

Attendance

Attendee Category	Total
Administrator	1
Registrar	1
Executive Directors	2
Board of Directors	11
General Membership	15
Total Attendees:	30

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 31st 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 7:10 pm by SW President; Jeff Campbell.

Agenda for the 2022 – SWHA Annual General Meeting (Jeff Campbell)

- **Motion to approve the 2022 SWHA AGM Agenda**
 - Moved By: Wes Jardine Seconded By: Laura MacLellan. All in Favour. Motion: Carried.
- **Motion to approve the 2021 SWHA AGM Minutes**
 - Moved By: Holly Kelly Seconded By: Rebecca Reeves. All in Favour. Motion: Carried.
- **President’s Welcome / Introductions**
 - Would like to welcome everyone to the AGM.
 - Special welcome to the Hockey Calgary Executive Director, Kevin Kobelka
 - Introduction of the Board, Administrator and Registrar.
 - **Jeff Campbell** – President
 - **Cori-Ann Mogan** – Past President
 - **Bryce Davis** – VP On-Ice
 - **Wes Jardine** – VP Off-Ice
 - **Ann Driscoll** – Treasurer
 - **Chris Beaton** – Director at Large
 - **Doug Harper** – Director at Large
 - **Hugh Lasham** – Director of Branding
 - **Rob Cowan** – Director of Coaches & **Shane Maguire** – Asst. Director of Coaches
 - **Paul Charlebois** – Director of Development & **Tighe Mills** – Asst. Director of Development
 - **Dori-Ann Samadi** – Director of Evaluations
 - **Holly Kelly** – Director of Fundraising & **Jolena Taylor** – Asst. Director of Fundraising
 - **Laura MacLellan** – Director of Volunteers) & **Rebecca Reeves** – Asst. Director of Volunteers
 - **Ashely Cardinal** – Community Coordinator
 - **Michelle Corbett** – Social Media Coordinator
 - **Mick Olson** – Sponsorship Coordinator
- **Association Awards**
 - Joshua Justice Memorial Award
 - Lloyd Ewenin Memorial Coach of the Year



- Association of the Year – Southwest Hockey (Kevin Kobelka)
 - Kevin Kobelka (Executive Director of Hockey Calgary) was in attendance to present Southwest Hockey with the Hockey Calgary Association of the Year Award.
 - Mr. Kobelka commended the Association with all the effort that were put in, during a very difficult season of hockey.
 - Acknowledging Southwest's efforts in growing the game of hockey by creating both an in-house Team Development Program, Academy Program, along with an in-house Power Skating Program.
 - An important aspect of growing the game is also through the support of House League Programs; so that all players can find a program that works for them.
 - Congratulations!
- Association Volunteer of the Year
- Association Manger of the Year
- **Championships / Finalists**
 - Would like to congratulate the following teams on their accomplishment:
 - Esso Minor Hockey Week
 - Champions – U18 BC Tier 1
 - Finalists – U11 Tier 1 & U11 Tier 2
 - City Championships
 - U18 NBC Tier 2
 - Provincial Champions
 - U18 BC 1

PRESIDENT REPORT – Presented by Jeff Campbell

- **Academy Program**
 - The Board recognized that we needed to do something to increase the level of competition in our Association, and strengthen the development of our players.
 - After a couple years of putting the idea on the back burner, the Board was able to a plan of action together with the introduction of the Academy Program, Team Development Program and Power Skating.
 - Some programs sold out, and some were about a 75% participation. So, as a first-year program; this was positive.
- **Central Zone & Referee Participation**
 - Lost nearly 60% of the Officials pool coming in to COVID.
 - It's important to note that when the complaints come in, we don't necessarily get to hear the outcome of the complaints when they are launched. With how overwhelmed they were, we needed to work on a case-by-case basis.
 - We plea to coaches that they need to remember that often times the officials on their game have potentially worked 3 or 4 games prior so at times their automatic response was to eject coaches.
 - Try to provide more training.
 - We have been without a Referee Coordinator for about 3-years now and we need volunteers to make things happen. If you have officiating experience, or know someone – please get in touch with us.
 - With everything that we do as a Board, sometimes there are matters that need to take a backburner. We are volunteers and we do the best that we can.
 - If you are here, you took the time to see the positions that are available, please consider joining.



▪ **Board of Director Positions**

- A **NUMBER** of open positions remain available. We need more people to step up.
 - VP On-Ice
 - VP Off-Ice
 - Assistant Director of Branding
 - Assistant Director of Fundraising
 - Assistant Treasurer
 - Board Coordinators:
 - Community Coordinator
 - Officials Coordinator
 - Photography Coordinators
 - Social Media Coordinator
 - Sponsorship Coordinator
- We really need people to reach out to us. Many hands make light work, and the more help we can get involved, will help ensure a quality program for all our athletes.
- If you are interested, please reach out personally to me at: president@southwesthockey.ca and I would be happy to grab a coffee with you.

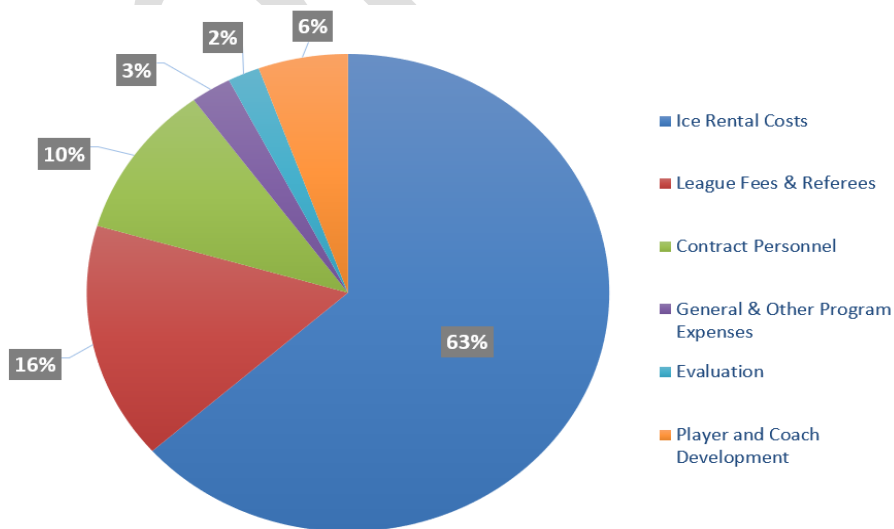
DIRECTOR REPORTS

- We will now move to our next Director update for the night → Treasurer Report, followed by the VP On-Ice and then VP Off-Ice Reports.

