

Attendance

Attendee Category	Total
Administrator	✓
Registrar	✓
Executive Directors	4
Board of Directors	12
Board Coordinators	3
General Membership	25
Total Voting:	44

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.

- **Motion to approve the 2023 SWHA AGM Agenda**
 - Moved By: Jolena Taylor Seconded By: Paul Charlebois. All in Favour. Motion: Carried.
- **Motion to approve the 2022 SWHA AGM Minutes**
 - Moved By: Paul Charlebois Seconded By: Shane Maguire. All in Favour. Motion: Carried.
- **President’s Welcome / Introductions**
 - Would like to welcome everyone to the AGM.
 - Introduction of the Board, Administrator and Registrar.
 - **Jeff Campbell** – President
 - **Dori-Ann Samadi** – VP On-Ice
 - **Brad Smith** – VP Off-Ice
 - **Ann Driscoll** – Treasurer
 - **Wes Jardine** – Director at Large
 - **Holly Kelly** – Director at Large
 - **Bryce Davis** – Director at Large
 - **Hugh Lasham** – Director of Branding
 - **Shane Maguire** – Director of Coaches & **Devin Smith** – Asst. Director of Coaches
 - **Paul Charlebois** – Director of Development & **Tighe Mills** – Asst. Director of Development
 - **Cam Laing** – Assistant Director of Evaluations
 - **Jolena Taylor** – Director of Fundraising & **Janna Tamayo** – Asst. Director of Fundraising
 - **Rebecca Reeves** – Director of Volunteers & **Cathryn Mailey** – Asst. Director of Volunteers
 - **Jordan Milne** – Community Coordinator
 - **Rebecca Evans** – Financial Coordinator



- **Chris Paterson** – Goalie Coordinator
- **Amanda Edwards** – House League Coordinator
- **Bethaney Scheuerman** – Photography Coordinator
- **Association Awards**
 - Joshua Justice Memorial Award – TY PRYOR
 - Lloyd Ewenin Memorial Coach of the Year – JEFF KELLY
 - Association Manager of the Year – ANDY & JILL BOTELHO
 - Association Volunteer of the Year – JEFF CAMPBELL
- **Championships / Finalists**
 - Would like to congratulate the following teams on their accomplishment:
 - Esso Minor Hockey Week
 - Champions – U18 NBC Tier 2
 - Finalist – U13 Tier 4
 - City Championships
 - Champions – U11 Tier 3 and U18 NBC Tier 3
 - Finalists – U11 Tier 4 Blue and U13 Tier 2

PRESIDENT REPORT – Presented by Jeff Campbell

- **Thank You** to the Board of Directors as a whole and all Association Volunteers.
- **Special Mention** to Lisa Santos and Christina Bowles – who won the Hockey Calgary Outstanding Service Award:
 - They truly do all the heavy lifting at Southwest Hockey.
- **Open Board Positions**
 - A few positions still remain available but I am happy to report that we have the best group of volunteers on this board we have ever had.
 - Treasurer/Secretary
 - Assistant Treasurer
 - Financial 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.***
- **Academy Program – Year 2**
 - Great involvement by our association.
 - Special thanks to Paul Charlebois and Tighe Mills for getting this program going.
 - We are going to tweak a few things to make it more accessible for more families to get specialized training (i.e., Blueliner Camps, payments and discount for signing up for the season; versus signing up individually for the Fall and Winter Session).
 - Continue to Invest in Power Skating and CUBS Program were a great success.
- **Referees** and the challenges with the **Hockey Alberta Discipline** (11.4 Maltreatment)
 - Ruling 11.4
 - Allegations - 166 YTD, U18 highest - U15 next, 93 Race related- January February highest months.
 - **Reported** - 148 YTD - 33 Dropped, 77 - Sexual in nature, 45 - Disability, 18 – Ethnic, 10 – Other, Again U15 and U18 - highest offence rates **Calgary - YTD 25.**



