feedback from all parties involved
- f. Ice times: set hours, set facilities, set time allotments provided from facilities. Difficult to sway from these set items. We can barter with other associations to trade/purchase ice – but that's about it! 4pm ice times have red tape associated with them; and they are not as cut and dry as we would like. Try not to compare to outside organizations except Metro East Inferno – they follow the same system as we do. If we don't use the ice, we must pay for it (unless traded or bought by another team/group). Of note, these 'bad ice time allotments' were stable from previous years with no significant increase or decrease in the amount we receive.
- g. Member survey: drives passion and emotion. We are a volunteer board. Our board members do not receive any discounts, we are not paid – we here for the right reasons. Decisions need to be made, and sometimes these decisions are not favorable to everyone. We are open and receptive to talk to anyone – under a calm, reasonable, and rationale forum. We will not respond to irrational calls/emails. Use the 24-hour rule. Work together – and we will be better moving forward. We need volunteers everywhere in our organization – and then we need more volunteers after that!
- h. HNS AGM: changes are coming. Coach certifications for Safe Sport will be phased in this upcoming season – all bench staff will require First Aid and CPR. The bench staff member will be required to pay the fee upfront initially, and then MWF will reimburse. HNS is delegating piece of work to the individual organizations. This process will begin this year – but coaches will not be removed from the bench if they do not obtain this certification this upcoming season – but they will the following season. We are aware this is cumbersome on coaches, but it is a process that is out of our control as an individual organization.
- i. Registration fees: will increase next year. We ran a deficit this season. With increasing membership numbers, if we don't raise registration fees to meet the financial needs –

will continue down that road in the future. Currently, we do not know the final cost breakdown for MWF registration fees for the 2023/2024 season – an urgent board meeting will be organized in the next 7-10 days post-AGM to discuss financials. HNS insurance and registration fees will also increase this upcoming season from \$58.30 to approximately \$70.

- j. Membership Increase: 535 registrants in the 2021/2022 season, up to 612 in the 2022/2023 season (grew by 77 registrants!). Steady growth past few years. Good problem to have but grew by 3.5 teams. Ice procurement is challenging with this. Not interested in swaying geographical boundaries until other organizational avenues are exhausted. We champion this Female Hockey League and will not change until other areas are reviewed.
 - k. Recent wildfires: Halifax Mooseheads stepped up and have fully covered players with gear and registration fees for next season. We will be able to keep the kids on the ice, which was our main priority.
- 3. Financial Statement (Kelly Peck)**
- a. Provided Excel document for member viewing during presentation – breakdown of financial report. Will attach document to Shared Drive for reference.
 - b. To enhance and grow female hockey in our area – takes time & money!
 - c. Total revenue received: \$504,250 (minus \$14,250 in variances from unpaid registration fees) for a current total of \$490,000.
 - d. Credits: \$33,075 in credits this season (goalies, multi-child families, half-year).
 - e. Added revenue:
 - i. Force Cup (\$3624)
 - ii. U13AAA Provincials (\$1388)
 - iii. Conditioning Camps (\$3745).
 - f. Grants this year: ~\$22,000 received in grant funding
 - g. Unfortunately, Grey Jay did not have a reminder set-up to inform members when their payments were due, therefore automatic payments were not taken out of members' accounts. Due to this, there are outstanding registration fees (\$14,250). Jason Smith (MWF Registrar) and Kelly Peck (MWF VP Finance) are working with members to submit outstanding registration fees
 - h. Administration fees: \$26,607. We were over budget on this. Estimated ~\$22,000. There were additional transactions due to an increased number of registrants (but lower transaction fees with Grey Jay than with previous platform administrator, Sports Pay).
 - i. Tryout costs: \$32,782 (ice, evaluators, coaches, etc.).
 - j. Hockey for Life Initiatives: \$18,338 (initiatives balanced from grants).
 - k. HNS insurance fees: \$53,828
 - l. Certifications: \$9958
 - m. Equipment: \$5384
 - n. Development costs: \$12,880
 - o. Game officials: \$46,453
 - p. Timekeepers: \$10,520
 - q. Ice Contracts: \$323,719 (Peter was able to resell a lot of extra ice this year. Very limited hours of ice costs wasted).
 - r. **Net income (loss): -\$31,251** (will be reduced when additional registration fees collected).
 - s. Of note, this was the first 'normal year' in the past 3 years. It is also important to note that there is a positive balance remaining in the bank account.

- t. **Member Question:** Jennifer Turple – The financial statement notes that there are \$22,934 in Rafflebox fees. Does this represent ½ of the transaction fees? Answer: This is registration fees for the online platform, not fees associated with the online 50/50 sales between MWF & Bedford Blues.