TREASURER REPORT – Wes Jardine

Program Expenses as a % of Registration Fees

- **2021 - 2022 Actuals**



Program Expenses as a % of Registration Fees



- Consistent with previous years, community program hockey expenditures were greater than our registration fees. The shortfall was \$60,000.
- The Association relies heavily on AGLC funds, development clinic fees and other administrative fees to supplement our core community hockey programs.
- We utilized \$74,000 in AGLC funds to offset the shortfall. The enhanced Development program generated almost \$27,000 in net revenues.
- In addition, we recorded over \$30,000 in volunteer bonds redeemed.
- Given uncertainty due to the pandemic, the Board chose not to replace any jerseys in the past season (or in the prior year); therefore, our expenses were lower than historic trends.
- As a result of these other revenue sources and no spending on equipment/jerseys and socks, excess revenue over expenses in 2022 was almost \$87,000.
- We are expecting to see an increase in costs in the next season. Ice rental costs, our largest expense, are expected to increase by about 5%, or approximately \$30,000.
- We will see two sets of jerseys replaced for next season. Jersey replacement for U11 & U13 is expected to be about \$75,000.
- We have also redesigned our Volunteer Program which is expected to provide more volunteer support to run the Association, but will also likely result in a meaningful decline in volunteer bonds redeemed.
- You will hear more about the redesigned Volunteer Program tonight as well as throughout the summer.
- Registration Fees. We have not increased registration fees since the 2019/2020 season - so fees have remained unchanged in the past three years.
- Due to expected increase in operating costs, namely ice expense, as well as the requirement to replace jerseys and equipment after a two-year hiatus on spending, we will be raising registration fees for the 2022/2023 season.

○ **2022-2023 Registration Fees**

- The Board approved the following fees by age category:

Registration Fees				Office Fees		
Age Group	2021-22 Fees	Approved Fees 2022-2023		Office Fees	2021-22 Fees	2022-23 Fees
		Player	Goalie			
U7	\$ 775	\$830	N/A	Reg Late Fee	\$ 200	\$ 200
U9	\$ 1,025	\$ 1,100	N/A	Reg Admin Fee	\$ 100	\$ 100
U11	\$ 1,125	\$ 1,225	\$ 612.50	Reg Change Fee	\$ 50	\$50
U13	\$ 1,225	\$ 1,350	\$ 675.00	VB Community	\$ 350	\$500
U15	\$ 1,250	\$ 1,375	\$ 687.50	VB House League	\$ 200	\$350
U18	\$ 1,250	\$ 1,375	\$ 687.50	VB Late Fee	~	\$ 50
HL – U9	\$ 700	\$750	N/A	Eval Appeal	\$ 50	\$150
HL – U11	\$ 700	\$750	\$750	Susp. Appeal	\$150	\$50

▪ **Questions?**

- Do you have a sense of the difference of revenue there will be with the reduction in goalie fees?
 - Our Treasurer, Ann Driscoll would have those numbers and could speak to your question. Unfortunately, she was not able to make it tonight; however, we can circle back with you.



- At the U11 age group, there were four (4) goalies. Once the Association was able to offer up goalie equipment, we got another eight (8). So, this showed us that while there may be interest, cost could be holding families back.
- What would the cost be for a Hybrid Goalie?
 - They would be full price, as they will get time as a skater.

ELECTION for: Two (2) - Financial Reviewers – Presented by Wes Jardine

We will now like to elect individuals to complete a financial review of the books, accounts and records.

Upon asking the members in attendance, there were no names put forward. Therefore, the Board will be actively looking for two (2) members to complete this task.

ELECTION for: Assistant Treasurer – Presented by Wes Jardine

- **NO nominations were received** – We will be actively looking for a volunteer to fill this position, if you are interested, please leave your name with the Administrator or President, and you will be contacted.

FUNDRAISING & SPONSORSHIP REPORT – Wes Jardine

- **Casino**
 - After being postponed three times due to Covid-19, we finally staffed a casino on Nov 1st and 2nd.
 - Thank you to everyone who volunteered; without our volunteers we wouldn't be able to run our casinos and would lose future eligibility.
 - Funds raised from the casino were received in Q1 of this year on February 14, 2022 in the amount of: \$62,536.03
 - Next casino slot is anticipated in late 2023.
- **Raffles**
 - Decision to conduct online raffle due to ongoing Covid-19; concerns around handling cash, tickets and conducting in person sales with ongoing restrictions.
 - Conducted two online 50/50 raffles using Rafflebox platform:
Total sales \$13,550
Fees to Rafflebox platform and Stripe payment processing \$1465.16
Total to SWHA: \$5309.84
- **Planning for 2022 – 2023**
 - Decision made by the Board of Directors to return to a ticketed raffle for 2022/23 season; similar to cash calendar format in 2019 which raised over \$100,000. We will require a Raffle Liaison Coordinator for each team.
- **Sponsorships**
 - No sponsorships were attained this season.

INTRODUCTION of Incoming Director of Fundraising – Wes Jardine

- **Holly Kelly** has completed her term as the Director of Fundraising
- Would like to introduce **Jolena Taylor** as the incoming Director of Fundraising.