- **54 Indefinites - not 11.4**
 - 37 - ineligible player - \$2300 in fines issued and collected for administration errors. Remaining were a mixture of post-game altercations, accumulations, match leaving the bench and refusal to start.
- **Success of [“The Respectful Athlete: Online Training”](#)**
 - We saw this training used for allegation cases as an opportunity to reduce suspension lengths. As an 11.4 heard by the official is a minimum 5 game suspension, Hockey Alberta was advised they were not allowed to decrease the suspension length. This is a great tool for associations for internal suspensions which Southwest used successfully in conjunction with apology letters and a one-page response on what the offender learned.
- **Suspensions:**
 - Presidents voted overwhelmingly in favor of increasing the suspension to 7-games and reducing it to 5-games when the training was completed. Currently being reviewed by Hockey Alberta and Hockey Canada.
- **Video Review Policy**
 - Hockey Alberta – This is under review for 2023/2024 season.
 - Hockey Calgary is also reviewing a possible video review policy.
- Thank you to our great team and all the great families in Southwest Hockey.

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.

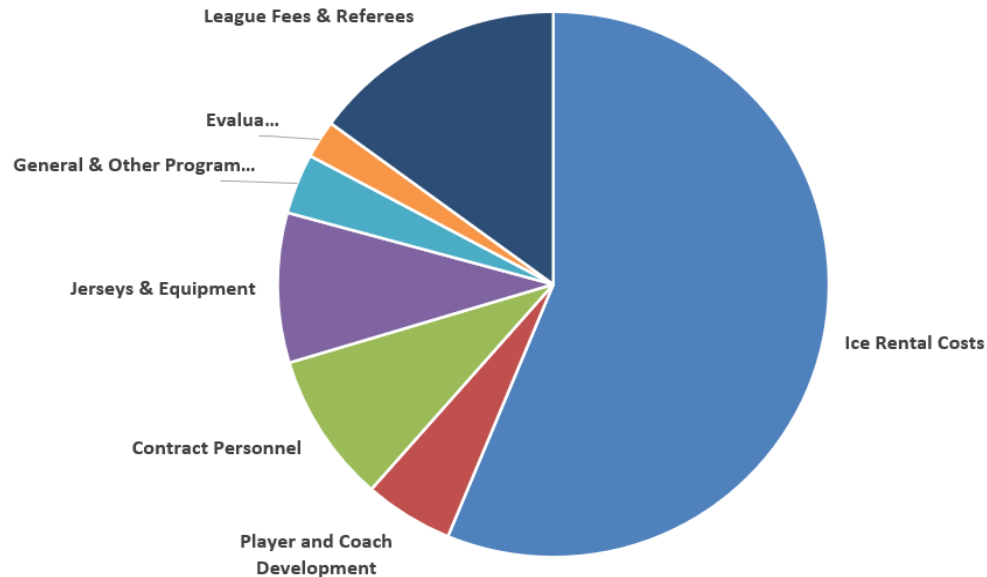
TREASURER REPORT – Ann Driscoll

Program Expenses

- **2022 - 2023 Actuals / Operations / Financial Position**
 - Consistent with previous years, community program hockey expenditures were greater than our registration fees. The current year shortfall was \$107,000
 - Our registration fees were about \$998,000.
 - Our biggest expenditures include about \$662,000 in ice expense and \$165,000 in league and referee's charges.
 - We replaced U11 and U13 jerseys, purchased association socks as well as other equipment items for a total cost of about \$98,000.
 - The Association relies heavily on AGLC funds, development clinic fees and other administrative fees to supplement our core community hockey programs.
 - We utilized \$42,000 in AGLC funds to offset the program shortfall. The enhanced Development program also generated about \$42,000 in net revenues.
 - In addition, we recorded over \$24,000 from volunteer bonds redeemed and Other Revenue.
 - As a result of these other revenue sources, expenses exceed revenues by about \$17,000.
 - We are expecting to see an increase in costs in the next season. Ice rental costs, our largest expense, are expected to increase by over 3%, or approximately \$22,000.
 - We are expecting most other expenses including hockey league fees to increase by a similar percentage.



