

## Attendance

Attendee Category	Total
Administrator	1
Registrar	1
Executive Directors	4
Board of Directors	8
Board Coordinators	2
General Membership	51
<b>Total Attendees:</b>	<b>65</b>

## General Information

As per the Southwest Hockey Association (SWHA) Bylaws; Article 6 – Meetings of the Society, Section 6.0, States that “This Society shall hold an Annual General Meeting on or before May 31<sup>st</sup> each year”, and that “twenty (20) members shall constitute a quorum at the Annual General Meeting”.

Quorum (20 members) has been met as per the SW Hockey Bylaws – **Yes**.

Meeting called to order at 7:06 pm by SW President; Jeff Campbell.

## Agenda for the 2021 – SWHA Annual General Meeting

- **Motion to approve the 2021 SWHA AGM Agenda**
  - Moved By: Wes Jardine
  - Seconded By: Bryce Davis
  - All in favour. Motion: Carried.
- **Motion to approve the 2020 SWHA AGM Minutes**
  - Moved By: Ann Driscoll
  - Seconded By: Wes Jardine
  - All in favour. Motion: Carried.
- **Welcome, Introductions & Housekeeping**
  - Would like to welcome everyone to the AGM.
  - Executives are showing as ‘panelists; as well as our Administrator and Registrar.
  - Directors, Assistant Directors, and Board Coordinators are here as attendees.
  - Our Registrar; Christina Bowles will be monitoring questions.
    - Questions can be submitted throughout the evening, over the Q&A tab.
    - However, we request that questions are posed AFTER each report to ensure the question is not already answered during the report.
    - There will also be a Q&A opportunity after all reports have been provided.
  - Board of Directors Introductions (see Page #2)
- **Director Reports**
  - **Treasurer:** Statement of Financial Position, Statement of Operations, Financial Reviewers, Registration Fees, Fundraising and Sponsorship.
  - **VP Off-Ice:** Branding, Development & Volunteers
  - **VP On-Ice:** Coaches, Evaluations, Ice & House League
  - **President:** Volunteers of the Year, COVID-19, U13AA, Board of Director Positions, Additional Initiatives this year, and 2021-22 New Programs.



**PRESIDENT INTRODUCTIONS** – Presented by Jeff Campbell

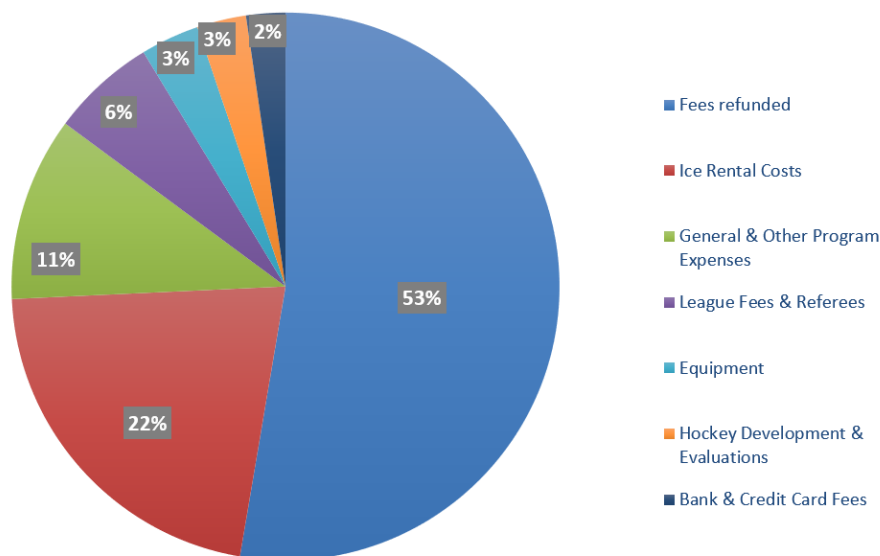
- **Introduce the Board of Directors**
  - **Jeff Campbell** – President
  - **Cori-Ann Mogan** – Past President
  - **Bryce Davis** – VP On-Ice
  - **Wes Jardine** – VP Off-Ice
  - **Ann Driscoll** – Treasurer & **Nicole Johnson** – Assistant Treasurer
  - **Chris Beaton** – Director at Large
  - **Doug Harper** – Director at Large
  - **Mike Nicholas** – Director at Large
  - **Hugh Lasham** – Director of Branding & **Shelby Dawson** – Asst. Director of Branding
  - **Rob Cowan** – Director of Coaches & **Shane Maguire** – Asst. Director of Coaches
  - **Tighe Mills** – Director of Development & **Paul Charlebois** – Asst. Director of Development
  - **Mark Zan** – Asst. Director of Evaluations
  - **Holly Kelly** – Director of Fundraising
  - **Laura MacLellan** – Director of Volunteers) & **Rebecca Reeves** – Asst. Director of Volunteers
  - **Ashely Cardinal** – Community Coordinator
  - **Craig Schell** – Evaluation Coordinator
  - **Mick Olson** – Sponsorship Coordinator
  