ELECTION for: Assistant Director of Fundraising – Wes Jardine

- **NO nominations were received** – We will be actively looking for a volunteer to fill this position, if you are interested, please leave your name with the Administrator or President, and you will be contacted.

POSITION: Sponsorship Coordinator – Wes Jardine

- **NO Cover Letters were received** – We will be actively looking for a volunteer to fill this position, if you are interested, please leave your name with the Administrator or President, and you will be contacted.

VICE PRESIDENT ON-ICE REPORT – Presented by Jeff Campbell

COACHING REPORT

- **Pre-Skates and Evaluations**
 - Shout out to the handful of coaches that helped tirelessly with negotiating the beginning of the season. Pre-skates, evaluations and placement games required many volunteer coaches. More volunteers with a coaching background are needed during this time to ease the pressure on our evaluation's portfolio.
- **Team Placement/Season**
 - There were 214 coaches rostered.
 - There were 13 coaches who worked with multiple teams: Jordan Burke, Oswald Chan, Paul Charlebois, Alex Chmilar, Greg Clark, Justin Crockett, Kyle Dodginghorse, Scott Feener, David Kokayko, Mark Livingstone, Vlad Malast, Josh Martin, Devin Mildenberger.
 - Shout out to our non-Parent Coaches John Wynne, Marc LeVangie, Dave Martin, and Shawn Renneberg.
 - There were also three (3) Mentors: Randy Bacon, Wayne Clements, and Hugh Lasham.
 - There were three (3) open roster spots in the U15, and U18 age categories.
- **Coach Certifications**
 - As a result of many new coaches stepping forward to fill roster spots, additional coaching certifications were required for completion.
 - A number of certifications were completed this season, which should benefit our coach selections in the upcoming seasons.
 - In conjunction with Hockey Alberta, SW Hockey hosted certification clinics in October. The SW Hockey Development team & Hockey Calgary; hosted multiple coach clinics throughout the season.
 - This process went much smoother this season due to our efforts from 2020-21. However, maintaining, and ensuring that all coaching certifications are completed, continues to require consistent monitoring from registration to rostering deadlines.
- **CUBS Program & Winter Development**
 - Trying to build the program again from the ground up. Last time the CUBS Program was attempted, there should have been more communications when it was launched and the coaching support wasn't quite where it needed to be. The Board took those points and have re-launched the program.
 - Several Coaches helped this season with overseeing the re-introduction of the CUBS Program and the Winter Development Programs.



- Thank you to Tom Durnie for leading the Winter session, Shane Maguire and Tighe Mills for leading and monitoring both sessions. Special thanks to Devin Smith and Karl Schwonik for their on-ice consistency, and the multiple player mentors who assisted on-ice activities.
- Without the help of the non-parent Coach volunteers, the learning experience for these young players would not have been as rich.
- There were approximately 24 players this past season; trying to get the kids in the game early.
- Will continue with the program again this coming season.
- **Attack Sports & CoachThem Partnerships**
 - In the past there was \$500 provided to teams to use towards development that they could book on their own. Some teams did this well and others thought they could do better and didn't take advantage of the funds for added development. Therefore, the Association partnered with Attack Sports to provide the development directly to the teams.
 - In coordination with the Development Directors a roll out of coaching for our coaches took place during the season. Attack Sports worked with every team in the Association to assist with skill development and coaching development. Season-Planning, Skills Development (Defensive and Offensive), and Practice Planning were all areas of focus for Attack.
 - CoachThem allowed coaches to support their practice planning with digital support. Coaches could use the App to find relevant drills for their team, draw up plans with ease, and bank them into the database found in the program. Constructive feedback has been shared with the development team and this feedback will be considered moving forward.
 - The Development and Coaching portfolios will continue to work together to address the needs of our coaches regarding these partnerships.
- **Coach Year End Evaluation**
 - The annual year end coach survey was conducted and made available to all families on SW Hockey teams. There are a total of 1,168 responses that have been received; over 208 coaches. This led to an average of 6 submissions per coach. Some received more, some less.
 - Upon an initial review, the feedback trends are consistent with past seasons. Shane Maguire will be reviewing these over the coming weeks.
 - The evaluations are used during the coaching interviews to try and improve the product on the ice; so that we can get more coaches like John Wynne; engaged with our kids.
- **Director & 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.
 - They dove in and have done a great job!
- **Special Thank you!**
 - While the coaching portfolio is always busy, these last two seasons proved to be a true test for our directors, as many COVID restrictions broke traditional lines of communications; the portfolio took on much administrative responsibility through online measures (Zoom), and using a combination of email and talk/text. A return to more in-person conferences was a strong sign that the season tried to run with normality whether the issues were positive or negative.
 - Christina Bowles, Rob Cowan and Shane Maguire stepped up in an unprecedented way!
 - We overcame the challenges, restrictions, limitations at every turn; from coaching certifications, coach/team discipline, and officiating complaints, it was a season to remember.
 - Thanks, for their many hours and late nights to ensure we could get our kids on the ice in any way possible.
 - It's individuals like this that allow our kids to play the great game we know and love!



INTRODUCTION of Incoming Director of Coaches – Presented by Jeff Campbell

- **Rob Cowan** has completed his term as the Director of Coaches
- Would like to introduce **Shane Maguire** as the incoming Director of Coaches.

ELECTION for: Assistant Director of Coaches – Presented by Jeff Campbell

- **Devin Smith** was nominated and accepted the nomination in writing. No other nominations were received; therefore, **Devin** is elected based on acclimation.