- We are replacing U9 jerseys next season, purchasing association socks and replacing goalie equipment for U9. These items are budgeted to be about \$90,000.
- Registration fees. Due to expected increase in operating costs, we will be raising registration fees for the 2023/2024 season.



▪ **2023-2024 Registration Fees**

- The Board approved the following fees by age category:

Age Group	2022 – 2023 Fees		2023 – 2024 Approved Fees	
	Players	Goalies	Players	Goalies
U7	\$ 830	N/A	\$ 840	N/A
U9	\$ 1,100	N/A	\$ 1110	N/A
U11	\$ 1,225	\$ 612.50	\$ 1300	\$ 700
U13	\$ 1,350	\$ 675.00	\$ 1400	\$ 700
U15	\$ 1,375	\$ 687.50	\$ 1450	\$ 725
U18	\$ 1,375	\$ 687.50	\$ 1450	\$ 725
HL U9	\$ 750	\$ 750	\$ 775	N/A
HL U11	\$ 750	\$ 750	\$ 775	N/A

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

Southwest Hockey requires two (2) volunteers to complete this task. These members would review the 2022-2023 financials and should have a financial background. The review would be completed in conjunction with the SW Treasurer. The Board will actively search for members to complete this task.

Upon completion of this review, the two (2) members will receive full credit towards their Volunteer Bond fulfillment for the 2023-2024 season.



ELECTION for: Treasurer/Secretary – Presented by Ann Driscoll

- **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.

ELECTION for: Assistant Treasurer – Presented by Ann Driscoll

- **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 – Ann Driscoll

- **Cash Raffle**
 - 18,000 tickets printed, 14,700 tickets sold, and eligible for the prizes.
 - 31 out of 44 teams sold all their allotted tickets and were eligible for the Association Raffle incentive.
 - 50 full bond positions supported the Cash Raffle in the form of Raffle Committee members and Team Raffle Liaisons
 - Total Gross Revenue: \$147,000
 - Total Cash Prize Payouts: \$36,000
 - Cash Raffle Total Net Revenue: \$111,000
- **Planning for 2023 – 2024**
 - Casino: Our next opportunity to run a Casino Fundraiser will be in October 24 & October 25, 2023, at the Deerfoot Inn and Casino. The Casino Revenue brings in roughly \$60,000 which helps support Association ice costs.
 - Cash Raffle: Will be running this again. There will be some adjustments coming; including additional incentives, and larger prizes. More details will come over the summer / beginning of the season.
- **Director & Assistant Director of Fundraising:**
 - There are no position changeovers this coming season.
 - Jolena Taylor will be remaining as the Director and Janna Tamayo will remain as the Assistant Director.
- **Sponsorships**
 - No sponsorships were attained this season, largely due to the vacant Sponsorship Coordinator role.