- **Will now move to the Treasurer Report, followed by the VP On-Ice and then VP Off-Ice Reports.**
  - Following these reports will be the President Report.

**TREASURER REPORT** – Presented by Ann Driscoll

**Program Expenses**

- **2020 - 2021 Actuals**

**Program Expenses as a % of Registration Fees**



- Due to the early cancellation of season, SWHA refunded 55% of registration fees collected to our members.
- Consistent with previous years, community program hockey expenditures were greater than our registration fees.
- The Association relies heavily on AGLC funds, development clinic fees and other administrative fees to supplement our core community hockey programs.
- We did utilize similar levels of AGLC funds during this season despite the lower level of program costs due to the curtailed season. We will need to monitor closely our ability to raise AGLC.
- As a result of the use of AGLC funds and the success of our Winter Development program, the Association ended the 2020/21 season with higher excess revenue over program expenditures.
- Our balance sheet is strong with sufficient cash balances to manage any delays to AGLC type fundraising efforts due to the ongoing pandemic.

○ **Registration Fees for 2021 – 2022**

- Reflecting over the ongoing challenges in our community, the SW Hockey registration fees will remain unchanged going into the 2021-2022 season. These fees will now be unchanged for the past three seasons.

<b>Southwest Hockey</b>			<b>Southwest Hockey</b>		
<b>Registration Fees</b>			<b>Office Fees</b>		
<b>Age Group</b>	<b>2020 / 2021 Rates</b>	<b>2021 / 2022 Rates</b>	<b>Type of Fee</b>	<b>2020 / 2021 Rates</b>	<b>2021 / 2022 Rates</b>
U7	\$ 775	<b>\$ 775</b>	Registration Late Fee	\$ 200	<b>\$ 200</b>
U9	\$ 1025	<b>\$ 1025</b>	Registration Admin Fee	\$ 100	<b>\$ 100</b>
U11	\$ 1125	<b>\$ 1125</b>	Registration Change Fee	\$ 50	<b>\$ 50</b>
U13	\$ 1225	<b>\$ 1225</b>	Registration Initial Payment	\$ 300	<b>\$ 300</b>
U15	\$ 1250	<b>\$ 1250</b>	Volunteer Bond	\$ 350	<b>\$ 350</b>
U18	\$ 1250	<b>\$ 1250</b>	Volunteer Bond Change Fee	\$ 30	<b>\$ 30</b>
U9 (House)	\$ 700	<b>\$ 700</b>	Evaluations Inquiry Fee	\$ 50	<b>\$ 200</b>
U11 (House)	\$ 700	<b>\$ 700</b>	Evaluations Appeal Fee	\$ 50	<b>\$ 50</b>
U13 (House)	\$ 700	<b>\$ 700</b>	Suspension Appeal Fee	\$ 150	<b>\$ 150</b>
			NSF Fee	\$ 50	<b>\$ 50</b>

**POLL for: Two (2) - Financial Reviewers** – Presented by Ann Driscoll

Polling question has been provided to the members in attendance; asking if they would be interested in the role of a Financial Reviewer. Results of the poll will be reviewed, and included in the minutes when they are posted Monday May 17<sup>th</sup>.