ICE REPORT

- Southwest Hockey continued with the OneClickIce Scheduling Software.
- Teams must continue to keep in mind the numerous factors that are considered during the scheduling process.
 - Aim for teams to have a similar # of: hours, full / shared allocations, total practices, early / late times in addition to the following checks and balances are done:
 - Minimum 15 – hours between ice times.
 - Limit the number of back-to-back days.
 - Dry spells – aim for none. Dry spell is only a dry spell if a team has no game OR a practice.
- For the 2021-22 season, Hockey Calgary introduced a change to the Timeline of Scheduling:
 - Defined Development Phase (October 1 – October 22)
 - Shorter Seeding Round (October 23 – November 21)
 - Seasonal Break (November 22 – December 5)
 - Longer Regular Season (December 6 to February 20)
 - Winter Break (December 24 – January 1)
 - For the 2022-23 season, the Season Timeline will run with the same sectioning.
- Tournament Packages were offered this season and were very well received. Current plan is to offer packages again in the upcoming season.
- Southwest will continue ice contracts with: Cardel, Seven Chiefs, Oakridge, and some City facilities.

Age Group	Weekly Average # of Ice Times Per Team / Per Week		Average # of Practices Per Team			Average # of Ice Times Including HCAL Games			Average # of Hours Per Team (Games AND Practices)		
	20-21*	21-22	20-21*	21-22	HCAL	20-21*	21-22	HCAL	20-21*	21-22	HCAL
U7	1.66	2.02	43	40	47	43	47	48	43	47.5	49
U9	2.35	2.64	46.5	44	46	60	62	64	60	62.9	64.9
U11	2.56	2.94	51	51	46	68	69	67	73	75.8	68.6
U13	2.47	2.98	47**	50	47	64	70	70	75	82.9	77.6
U15	2.71	3.04	49	48	44	67	70	69	81.5	86.2	77.1
U18	2.71	3.07	49	47	43	66	71	70	83	88.2	78.5

Notes with regards to the chart:

- *The 2020-21 numbers that were included had the average of BOTH the ‘Cohort Season’ and the ‘Regular Season’; had the ‘Regular Season’ not been cut short.
- HCAL Column: is the average numbers according to the Community Associations within Hockey Calgary. Not including House League, or the Elite Stream.
- For U7 – The range guide provided for practices is between 40 – 50; but will depend on the number of weeks available and number of games provided as this is somewhat a ‘set program’ / twice per week.



EVALUATIONS REPORT

- **Overall, the evaluations process for the 2021/2022 season was successful.**
 - Over 800 participants were evaluated and placed within a 6-week timeframe.
 - We made it through all of evals and the whole season!

- **What worked well?**
 - Dedicated coaches running the timed drills for all ice sessions. Consistency with all age groups helped these sessions run efficiently.
 - Incorporating U13 Elite tryouts and staggering all releases to ensure that released players were fully evaluated within Southwest.
 - World Pro evaluating goalies in goalie specific sessions as well as within age group level skates.
 - Completing pathway skates and initial placement skates based on cohort/team grouping from last year.
 - Completed minimum of 3 pathways skates for all players for age groups U9 and above.
 - Completing timed drills for realignment of groups given challenging COVID times.
 - Continued with the “one-score” ranking vs. in the past where evaluators were asked to rank on multiple criteria. Allows evaluators to watch more of the game and less focused on filling in boxes.
 - Completing body contact sessions for U15 players during pathway skates.
 - Age groups U11 and above got multiple full-ice game for evaluations.

- **What can we do better?**
 - We need volunteers with hockey knowledge in the stands helping. There were times we were struggling to find people and it doesn't take a rocket scientist to know that having three (3) people watching the ice time to know they could miss something. We are continually asking for help and there will be even more communications going forward.
 - As part of the coaching application process, coaches will be expected to help during evaluations.
 - We want to give our athletes the best chance we can, and we need hockey acumen in those stands.
 - Recruit additional volunteers to reduce stress and work-load for Age Group Coordinators; both on-ice and off-ice.
 - Split specific roles into on-ice and off-ice portfolios to ensure consistency between skates as well as within the age groups. Volunteers are key to successful evaluations and we need to recruit more people to support all aspects during evaluations.
 - Improve Hybrid Goalie evaluation plan and communication.
 - Was challenged this year by illness and absences.
 - Continue to communicate and listen to member suggestions to help make improvements to the process each season.

- **Pending for the 2022-2023 season**
 - The addition of a Goalie Coordinator position to support goaltenders during evaluations with goalie specific expertise as well as throughout the season.
 - Utilize half-ice boards for the U9 evaluations to simulate actual game-play
 - Reduce the number of 3v3 small area games in U9 and add more skills as well as half-ice 4v4 games.
 - Addition of pucks to a handful of timed drills for U9/U11/U13.
 - Utilizing U15 and U18 participants as volunteers during pathways skates as a means to alleviate the time ask of coaches.
 - These sessions can be applied to the U15/U18 family's volunteer bond.
 - These roles have been officially added as: 'Junior Coaches'.
 - Want our kids to also have an opportunity to give back and help.



- Pathway Skates
 - Starting August 29th Player Pathway skates will begin for U9, U11 and U13.
 - For U15 & U18 they are tentatively scheduled to begin approximately September 9th.
- Evaluation Schedule
 - While the evaluation schedule is still being finalized, U11 is tentatively scheduled to begin later in the week of September 6th.
 - U9 is tentatively scheduled to begin mid-September.
 - U13, U15 and U18 will continue to be later in the month to accommodate the Elite Tryout releases.
- The evaluation schedule will be posted mid-August, barring anything unforeseen.

RE-INTRODUCTION of our Director of Evaluations – Presented by Jeff Campbell

- **Dori-Ann Samadi** will be completing her second year as Director.

ELECTION for: Assistant Director of Evaluations – Presented by Jeff Campbell

- **Cameron Laing** was nominated and accepted the nomination in writing. No other nominations were received; therefore, **Cameron** is elected based on acclimation.