OPEN POSITION: Sponsorship Coordinator – Ann Driscoll

- **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 Dori-Ann Samadi

COACHING REPORT

- **Pre-Skates and Evaluations**
 - Shout out to numerous coaches that helped tirelessly with negotiating the beginning of the season.
 - Pre-skates, evaluations and placement games required many coaches to run on-ice activities.
 - Notable thanks to: Spencer Johnstone (U7), Karl Schwonik (U9), Devin Smith (U11), and Tighe Mills (U13) for coordinating these respective age groups.
- **Team Placement/Season**
 - Total of 219 coaches rostered.
 - There were 23 coaches who were rostered to multiple teams.
 - In addition to the multiple rostered coaches, there were many other rostered coaches who assisted on-ice with other teams to help boost the on-ice coaching numbers.
 - Shout out to our non-Parent Coaches John Wynne (U18 BC 2), Zachary Smith and Matthew Cook (U18 BC 1), and Hugh Lasham (U15 NBC1)
 - There were also four (4) Mentors: Tyler Drader, Wes Jardine, Jeff Kelly and Hugh Lasham.
- **Coach Certifications**
 - Multiple coaches stepped in to enhanced coaching roles resulting in many of our coaches' completing certifications in Coach Level 1 (U7-U9) and Coach Level 2 (U11-U18). The necessity of having as many of our coaches go through the Hockey Alberta/Hockey Canada Coaching Certification process only helps strengthen the vision for our players' development
 - In conjunction with Hockey Alberta, SWH hosted certification clinics in October. Coaches who were unable to attend were directed to additional dates offered at other locations.
 - This process continues to become much smoother due to past efforts to recruit and certify coaches. However, maintaining and ensuring that all coaches certifications are completed requires consistent communication and monitoring from registration to rostering deadlines.
 - Christina Bowles, Devin Smith and Shane Maguire stepped up communications to our coaches this season; resulting in many of our procedures to run smoother than past years!
- **CUBS Program**
 - 2nd season for the CUBS Program.
 - Fall sessions ran October to December.
 - Winter sessions ran January to March.
 - Village Sports provided the instructional staff for implementation of programming.
 - Thank you to Paul Bradley and Shayla Katrick – the Instructional Leads.
 - Thank you to Shane Maguire, Tighe Mills, Karl Schwonik for monitoring and assisting the Village Sports team. Having coaches from the SWH pool help with on-ice consistency is key to giving these young players an enjoyable experience.



- **Attack Sports**
 - Partnered with Attack Sports to provide the development directly to the teams. Throughout the season teams received four (4) sessions.
 - In coordination with the Development Directors, a roll out of coaching for our coaches took place during the season. Attack Sports worked with every U7 to U13 team to assist with skill and coaching development; such as – Season Planning, Skills Development (defensive and offensive), and practice planning were all areas of focus.
- **CoachThem & The Coaches Site Partnerships**
 - SW Hockey provided each team of coaches' access to CoachThem and The Coaches Site.
 - The Head Coach and three (3) Assistant Coaches had access to the program.
 - These learning and organizational tools are meant to help support coaches in their practice planning and digital learning support and planning.
 - Coaches could use the App to find relevant drills for their team, draw the plan with ease, and bank them into the database found in the program.
 - Constructive feedback has been shared with the SWH 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.
- **Interviews & Coach Year End Feedback**
 - Interviews were held from June to September for many coaches looking for coaching opportunities and to talk hockey development. Interview will continue for the upcoming season.
 - The annual year end coach survey was conducted and made available to families on SWH teams.
 - There was a total of 351 responses.
 - Upon initial review, the feedback trends are consistent with past seasons. Shane Maguire and Devin Smith will be reviewing these over the coming weeks to prepare for next season.
 - The feedback is used during the coaching interviews to try and improve the product on the ice.
- **Challenges**
 - While the coaching portfolio is always busy, the season was a good test for our directors, as many general interpersonal issues were amplified by having a season free from systemic health restrictions.
 - Stronger lines of communication were set up to organize coaches, listen to coaches and assist coaches throughout the season.
 - We overcame challenges from; coaching certifications, coach/team discipline, and officiating complaints. It was a season to remember.
- **Special Thank you!**
 - Thanks for the many hours and late nights to ensure we could get our kids on the ice! It's determined and giving volunteers that allow our kids to play the great game we know and love!



○ **Director & Assistant Director of Coaches**

- There are no position changeovers this coming season.
- Shane Maguire will be remaining as the Director and Devin Smith will remain as the Assistant Director.