Polling results were reviewed – and there were two (2) members who expressed interest in reviewing the Association end of the year financials; Jodi Labby and Roman Levandovsky. Our Treasurer will reach out to these two individuals.

**FUNDRAISING & SPONSORSHIP REPORT** – Presented by Ann Driscoll

○ **Casino**

- Southwest was originally slotted for an AGLC Casino in December 2020.
- Due to COVID-19, the Casino was rescheduled for the end of March, 2021.
- Due to ongoing COVID-19, the Casino was postponed again.
- It is anticipated that the Association will get a Casino slot in Q4 2021, or Q1 2022.



- **Sponsorship**
  - Due to COVID-19, no sponsorships were obtained for the 2020-21 season.
  - Sponsorship program planning will begin again, and take place over the Summer.
- **Planning for 2021 – 2022**
  - Anticipating that the Association will receive a Casino slot at some point this coming season.
  - Planning to conduct at least two (2) online 50/50 Raffles;
    - As there is uncertainty around how much revenue could be expected from the Casino.
    - Due to COVID-19, there could be hesitancy with conducting 'in-person' sales, and handling cash; so traditional ticketed raffles could be a concern.
    - Will be looking at Rafflebox and/or limited in-person table sales; depending on where government restrictions are by start of the season.

## VICE PRESIDENT OFF-ICE REPORT – Presented by Wes Jardine

### Branding & Equipment

- **Practice Jerseys**
  - Many were returned from the previous season; from all Divisions.
- **U9 Teams**
  - For the 2020-21 season, the U9 teams received goalie gear for the short season they had.
- **First Aid Kits & Pucks**
  - All coaches were given First Aid Kits and some were provided with pucks.
  - Happy to report that a good 90% were returned! Thank you!
  - And also included was hand sanitizer for COVID protocols. There was also a need to increase the number of First Aid kits required; due to the increased number of cohort teams at the start of the season.
- **Apparel**
  - Southwest Branding Department will still carry the following for the upcoming season:
    - Hockey Bags, Pant Shells, Face Masks. Check the website for further details.
- **Mascot - CELLY**
  - Celly made an appearance a few times this year around Calgary.
  - Also surprised some U7 and U9 teams during virtual team sessions, and during the Development Program.
  - Thank you Celly!
- **In closing;** Hugh Lasham & Shelby Dawson wanted to thank all the SW Hockey Board members for their time that they have put into this very difficult season; along with the Coaches and Team Managers that we have interacted with over the hockey season.

### Community Report

- Facebook online Buy and Sell
  - Currently at 195 members
- Due to COVID-19, there were no major events that were permitted this past season.
- However, Ashley Cardinal and Celly met up virtually with teams from some of our younger age groups.
- Moving into next season, while it is still too early to tell if we'll be able to run some of the great events that we missed this year; we will be hoping that the Association can again have the following events;
  - Welcome Back BBQ
  - Coach Cup & Santa Skate
  - 3-on-3 Tournament



**SOCIAL MEDIA REPORT**

- **Growth Numbers – Number of Followers**

Social Media Platform		Year	Numbers
Twitter	@swhockeyassoc	2020	463
		<b>2021</b>	<b>479</b>
Facebook	@southwesthockeycalgary	2020	886
		<b>2021</b>	<b>951</b>
Instagram	@southwesthockeyassociation	2020	1134
		<b>2021</b>	<b>1185</b>

- Southwest Hockey is continually working towards strengthening its online presence.

**DEVELOPMENT REPORT**

- **August & September Prep Camps**
  - Camps hosted for all age divisions from U7 up to and including U18.
  - Combination of SW Development Coaches, along with Elias Hockey oversaw the camps.
  - August Goalie Camp was instructed by Derek Purfield, and staff from Okotoks Oilers.
- **Coach Certification Clinics**
  - Included Coach Level 1, Coach Level 2, and Checking Skills was hosted by Southwest Hockey with Instructors from Hockey Alberta.
- **U15 Player Checking Clinic**
  - Was overseen by Elias Hockey and Pinnacle Hockey Development.
- **Zoom Dryland Sessions**
  - Player Zoom sessions were hosted by Lincoln Reeves / GYMVT
  - Goalie Zoom sessions were hosted by Derek Purfield
  - Thank you for hosting such successful dryland sessions!
- **What's in the works for the 2021-2022 season?**
  - Player Development
    - August & September Prep Camps
    - Checking Clinics
    - Team Development
  - Goalie Development
    - Goalie Development Nights
  - Coach Development
    - Coach Stream nights
    - Coaching Certifications
  - New Programs will be announced by Jeff Campbell during the President Report.