VICE PRESIDENT OFF-ICE REPORT – Presented by Wes Jardine

Branding & Equipment

- **Practice Jerseys**
 - Many were returned from the previous season; from all Divisions.
- **U11 Teams**
 - For the 2021-22 season, the U11 Hybrid Goalie Gear was handed out to eight (8) goalies wishing to try this position, as well as be a player.
- **First Aid Kits & Pucks**
 - All coaches were given First Aid Kits and some were provided with pucks.
 - Happy to report that 100% were returned! Thank you!
 - Also included was hand sanitizer for COVID protocols.
- **Mascot - CELLY**
 - Celly made an appearance a few times this year around Calgary.
 - Also surprised a number of teams throughout the season.
 - Celly has again been invited to the Okanagan Mascot Games, with the likes of Harvey the Hound, and a number of other mascots from Canada and the United States.
 - Thank you Celly!
- **In closing**; Hugh Lasham 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

- **Thank you!**
 - Ashley put a lot into everything she did for the community events hosted.
- **Facebook online Buy and Sell**
 - Currently at 243, up from 195 member's last season. Increase of 48
- **Welcome Back BBQ**
 - Was cancelled due to pandemic rules surrounding public gatherings.
 - Will be looking into hopefully hosting this coming September 2022.
- **Magic of Christmas Toy Drive**
 - This is the first time initiating a Toy Drive, and was great success thanks to the email reminders that went to the teams and other Associations.
 - Over the coming weeks, will discuss options for this coming season. Whatever the decision may be, we will be looking to increase the communications around this decision to ensure another successful event.
- **Coaches Cup**
 - There were 17 coaches who registered.
 - These registration dollars were donated directly to Magic of Christmas by way of gift cards.
 - Good turnout of fans who were cheering on the coaches!
- **Santa Skate**
 - Fairly good turnout. Santa, Celly and Elfie were a hit with the younger kids.
 - Christmas themed loot bags were handed out, and were a big hit as well.
- **Cougars Classic 3on3**
 - Made its return, and the Draft Dinner was a success due to all the amazing volunteers.
 - Jerseys/loot bags distributed this day too, and helped track who was able to attend.
 - Division rundown:
 - U7 was FULL!
 - U9 went from eight (8) teams to six (6) teams. With this reduction in registration numbers, these teams received four (4) games instead of three (3).
 - U11 had eight (8) teams, but with about eight (8-ish) players per team.
 - The Junior Coaches
 - They did an AMAZING job 'coaching' the 3on3 teams.
 - The younger kids really 'look up' to these players, and is a great community builder amongst the participants of Southwest Hockey.
 - They had some wildly unique costume ideas.
 - This season we also asked coaches who were currently rostered, and who had registered their child(ren) for the 3on3, if they could be Coach mentors in the event that the Junior Coaches needed some additional support. This also worked out great! Thank you to those coaches.
 - Organizing the Dressing Rooms was slightly chaotic.
 - Will be reviewing this for next season's event to see if this can be handled differently.



POSITION: Community Coordinator – Presented by Wes Jardine

- **NO Cover Letters were received** – We will be actively looking for a volunteer to fill this position, if you are interested, please leave your name with the Administrator or President, and you will be contacted.

SOCIAL MEDIA REPORT

- **General Comments**
 - This position was a team effort. I was able to have Christina Bowles, and Lisa Santos guide me through many aspects of this role. Without them, this would not have worked well. Thank you, ladies!
 - Social Media Coordinator is not an easy task with regards to getting information from teams.
 - There was a lot of prompting that was needed to parents, managers and coaches.
 - Area to improve:
 - Most social media platforms run with an algorithm; meaning the more content that is displayed the higher chance of seeing the content is better.
 - This portfolio will continue to look for ways to improve this request.
 - Reels & TikTok's.
 - As social media advances, the top of the grow pattern is VIDEOS.
 - This portfolio will continue to look for ways to increase this engagement as well.
- **Growth Numbers – Number of Followers**
 - Southwest Hockey is continually working towards strengthening its online presence.

Social Media Platform		Year	Numbers
Twitter	@swhockeyassoc	2019 – 20	463
		2020 – 21	479
		2021 – 22	476 (- 3)
Facebook	@southwesthockeycalgary	2019 – 20	886
		2020 – 21	951
		2021 – 22	1020 (+69)
Instagram	@southwesthockeyassociation	2019 – 20	1134
		2020 – 21	1185
		2021 – 22	1306 (+121)

POSITION: Social Media Coordinator – Presented by Wes Jardine

- **NO Cover Letters were received** – We will be actively looking for a volunteer to fill this position, if you are interested, please leave your name with the Administrator or President, and you will be contacted.

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 Attack Sports oversaw some camps.
- August Goalie Camp was instructed by Derek Purfield, and staff from Okotoks Oilers.
- **U15 Checking Clinics**
 - Was overseen by Attack Sports.
- **December Development Camps**
 - Camps hosted for U9 up to and including U15.
 - Player instruction provided by Elias Hockey.
 - Goalie instruction provided by World Pro.
- **Cougars Blueliner Camp**
 - Tested the waters with a new camp. This camp was open to all SW defence playing in any level in U13 to U15.
 - The camp instruction will be led by BRAD FERENGE.
 - The camp was in high-demand. Moving forward to next season, we will be looking at more D-Camps.
- **Team / Coach Development**
 - Each team was provided four (4) practices run by Attack Sports
 - Four (4) Coach Seminars were also provided by Attack Sports
 - Practice plans for CUBS, and U7
 - Discounted rates for dryland (team), and shooting/skating (individual) training.
- **Goalie Development**
 - Five (5) goalie development nights hosted by SW Hockey for U9 to U18
 - Instruction by Derek Purfield (Okotoks Oilers)
 - Discounted rate for SW Goalies at World Pro
- **U7 / U9 Power Skating**
 - Bi-Weekly 60-minute program instruction provided by Deanna Curran
 - *Next season update: 60-minute sessions will be reduced to 45-minute sessions.*
- **U9 / U11 & U13 Academy**
 - **Players**
 - Weekly program split 50% on Power Skating and 50% Skills
 - Instruction by Deanna Curran, Mike Evans, Adrian Foster, Trevor Elias and Nikita Korovkin.
 - **Goalies**
 - Weekly program split 50% at World Pro, and 50% at player ice times.
 - All instruction provided by World Pro
 - **Next season changes:**
 - *U9 – adding additional session, and including jerseys*
 - *Goalies – More World Pro sessions and fewer sessions with players. TBD by registration numbers.*
- **CUBS Program**
 - Fall Session:
 - Had 12 participants registered.
 - Overseen by SW Development Coaches, with help from some CUBS parents.
 - Winter Session:
 - Had 15 participants registered. With 9 of them returning from the Fall Session.
 - Overseen by SW Development Coaches, some help from CUBS parents, and LOTS of help from U15 and U18 Junior Coaches (who are rostered SW Hockey players).