4. Ice Report (Peter Giles)

- a. Force Cup – will repeat and grow this tournament again next year.
- b. U13AAA Provincials – this was a late decision to make. SMU was very helpful with facility rental.
- c. Increase in Rec level hockey – additional ice used for this division.
 - i. 4 teams in U11/13
 - ii. 4 teams in U15/18
- d. Growth in U7/U9 – not yet big enough to consume more ice.
- e. League game scheduling – hot topic, particularly travel schedule and balance of league schedule. 80% out of our control directly. We need to have influence in this area.
- f. Skater development program – we had little available ice to conduct this program the way we would like. Goalie development has been good and well attended.
- g. Rolling closures at SMU – due to staffing at the Dauphinee Centre. Some teams were hit harder than others. Optimistic that there has been good change at the Dauphinee – hope to not have these issues next year.
- h. Competitive Level - We cannot continue to grow female hockey without shrinking the competitive hockey program. Ice allotment is based on how many members we have. There is an ice shortage in HRM – hard to balance with multiple competitive teams requiring multi-slots of practice ice time per week, plus games.
- i. Skill development – if we want meaningful programs, we need to rethink how this fits into the team practice model.
- j. Ice Coordinator - we need a new ice coordinator for 2023/2024. Contact Peter, if interested.
- k. **Member Questions:** Nil.

5. Membership Feedback (Genaya Cameron)

- a. Challenging to come out of Covid this year, we have nowhere to go but up!
- b. Survey link – over 150 responses received.
- c. This survey allowed us to get a pulse on where things were – both positive and negative sources of feedback from our members.
 - i. Events: Mental Health initiatives, Force Cup, U13AAA Provincials – all events received great feedback, time, dedication.
 - ii. Communication: Can be broken down into specific outlets (organization, teams, etc.) – the #1 response was to receive important information via email. We will work towards this with the organization moving forward.
 - iii. Coaching: Opportunities for further development of standards and guidelines.
 - iv. Registration and Payment Plan: Easy process, but several areas to improve on.
 - v. Tryouts: Discussion on technical director position. Opportunities to improve.
 - vi. Travel for games: Scheduling (out of our hands). HNS reports we will have a balanced schedule this year.
- d. **Member Questions:** Nil.

6. New Technical Director (Jordan Burke)

- a. Tim reported that 15 candidates applied, and 2 eventually declined to proceed.
 - i. Reviewed resumes, phased interviews, hockey scenario exercise, narrowed down to 2 individuals for the final interview.

- b. Tim introduced Jordan, accompanied by Mike Almond.
- c. Technical Director contract officially signed at AGM by Mike and Jordan.
- d. Jordan – provided introduction. Coach x 9 years with U18 boys major, Dartmouth Steele Subaru. Skills program x 6 years, certified Hockey Canada Skills Coach. Plans to bring tools and resources into the organization. Currently getting to know everyone, meeting volunteers. Looks forward to next season.
- e. New dedicated space at HRM 4-Pad, office for Jordan.
- f. **Member Questions:** Nil.

7. Round Table Discussion (led by Tim Sheppard)

- a. Greg Saunders (VP Hockey for Life) – new role last year. Purpose - to build and foster better all-around players.
 - i. Acknowledged the hard work of our Mental Health coordinator, Amy Sheppard.
 - ii. Mental Health, nutrition, community involvement.
 - iii. Successful in obtaining \$11,000 in Jump Start grant – allowed one individual from each team staff to become certified in Mental Health First Aid.
 - iv. Team mental health sessions to support U11-18 levels.
 - v. Pre-tryout sessions with Allie Barter. Articulated her experience with high stress high level hockey.
 - vi. Pink Tape Day – to support anti-bullying. 3 rolls of pink tape provided to each team. Draw for Mooseheads tickets.
 - vii. Kids Help phone initiative on digital screens at RBC Centre. This was also supposed to occur at the HRM 4-Pad but had technical issues with uploading.
 - viii. Nutrition – virtual health session with Lindsay Harris, registered dietitian – wealth of experience. “Performance nutrition for hockey players” – how best to fuel your body in hockey. Offered to U11-18 players. 27% turnout rate (1 in 4 players attended from the U11-18 age groups). Want to build on this – how we offer, flexibility, times, etc. Possibly an on-demand space. Create content that can be watched on demand – would have higher uptick.
 - ix. Community Involvement – Feed the Need (890 items – fed almost 400 people). CB Blizzard took on the challenge (collected just under 1500 items – Tim wore a Blizzard jersey!), Bundle Up Challenge (over 1000 items). These will be annual events – and we would like to continue to challenge other associations.
 - x. Inaugural MWF Bursary of \$1000 - Award to a graduating senior player. Criteria listed. Applicants must describe how they met this. 21 U18 players were eligible to apply – we received 9 applications. Reviewed by committee. Winner for the 2022/2023 season was Grace Smith – U18AA Citadels, attending StFX University to study a BSc Human Kinetics.
 - xi. Community Health Bursary \$2500 – will go toward registered dietitian guided grocery store tours next season (2023/2024). Players will go on a grocery store scavenger hunt based on finding nutritional and healthy food options, then go upstairs and create healthy snacks.
 - xii. **Challenges:** Lack of flexibility with Mental Health initiatives – dates, locations, and facilitators. Length of Mental Health First Aid course – 10 hours. 2 hours self-directed learning, then two 4-hour sessions on the weekend. Hard for individuals to attend with busy schedules.
 - xiii. **Member Questions:** Nil.