**VOLUNTEER REPORT**

- **Overview**
  - After a crazy hockey season during the COVID-19 pandemic – we wish to thank ALL the Southwest Hockey volunteers for their hours of volunteering; in order to get players SAFELY back on the ice for as long as we had.
  - Over 70% of our members completed their bond hours this season. From coaches, managers, evaluation team members, and Signup.com volunteers – we couldn't have done this without you!



- A BIG thank you as well to Rebecca Reeves for stepping into the Assistant Director role this past season. Thank you for your hard work!
- **2021-2022 Volunteer Bond**
  - Will remain unchanged for the upcoming season.
  - Community - \$350
  - House League - \$200

**This concludes the Vice President Off-Ice Report to the Membership. Introductions of Vice President On-Ice; by Jeff Campbell**

**VICE PRESIDENT ON-ICE REPORT** – Presented by Bryce Davis

**COACHING REPORT**

- **Phase 1**
  - During the 'Cohort Season', there were 210 coaches
- **Phase 2**
  - During the 'Team Placement Season', there were 208 coaches ready to go. However, the season ended abruptly, and in some cases never had the chance to start.
- **Winter Development Program**
  - There were 65 primary and secondary coaches, with another 45 coaches on 'standby'.
  - Most ice times were restricted to 1-coach per ice time.
- **Coach Certifications**
  - As a result of the multiple "seasons", cohort groups, and smaller groups in Winter Development, additional coaching certifications were mandatory in order to meet Hockey Alberta requirements.
  - A record number of certifications were completed this season, which should benefit our coach selections in the upcoming season.
- **Director of Coaches & Assistant Director of Coaches**
  - Rob Cowan assumed the role of Director Coaches during evaluations, and Shane Maguire assumed the role of the Assistant Director of Coaches shortly after.
  - Both will retain these roles for next season.
- **Special Thank you!**
  - While the coaching portfolio is always busy, this year proved to be a true test for our Directors.
  - Rob Cowan and Shane Maguire stepped up in an unprecedented way!
  - They had to select coaches not only once, or twice, but 3 times over the course of the season, which came with challenges, restrictions, limitations at every turn; often with little notice.
  - I would like to personally thank them for their many hours and late nights to ensure we could get our kids on the ice in any way possible.
  - It's volunteers like this that allow our kids to play the great game we know and love!

**ICE REPORT**

- Southwest Hockey continued with the OneClickIce Scheduling Software.
- There were a number of restrictions during the 'Cohort Season'; which made scheduling challenging.
- While adhering to the restrictions that were permitted on the ice, balancing was still maintained; best as possible:
  - Hours, full / shared, total practices, early / late, minimum of 15-hours between each team ice time, limited dry spells.
- Averages for this year were completed in two "seasons". The "Cohort Season", and then the "Regular Season".



- 2021-22 - SW Hockey was successful in obtaining some additional ice at Seven Chiefs.
- 2021-22 – Aiming to still offer Tournament Packages. More details to come.

Age Group	Weekly Average # ICE TIMES PER TEAM PER WEEK comparison		Average # of PRACTICES PER TEAM comparison		Average # of ICE TIMES INCLUDING HCal Games		Average # HOURS PER TEAM (Games AND Practices)	
	2-year prior avg	2020-21*	2-year prior avg	2020-21*	2-year prior avg	2020-21*	2-year prior avg	2020-21*
U7	1.80	1.66	45	43	45	43	45	43
U9	2.98	2.35	53	46.5	71	60	72	60
U11	2.93	2.56	56	51	73.5	68	77.5	73
U13	2.95	2.47	56	47**	76	64	86	75
U15	2.95	2.71	48	49	70	67	82	81.5
U18	2.99	2.71	47	49	71	66	84	83

**Notes with regards to the chart:**

- The 2020-21 numbers are the average of BOTH the ‘Cohort Season’ and the ‘Regular Season’; IF the ‘Regular Season’ not been cut short.
- Also, during the ‘Cohort Season’ there were 73 teams to schedule compared to 49 in the ‘Regular Season’.
- There were also no HCal games during the ‘Cohort Season’; which contributed to the smaller number of ice times in the “Average # of ice times including HCal game” column.
- The # of U13 practices is lower than previous season, not only due to COVID, but also with aiming to provide more full ice practices this past season.