- Great coach and player mentorship.
- CUBS developed and progressed different hockey and skating skills through the season.
- At the end of both sessions was a hockey game with medal presentations.
 - Celly and Elfie made an appearance.
- Will continue with the CUBS Program next season, with a couple changes:
 - Registration will be open to 3-year-olds
 - Will aim to bring the Junior Coaches in from the beginning.

VOLUNTEER REPORT

- **Thank you!**
 - To all our dedicated volunteers! Thank you for the time you have put in to the entire 2021-22 season! It was a relief to see our players back on the ice!
- **Congratulations again to:**
 - Association Volunteer of the Year – Paul Charlebois
 - Lloyd Ewenin Coach of the Year – John Wynne
 - Manager of the Year – Rebecca Jacobs
- **2021-2022 Volunteer Bond**
 - Unfortunately, this season had MANY unfulfilled positions, which resulted in some volunteers having to hold multiple roles.
 - This season was also had a record high number of volunteer bond cheques that were cashed, totaling: \$30,100!
 - As a large association, we are dependent on volunteer help from each and every family to ensure a successful hockey season. The Association needs our members' help!
 - Unfortunately, due to these record numbers, significant changes to the volunteer bond for the coming 2022-2023 season have been implemented to try and ensure that the critical time needed during the months of September/October are met.
- **Key highlights for the 2022-2023 season:**
 - **Volunteer Bond Amounts:**
 - Community increasing from \$350 to \$500 and House League increasing from \$200 to \$350
 - Post-dated cheques are no longer required.
 - **Will be moving to a credit system (by sessions) to track and fulfill volunteer time.**
 - Will not be referring to hours.
 - Bond fulfillment will be referred to completed credits (sessions).
 - Four (4) Credits required to be completed for the Community Program.
 - Three (3) Credits required to be completed for the House League Program.
 - There is a **Bonus Opportunity** being offered if members volunteer a minimum of 2-credits between August 29th and October 5th.
 - If a member volunteers a minimum of two (2) sessions, their bond will be considered fulfilled and they will not be required to fulfill four (4) credits.
 - **Coach Applications** – As part of the coaching application, all coaches will be required to fulfill a minimum of two (2) credits between August 29th and October 5th. Available sessions will be on a “first-come basis.”
 - **Team Level Involvement:** Regardless of Association volunteer bond status, **ALL members** are required to ensure their team always has volunteer coverage, for all required positions.



- Bonds that are not completed will have their member account **billed through TeamSnap**.
- If bonds are not cleared by March 31st, there will be a **late fee added (\$50)**, and members will be placed as a Member Not in Good Standing; whereby they will not be able to register for the upcoming season until the bond has been dealt with.
- **Opting Out** will not be permitted until January 15th
 - We want your help, not your money.
- **Time Keeping, Score Keeping and Penalty Box roles will NO LONGER count towards a volunteer bond.**
 - **These roles must be fulfilled as part of the Hockey Calgary Rules & Regulations. No credits will be accepted.**

Item	OLD – VB Program	NEW – VB Program
Community Bond Amount	\$350	\$500
House League Bond Amount	\$200	\$350
Agreement Form	Hard Copy w./ postdated cheque	At the time of Registration
Postdated Cheques	Due at Evaluations	Not Required
Hours vs. Credits	Hours	Credits
Tracking Bonds	Association & Each Family	Association & Assistant Team Manager
Opt-Out Option	Yes. Any time	Not before January 15th
Opt-Out Payment Options	Cheque, Cash, Money Order, or e-transfer	Money Order, e-transfer, Credit Card
Family has both a Community & House League participant	Will be responsible to fulfill the Community Program	No Change
Team Level Volunteering	Regardless of Association volunteer bond status, ALL members are required to ensure their team has volunteer coverage, for all team positions.	Same. No Change.

NOTE: Chart continues on Page 16



Item	OLD – VB Program	NEW – VB Program
Bonus Opportunity Pre-Season (AUG 29 – OCT 5)	Did not exist	If a member volunteers a minimum of two (2) sessions (2-credits), their bond will be considered fulfilled and they will not be required to fulfill four (4) credits.
Coach Applications	No prior expectation	As part of the coaching application, all coaches will be required to fulfill a minimum of two (2) credits between August 29 th and October 5 th .
Unfulfilled Bonds	Postdated cheques deposited in March	Volunteer Bond Fee applied to the member's TeamSnap account directly
Volunteer Bond Late Fee	Did not exist	If bonds are not cleared by March 31 st , there will be a late fee added (\$50), and members will be placed as a Member Not in Good Standing
Time Keeping, Score Keeping & Penalty Box Roles	Were Tracked Hours	These roles will NO LONGER be available towards the Volunteer Bond. No credits will be accepted. These roles MUST be fulfilled as part of the Hockey Calgary Rules & Regulations.
Communications	Emails were sent out as needed	Three (3) strategic, templated emails to go out in November, December & January