- b. Mike Almond (VP Hockey Operations) – With MWF for the past 6 years.
 - i. Tryouts are a large part of his role. This was noted to be a moving process - will never be perfect, but intentions need to be. Feedback is taken very seriously. To handle logistics – a tryout committee will be developed. Members will add valuable info. We need your help – we struggle every tryout. Check in, monitor, info sessions, etc. Please come forward.
 - ii. Number of competitive teams will have to change. MWF is growing very fast – want to put everyone at highest level – but this is unrealistic as ice times do not allow for this.
 - iii. Looking forward to technical director position. Amanda Boulegon provided development throughout the year – this works to a certain extent but need a more established process.
 - iv. **Member Question:** Warren Feltham – How will the competitive team reduction process look? **Answer:** Not sure yet – will need committee. Rec level is necessary – hard when you play comp for years, but necessary. Decisions should not be made in haste. Try to start this process and committee ASAP.
- c. Angela Lewis (Director of Membership Growth) - new position this season.
 - i. Priorities: Marketing program for our brand to attract more girls to hockey, develop a sponsorship program that attracts new sponsors to provide program funding, develop initiatives to support an inclusive and positive player experience.
 - ii. Progress to date:
 - 1. New clothing partner – Nova Trophy.
 - 2. Force Cup – great success within the first year.
 - 3. Corporate funding for Force Cup and U13AAA programs – Scotiabank, etc.
 - 4. Equity/Diversity/Inclusion – 6/11 board members are female – let’s keep this going and growing!
 - 5. Women’s Day celebrated – chat with Amanda and university level hockey players.
 - iii. Upcoming initiatives:
 - 1. Hold a strategy exercise for new branding, logo, etc.
 - 2. Plan to have an event early in the season to attract additional U7/U9 players – pull from male to female. Possible Force Cup Jamboree next season (U7/U9).
 - 3. Round our corporate funding program.
 - 4. Establishment of a bursary program for kids in underrepresented communities.
 - iv. **Member Question:** Nil.
- d. Amanda Boulegon (Director, Coaching Development)
 - i. Junior Leader Coaching changes expected
 - ii. Coaching changes – will see how teams settle first.
 - iii. **Member Question:** Nil.
- e. Warren Feltham (VP Safe Sport)
 - i. Need 1-2 certification coordinators for the 2023/2024 season. Connect with Warren, if interested.

ii. **Member Question:** Nil.

8. New Business (Tim Sheppard)

- a. CPR/first aid – for all bench staff.
- b. By-law changes – EDI for females on the board. This is challenging because we don't want vacancies on the board because of a rigid number. Falls under Section 2.2. The proposed change encourages participation from female members but does not hold us to a certain number or percentage – without having vacancies.
 - i. Motioned by Peter Giles, seconded by Jason Smith – carried forward and change will be made in the by-laws.

9. Elections (Tim Sheppard)

- a. Tim thanked board members who are resigning (Genaya Cameron, Marge Ancliffe). Noted that volunteer time is countless hours of dedication.
- b. The following Board positions need to be voted in by the membership because they came into the Board after last year's AGM:
 - i. VP finance – Kelly Peck (unanimously voted in, no objections or other member submissions for this position)
 - ii. Membership Growth – Angela Lewis (unanimously voted in, no objections or other member submissions for this position)
- c. Newly appointed Director of Administration – Michelle Lucas (to replace Marge Ancliffe)
- d. Director of Member Experience – currently vacant (Genaya Cameron's position)

AGM adjourned by Greg Saunders and Genaya Cameron at **8:59pm**