**EVALUATIONS REPORT**

- **Thank you!**
  - Special thanks to all the evaluation coordinators, and volunteers for doing an amazing job!
  - Trying to build socially distant drills in order to evaluate a contact sport, and hockey IQ, while also needing to have them approved by Hockey Calgary; wasn’t easy, and we appreciate the tremendous efforts from so many volunteers. Thank you!
- **Challenging Year**
  - There were many long hours in and out of the boardrooms to build the cohorts, then re-evaluate, and re-do because of changes and pivoting directions.
  - Following the cohort evaluation work, the evaluation team then completed another set of evaluations to establish teams; where unfortunately the season was cut short – to then follow up with reviewing the data again to support the limited Winter Development Program that was pulled together.
  - While there were challenges; we do believe the drills, sessions were extremely useful in evaluating players skating abilities – which is a #1 skill needed.
  - All in all, we believe the player placement within cohort groups for each age division was completed successfully.
- **Second Round of Evaluations**
  - Building teams proved tough when we were given the ‘green light’ because players / parents did not fully understand that “cohort placement” did not equate to “team placement”. For example. In Cohort



#1, parents did not understand fully that this included players from Team 1, 2 and 3, and also potentially team 4.

- The “real” game play was definitely preferred by parents and evaluators to the 1-minute buzzer used in the past, and using the 3<sup>rd</sup> period as an alternating powerplay / shorthanded situation was a good way to assess hockey IQ, and was welcomed by most.

- **What worked well?**

- New format of the time trials was a success.
- Real game format for full-ice scrimmages added flow to the games. Kids enjoyed the format and feedback from evaluators was positive.
- Having the coach rankings from the previous season was useful with minimizing any misplaced kids.

- **What can we do better?**

- Hybrid goalie evaluations was a challenge, but overall was a success with team placements.
- Need to focus on strong age division coordinators.
- The divisions which had very committed individuals (i.e., U11 and U18) ran smoother than some of the other divisions.
- Continue to ensure coaches / parents are not evaluating their kids' age division to prevent subconscious bias.

- **Pending for the 2021-2022 season**

- The evaluations process for the upcoming season will be reviewed in the coming weeks.
- Starting August 30<sup>th</sup> will be Player Pathway skates for U11 and U13.
- No evaluations will take place prior to September 7<sup>th</sup>.
- Then starting the week of September 7<sup>th</sup>, barring anything unforeseen at this time; will be more Player Pathway skates, Goalie evaluations are set to begin, as well as Checking Clinics.
- The Association will aim to have information posted about evaluations around the time that registration opens for next season.
- The evaluation schedule will be posted mid-August, again barring anything unforeseen.

## **This concludes the Vice President On-Ice Report to the Membership**

### **PRESIDENT REPORT** – Presented by Jeff Campbell

- **Acknowledgement of SW Hockey Awards**

- Due to not really having a season; the Joshua Justice Memorial Award, Lloyd Ewenin Memorial Coach of the Year, Association Manager of the Year, & Association Volunteer of the Year; will be moved to next season.
- For this season, seven (7) Volunteers of the Year are being acknowledged.
- Recipients are: Jeff Ball, Jeff Burton, Josh Gardner, Athena Hughes, Blaine Labby, Brennan Lalonde & Chris Marshall.
- Also acknowledge those who nominated people on the board. Laura MacLellan, Jeff Campbell and Lisa Santos.
- Congratulations to all!

- **COVID-19**

- As a collective body we have never experienced this type of disruption in youth sport. It really felt like we ran 3 seasons in 1.
- This is a testament to all our volunteers and paid contractors that work tirelessly to field a program, the best that we could.
- The constant moving of goal posts created numerous challenges for us as an Association, and leadership team.