NOTE: Chart continues on Page 17



4 – Credit Opportunities	Executive	President	VP On-Ice	VP Off-Ice	Treasurer			
	Directors	Director of Branding	Director of Coaches	Director of Development	Director of Evaluations			
		Director of Fundraising	Director of Volunteers	Director at Large (3)	Past President			
	Assistant Directors	Asst. Director of Branding	Asst. Director of Coaches	Asst. Director of Development	Asst. Director of Evaluations			
		Asst. Director of Fundraising	Asst. Director of Volunteers	Asst. Treasurer				
	Board Coordinators	Community Coordinator	Financial Coordinator	Goalie Coordinator	House League Coordinator			
		Officials Coordinator	Photography Coordinator (2)	Social Media Coordinator	Sponsorship Coordinator			
	Team Operations	Head Coach	Asst. Coaches (4)	Team Manager	Asst. Team Manager			
		Team Treasurer	Tournament Coordinator	SWH Raffle Ticket Coordinator	Jersey Parent Home (1) / Away (1)			
	Additional Roles	SWH Fundraising Committee	AGLC – Casino (several)	Hockey Calgary League Governors	Hockey Calgary League Chairs			
		Volunteer Signup Coordinator	Legal Council	Financial Reviewers (2)	Other roles as approved by the Board			
	Evaluations	On-Ice Coordinator	Off-Ice Coordinator					
	Leads & Mentors	Positions	U7	U9	U11	U13	U15	U18
		Eval Leads On-Ice	✓	✓	✓	✓	✓	✓
Eval Leads Off-Ice		✓	✓	✓	✓	✓	✓	
Eval Assistants On-Ice		✓	✓	✓	✓	✓	✓	
Eval Assistants Off-Ice		✓	✓	✓	✓	✓	✓	
Volunteer Leads (2 per)		✓	~	~	~	✓	✓	
Volunteer Leads (3 per)		~	✓	✓	✓	~	~	
Division Leads		✓	✓	✓	✓	✓	✓	
Coach Mentor (2 per)		✓	✓	✓	✓	~	~	
Coach Mentor	~	~	~	~	✓	✓		
Credit Breakdown – For Individual Sign-ups								
2 Sessions = 2 Credits				4 Sessions = 4 Credits				
Pre-Season Incentive Options: August 29 – October 5								
Pre-Season Opportunity: Member only needs to finish TWO (2) CREDITS to complete their bond. Pre-Season opportunities are available on a “first come” basis.								
Welcome Table	Evaluators	Eval On-Ice Helpers	Dressing Room Attendants	Eval Bench Assistance	Eval Time Keepers	Junior Coaches (U15/U18)		
In-Season Individual Sign-ups: October 6 – March 31								
In-Season Opportunity: Member is required to finish FOUR (4) CREDITS to complete their bond.								
U9 Hard Board Support <i>(Managed through teams)</i>	Picture Day	Cougars Classic 3on3	Welcome Table (Camps / Events)	Dressing Room (Camps / Events)	Junior Coaches (U15/U18)			
To sign up for the individual sessions, visit: https://www.southwesthockey.ca/volunteers/								

INTRODUCTION of Incoming Director of Volunteers – Presented by Wes Jardine

- **Laura MacLellan** has completed her term as the Director of Volunteers.
- Would like to introduce **Rebecca Reeves** as the incoming Director of Volunteers.

ELECTION for: Assistant Director of Volunteers – Presented by Wes Jardine

- **Cathryn Mailey** was nominated and accepted the nomination in writing. No other nominations were received; therefore, **Cathryn** is elected based on acclimation.



▪ **Question & Answer Period**

- The 'floor' has opened up to any members who have questions.
- **Q:** There was a substantial number of surveys that were sent out. Is there anything we've learned?
 - **A:** Coaching surveys are collected for certain reasons and kept confidential for the coaching group / board. The feedback is reviewed, and if there is one parent who goes off, it's hard to put a lot of stock in that. But if there are numerous concerns then this is easier to action.
 - **A:** With respect to the surveys around Academy, Power Skating; we have a tendency to believe our own press and want to hear at the grassroots level what they thought. We can see between the age groups how parents rated the instruction to gauge if an instructor needs to be moved from (for example) U13 to U15 because of the way instruction is delivered; that they would be better suited for U15. Being a first year, the Board learned as we went and will use that information for decisions going forward.
- **Q:** Development question. This was great to implement. What else are we doing to build off that? From U11, Tier 1 / Tier 2 it seemed every player signed up and it was great!
 - **A:** You touched on the cornerstone. We know people want to spend the extra dollars and if we get enough critical mass, then we can proceed to present a program at a lower cost, along with other benefits of running in-house (such as working around schedules to minimize conflicts). If a member goes to another development company, there's no guarantee that there won't be scheduling conflicts then members are either missing those sessions, or sessions with their SW Hockey team.
 - **A:** There are some tweaks coming to the programs next season, and will be looking to add consistent developing defence sessions on a bi-weekly basis and looking to partner with Pinnacle Development; barring anything unforeseen. We are looking to run them on Friday nights at Oakridge. Target age groups is U11 to U15. Another program tweak is the Power Skating Program. Feedback received was that 60-minutes was too long. So, this is moving to 45-minute sessions.
- **Q:** Hiring World Pro for evaluations? What is the cost to the Association?
 - **A:** World Pro was used to evaluate, and each year we review who the provide will be, and also use feedback to determine a decision. This decision is also based on the realization that evaluating goalies is not something that coaches can do, so this is why outside resources are used
 - **A:** Regarding cost; it's just under \$10,000.
- **Q:** Why was goalie registration fees lowered vs. providing a credit at World Pro?
 - **A:** One feedback piece is goalie families are loyal to the training they choose, so that is one reason why registration was looked at vs. a credit.
 - **A:** From a development side, the Board is working with World Pro to build out more discounted rates with them to add more enticement to goalie families. Looking at discounted packs of 10 or 20; but we don't have a finalize price point yet.
- **Q:** Is Derek Purfield coming back?
 - **A:** Yes, he is confirmed for the upcoming Prep Camp and for the sessions during the season.
 - When we looked at the ratings; Derek was very well received. So, when the board sees that, we want to build on it.
- **Q:** Are you looking to automate the evaluation sessions? I could look into that sponsorship if there was harmonized interest.
 - **A:** Would be happy to sit down with you. (Jeff Campbell).
 - **A:** Please don't ever assume we don't want to hear ideas. We have open minds and as mentioned we want to change the culture to be more competitive and if the conversation