- With nearly 900 kids registered with SW Hockey; we are proud that we only reported 2 positive cases that affected 4 cohorts – with no additional transmission connected to any hockey group within SW Hockey.
- Thank you to all our membership and volunteers for doing an incredible job with keeping everyone safe!
- **Minor Hockey Refunds**
  - Community Association COVID Refunds for 2020-2021
  - Simons Valley – 60%
  - Southwest – 55%
  - Glenlake – 55%
  - Knights – 55%
  - Bow River – 50%
  - Bow Valley – 50%
  - McKnight – 50%
  - NWW – 50%
  - Springbank – 50%
  - Trails West – 50%
  - Blackfoot – 45%
  - Crowfoot -?
- **U13 AA**
  - Hockey Calgary voted back in March to move the U13 AA program to the Elite stream (Buffaloes, Royals, Northstars & Flames).
  - The decision aligns the programs with other areas in the province.
  - The SW Hockey U13 program will now begin with U13 – Division 1.
  - The cost of the Elite stream program is anticipated to be in/around the \$2,000 - \$2,500 range; not including tournament or additional fundraising.
  - For further information, follow up with your designated Elite Association.
  - There will be three (3) U13 AA teams at each Elite Association.
- **Board of Director Positions**
  - A number of positions were open for nomination.
  - Dori-Ann Samadi has been acclaimed for the Director of Evaluations position. Welcome!
  - Tighe Mills has been acclaimed for the Assistant Director of Development position. Welcome Back!
  - A **number** of open positions remain available.
    - Assistant Director of Branding
    - Assistant Director of Evaluations
    - Assistant Director of Fundraising
    - Assistant Treasurer
    - House League Coordinator
    - Officials Coordinator
    - Social Media Coordinator
  - We really need people to reach out to us. Many hands make light work, and the more quality people we have involved, the better the program will be for the kids on the ice. We are all volunteers who also have families.
  - If you are interested, please reach out personally to me at: [president@southwesthockey.ca](mailto:president@southwesthockey.ca) and I would be happy to grab a coffee with you.
- **Additional Initiatives**
  - The Association was able to pull together a 6-week Winter Development Camp (Feb / March).
  - Approximately 42% participation; which was a very positive and exciting response.



- We were also able to put together an end of season “Elite Prep Camp” for U13, U15 and U16 players who are interested in that stream of hockey.
- Thank you to the Calgary Royals Coaches!
- Unfortunately, COVID limited our player on-ice numbers. However, the Association is anticipating running this camp again next year under normal circumstances.
  - The goal of the Elite Camp is to get the kids who have a desire to play AA or AAA, in front of coaches that may be drafting players and to help players prepare for what is to come.
- **Exciting NEW Programs coming to Southwest Hockey**
  - CUBS Program (4-year-olds)
    - The return of the CUBS program.
    - Fall Program: October 16 – December 18, 2021\* (10-weeks)
    - Winter Program: January 8 – March 12, 2022\* (10-weeks)
    - Each program will run Saturday’s at 10:15am – 11:15am, Cardel Rec South.
    - The Association has learned from past experiences, and will move forward seizing the opportunity to bring this program back.
    - Cost range PER program: \$200 - \$325
    - **NEW** – In July there will be a CUBS ‘Intro to Hockey’ Camp, July 27 – July 29, 2021.
  - U7 SR (2015) & 1<sup>st</sup> year U9 (2014) Power Skating
    - 5 sessions, over 10-weeks
    - Fall Program: October 4 – December 16, 2021\*
    - Winter Program: January 5 – March 16, 2022\*
    - Program will run alternating Thursday’s from 4:45 – 5:45pm at OAK
    - No Association practices will be scheduled on Thursday’s for U7 or U9
    - Cost range PER program: \$150 - \$200
  - 2<sup>nd</sup> year U9 (2013) Power Skating
    - 10 sessions, over 10-weeks
    - Fall Program: October 4 – December 16, 2021\*
    - Winter Program: January 5 – March 16, 2022\*
    - Program will run Thursday’s from 6:00 – 7:00pm at OAK
    - No Association practices will be scheduled on Thursday’s for U9
    - Cost range PER program: \$300 - \$375
  - U11 Academy Program (Players & Goalies)
    - 10 sessions, over 11-weeks
    - No sessions on Thanksgiving Monday, or Family Day Monday
    - Fall Program: October 4 – December 16, 2021\*
    - Winter Program: January 5 – March 16, 2022\*
    - No Association practices will be scheduled on Monday’s for U11
    - U11 (2012)
      - Program will be Monday’s from 6:00 – 7:00pm at OAK
    - U11 (2011)
      - Program will be Monday’s from 7:15 – 8:15pm at OAK
    - Cost range PER program: \$325 - \$475
  - U13 Academy Program (Players)
    - 10 sessions, over 11-weeks
    - Fall Program: October 4 – December 16, 2021\*
    - Winter Program: January 5 – March 16, 2022\*



- No Association practices will be scheduled on Wednesday's for U13
- U13 (2010)
  - Program will be Wednesday's from 6:30 – 7:30pm at Cardel
- U13 (2009)
  - Program will be Wednesday's from 7:45 – 8:45pm at Cardel
- Cost range PER program: \$325 - \$475
- U11 & U13 Southwest Academy – Goalies
  - SW Hockey will be partnering with World Pro.
  - Goalies will alternate attending World Pro. Then in the alternate weeks, these goalies would participate on-ice with the Southwest Academy players.
  - World pro will pre-book these sessions at the same time each week; in conjunction with the Academy Program dates.
  - More details to come as these program details are finalized.
- Goalies not in the Southwest Academy
  - SW Hockey was successful in securing development opportunities for all goalies who are not in the Southwest Academy.
  - Goalie families will have the option to book back-to-back slots and share a full hour with a goalie partner of their choice. However, these sessions are booked by the goalie families through the World Pro website using a specific association discount code and portal.
  - More details to come as these program details are finalized.
- **Question & Answer Period**
  - The 'floor' has opened up to any members who have questions.
  - **Craig** – Is the association planning on applying for COVID relief funding support through either the City of Calgary's or Federal governments support programs? Ann Driscoll responded. As per our Association structure, we would not qualify. City programs not as much detail, but more about end delivery of the type of Association we are. But when first reviewed, our structure didn't fit into the relief programs provided.
  - **Noel** – Who will be conducting the goalie evaluations next season? Jeff Campbell responded. The Association is still in the process of reviewing this. Current focus has been making our way through these final few weeks of this past season, and the AGM. The Association has put out an RFP in the past and will do this again; in order to choose the best fit for the Association.
  - **Darren** – How did SW Hockey ice allotment per division compare to other Associations? Jeff Campbell responded. Our Association is right in the middle or slightly on the higher side compared to other Associations.
  - **Aaron** – Who will be coaching the Academy, and will you know who is coaching before we sign up for the Academy? Jeff Campbell responded. Yes. The Board currently has a long list of candidates, and once finalized; this will be included in the posted information about Southwest Academy. One note to mention. There won't be the same coach each week. There will be specific, professional coaches who will come out to teach a specific skill set each week. So, for example; Elias Hockey would come out to teach stick handling, while Deanna Curran would come out another week for power skating sessions.
  - **Lynsey** – Has it been considered to have outside evaluators for evaluations to eliminate perceived biases and take that stress off the evaluation team? Jeff Campbell responded. Chris Beaton has done tremendous work reaching out to other coordinators about this and found that very few associations use outside evaluators. The way SW runs, is in-line with other Associations. Also, there



is conscious thought about taking into consideration the cost to do this and ensure we can keep fees down.