- makes sense and is a fit; then it could be considered. If there can be sponsorship with that, then as a not-for-profit ... that would be good too.
- **Q:** Regarding the four (4) credit weighting for the Volunteer Bond; why (for example) is the Jersey Parent given the same credit as a Manager and Coach?
 - **A:** It takes a whole team to do a job, and we know some have different amount of weight to them; but we need to take care of the jerseys (they are a big expense for the association) and we need those positions filled. It used to be a 2-credit position and was per ½ season (Oct-Dec) then (Jan to Mar) ... now it will be a full-season role for the four (4) credits.
 - **A:** You bring up an interesting point. In this Volunteer Bond 'deep-dive' that the SW Board did; and in talking with other Associations is that the team level for awhile (from Southwest), we focused at the team level; but inadvertently were creating issues at the Association level. So, we kind of had to take a stance knowing we have a lot of great parents and coaches to ensure that the roles at the team level will be figured out and filled. If a parent is not going to step up and do tournaments, then the team suffers and won't get tournaments. The parent group needs to band together. The Board needed to ensure that we have a strong foundation of volunteers at the Association level in order to deliver programs for the benefit of our athletes.
 - **A:** In life there is always going to be those involved, and will step up regardless.
 - **A:** Members who step up and only have to put in two (2) credits in those few weeks are doing so at a critical time for the Association.
 - **Q:** On behalf of Managers, family's who did not submit a cash call it seems that Managers don't have enough support from the Association to enforce it. A sort of 'good cop / bad cop' situation would be nice to have. You make sure the Volunteer Bond is covered, but cash calls are also important.
 - **A:** This was brought to our attention; however, not until late into the season. We believe our Team Managers don't really know that they can come to us and think they can solve the problem on their own. We, as an Association, want them to come to us so that we can help.
 - **A:** There is also more processes that have been brought in for this Fall, with regards to cash calls, and a more defined process.
 - **Q:** A lot of people ask why it's permitted to evaluate your own kids' age group, when in many associations it is a standard practice to not do this. Parents should be evaluating other age groups.
 - **A:** This year we put in countless hours trying to get parents from other age groups and we asked them what age groups they are willing to do and less than 12% of those parents willing to do other age groups filled those spots. We cannot run evaluations with those numbers. Therefore, we were forced to open it up. That's great that even 12% were willing to come, but a week before those evaluations were to happen, we just couldn't keep it closed. We would rather there be six (6) data points, rather than one. Because the Association uses OCI (OneClickIce – Evaluation Tool), the Eval team can see all the scores, and there are metrics built in where the 'outliers' are flagged. The numbers are not necessarily eliminated, but because they are flagged – they can be looked at in closer detail and monitored. If you are evaluating your own kid, you need to get six (6) other 'guys' to agree and get past the system. But there are those checks and balances built in. Bottom line, we need more people; as that means more data points.
 - **A:** We've looked at other ways to improve the process, but how can we ask for even more money from families? If there is a process that's not going to cost \$60,000, then maybe it's something that could be looked at.
 - **Q:** Why can't a parent know their child's evaluation score? Every other Association does. How do we know where they are weak, and where to get better?
 - **A:** We aren't able to comment on what other Associations do, as I don't have a purview to those specifics, and surprised that that is done.



- **Q:** SW is wanting to be more competitive; then in regards to practice ratios from full ice to half ice. Speaking with friends and other teams at Glenlake and Trails West; they seem to get more ice and longer durations. What can we do to get our kids on the ice more?
 - **A:** There are teams over there who are buying extra ice to get what you are referring to. There is a bandwidth on association fees that comes from Hockey Calgary.
 - **A:** The socio-economic group at Trails West and Glenlake is also different; so, we also need to manage this with fundraisers to make more money in order to keep fees reasonable.
 - **A:** There really is no more (prime time) ice in Calgary. Parents (teams) have the option to go and buy extra ice; but those ice times are more often than not going to be the early mornings, early weekday or the late-night ice that will be available.
 - **A:** With OCI: Teams can trade ½ ice with full ice, if they want to do that. While they may get a full ice slot, they may lose being on the ice twice a week with two (2) (½) ice slots.
 - **A:** HSL members are also paying double the cost.
 - **A:** If members want more ice, the Association can raise money to try and find that ice; but when participation with the Rafflebox only brings in \$5,300 – that’s not doing much. We have to keep costs reasonable. There is also a number of families in SW that receive FESP. We could argue that Glenlake and Trails West don’t have this. We need to keep the game so that everyone can play.
 - **A:** This is another reason why the Board started the Academy and Power Skating Programs. For those families who are wanting even more time on the ice, they have the option to sign up for extra hours.

Registration Open Date for 2022-2023 – Presented by Jeff Campbell

- Registration: Aiming to open on June 15, 2022 to August 15, 2022.
- Contact our Registrar; Christina Bowles for further registration information.

In closing.... – Presented by Jeff Campbell

- To our Board who have given SO generously, thank you! **SPECIAL THANK YOU** to our outgoing Board members

Bryce Davis	Wes Jardine	Chris Beaton	Doug Harper	Rob Cowan
Holly Kelly	Laura MacLellan	Ashley Cardinal	Michelle Corbett	Mick Olson

- Bryce Davis will be moving over to a Director at Large role, along with Wes Jardine and Holly Kelly.
- Minutes will be posted by Monday May 16th.
- 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 this past season. Thank you!

Motion to adjourn the 2022 SWH AGM at 9:09pm;

- Moved By: Laura MacLellan. Seconded By: Chris Beaton Motion: Carried.

Approved Meeting Minutes signed by:

Ann Driscoll | SWHA Treasurer/Secretary
On this ____ day of _____, 2023