- **Aaron** – Has Southwest ever thought about partnering with any off-ice training business in town, like Jungle Athletics, etc.? Wes Jardine responded. This was my first year as a Board member and unfortunately with COVID, the pursuit of partnerships like this wasn't possible. Previous season provided funds to teams to bring in instructors, or do their own dry land. There will be development funds again this coming year, and can look into this option as well.
- **Bonnie** – Last year there was a great deal of confusion when the evaluation was opened up for the second time. What were the lessons learned, and do you anticipate that happening again? Jeff Campbell responded. This was a new year for all of us living the first time through a pandemic, and it was not perfect. We have a long list of improvements, and recognize it was not smooth; but we did do our best.
- **Aaron** – Any thought on the McDonald's U11 jersey program? Jeff Campbell responded. We have looked into this previously. Initial reason was because the company didn't have an option in keeping with our Association colours; but we could look into this again.
- **Bonnie** – Why doesn't Southwest team up with other Associations to "swap" evaluators? Jeff Campbell responded. Mainly logistical reasons, and so, this would not be something to consider.
- **Andrew** – In regards to evaluations, has it ever been considered to leave the kids names out of the evals until all players are placed? Jeff Campbell responded. Players have the helmet stickers, and the sorting happens in the system by number and not name. Names can't be completely left out as we do need to inform families if a player is moving groups. During inputting, only numbers are used.
- **Darren** – You had noted you had positive feedback regarding evaluations, and game play evaluations. I do understand this was a unique year; but I don't share the same outlook and hear similar frustrations from fellow members. Bryce Davis responded. This was an extremely challenging year for various reasons and we did what we thought was right and stayed positive. Our goal is to have the right players on the right teams.
- **Jason** – For the hybrid goalie for U11; what is going to be looked at to improve it? Some goalies are better as a goalie, and a poor skater – so they were dropped to a lower level. Jeff Campbell responded. This is a new Hockey Canada initiative, and know that many other Associations share the same view that you do. While we do need to meet this mandate, we will be looking at it closer with what can be done to improve the experience.
- **Darren** – Could we set up a way to pass on suggestions, and help push for positive change? Jeff Campbell responded. Yes! I'd love that. If that means you volunteering, then we are all in the same mind set.
- **Andrew** – Has there been any consideration to cut back on the late week night practices for each age group? Jeff Campbell responded. The reality is that there is a shortage of ice across the City. We are doing our best to provide as much as we have within the fees in order to get the kids out there. Unfortunately, this means including the later ice times; so there are not a lot of options. Also, as a side note; Max Bell and Rose Kohn are going down this Fall; which means a loss of 100+ hours. So, nothing will be changing with our practice schedule.
- **Janna** - Are there programs for U15? Jeff Campbell responded. Assuming you are talking about the Southwest Academy. Besides Cubs; none of the new programs have been tried with Southwest Hockey yet. Running the U11 and U13 Southwest Academy is a pilot program. Once we have our feet under us for a year, the program will be reviewed and the goal would be to expand the program.
- **Andrew** – Has Southwest ever used early weekday practices? Jeff Campbell responded. There are a lot of logistical challenges with families. This has been a topic of conversation, but is not something that we are currently pursuing.



- **Twana** – Will there be an opportunity to ask questions after this meeting, in case questions may come up later? Jeff Campbell responded. Yes, feel free to reach out to the board at any time. All Board emails are on the website.

**Registration Open Date for 2021-2022 – Presented by Jeff Campbell**

- Registration: July 1, 2021 to August 22, 2021.
- No registration increases.
- Payment plan extended into October.
- Contact our Registrar; Christina Bowles for further registration information.

**In closing....** – Presented by Jeff Campbell

- To all Board members who have given SO generously of their time, thank you!
- SPECIAL THANK YOU to our outgoing Board members: Nicole Johnson, Shelby Dawson, and Mark Zan.
- Minutes will be posted on Monday May 17<sup>th</sup>.
- A “polling question” will be posted in order to adjourn the meeting.
- Would like to also mention two other people who are unsung heroes of SW Hockey. Lisa Santos and Christina Bowles have done so much to help with all the pivoting this past season. Thankless at times, but wanted to recognize you both from our Association.

**Motion to adjourn the 2021 SWH AGM at 8:18 pm;**

- Moved By: Bryce Davis
- Seconded By: Wes Jardine
- Motion: Carried.

**Approved Meeting Minutes signed by:**

\_\_\_\_\_  
Ann Driscoll  
SWHA Treasurer/Secretary

On this \_\_\_\_ day of \_\_\_\_\_, 2022