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 2022-23 season, Hockey Calgary continued with the change to the Timeline of Scheduling:
 - Defined Development Phase (October 1 – October 21)
 - Shorter Seeding Round (October 22 – November 20)
 - Seasonal Break (November 21 – December 4)
 - Longer Regular Season (December 5 to February 26)
 - Winter Break (December 22 – January 5)
 - For the 2023-24 season, the Season Timeline will run with the similar ‘sectioning’ breakdown.
- Tournament Packages were offered this season and were again 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	# of Teams		Weekly Average # ICE TIMES PER TEAM PER WEEK		Average # of PRACTICES PER TEAM Comparison		Average # of ICE TIMES INCLUDING HCal Games		Average # HOURS PER TEAM (Games AND Practices)	
	2021-2022	2022-2023	2021-22	2022-23	2021-22	2022-23	2021-22	2022-23	2021-22	2022-23
U7	6	7	2.02	1.84	40	35*	47	43	47.5	44
U9	8	8	2.64	2.54	44	42	62	60	62.9	62
U11	8	8	2.94	2.83	51	49	69	67	75.8	75
U13	8	8	2.98	2.91	50	49	70	69	82.9	82
U15	7	7	3.04	2.88	48	43	70	65	86.2	80
U18	5	6	3.07	2.98	47	44	71	68	88.2	86



Notes with regards to the chart:

- Weekly Average # of ice times per week includes both games and practices.
- Although there were two (2) additional teams this season; comparable averages were maintained, while utilizing relatively the same number of ice contracts.
- Preference is to balance hours between each team within each division vs. # of ice times.
- Piloting of HCAL scheduling U7 games began in the 2021-22 season. Now being the 2nd season in, the program ran much smoother; coming out of that 1st year 'learning curve' for many new families.

EVALUATIONS REPORT

- **Overall, the evaluations process for the 2022 – 2023 season was successful.**
 - Over 800 participants were evaluated and placed within a 6-week timeframe.
 - The addition of Cam Laing as the Assistant Director of Evaluations and Chris Paterson as Goalie Coordinator supported a successful evaluation season.
- **What worked well?**
 - Dedicated coaches running the timed drills for all ice sessions. Consistency with age groups helped these sessions run efficiently.
 - Coordinating with Elite Tryout and staggering all releases to ensure released players were fully evaluated within SW Hockey.
 - World Pro evaluating goalies in goalie specific sessions as well as within age group level skates and placement games. Chris Paterson being an additional SWH representative throughout goalie evals and the season was a huge asset to the evaluation and development of our goaltenders.
 - Completing pathway skates and initial placement skates based on cohort/team grouping from last year worked well for U11 to U18.
 - Completed a minimum of three (3) pathway skates for all players for age groups U9 and above.
 - Continued with the "one-score" ranking vs. in the past where evaluators were asked to rank on multiple criteria. Allowed evaluators to watch more of the game and less focus on filling in boxes.
 - Completing body contact sessions for U15 players during pathway skates.
 - Age groups U11 and above received multiple full-ice games for evaluations.
 - Introduction of independent evaluators through select ice times and pathway skates provided a knowledgeable look at all skaters in final ice times as well as additional feedback.
 - Having a requirement of the coach application to support evals worked well, ensuring that we had knowledgeable people on the ice, benches and evaluating players.
 - Splitting the on-ice and off-ice age group leads worked well for U9 to U13.
 - Addition of skill sessions in U9 worked well.
- **What can we do better?**
 - Parent Behaviour: There were multiple situations this year where we as an evaluation team had to deal with inappropriate conduct from some parents within the SW Hockey community.



We understand evaluations are a high stress time, but the players require our focus, so we need to diffuse and remove parents who are not behaving appropriately sooner to avoid multiple and repeat situations this coming season.

- We need volunteers with hockey knowledge in the stands helping. However, despite changes to the volunteer bond program which ensured many roles were filled, we still lacked bench, on-ice and evaluators in certain age groups.
- Recruit additional volunteers to reduce stress and work-load for Age Group Coordinators; both on-ice and off-ice. This worked well in age groups that these roles were both filled; but in U15 and U18 where we had vacant roles – there were still issues with equipment and on-ice set up and consistency.
- Initial pathway and evaluation groupings based on last name in U9 produced some challenges with skill discrepancy on the ice.

○ **Pending for the 2022-2023 season**

- Announcing the addition of Village Sports to support the evaluation of players in the U11 to U18 age groups, in conjunction with SW Hockey Coaches and a few parent volunteers.
- Families will no longer be allowed to evaluate within an age-group that they have a child playing in. Families will be allowed to support on-ice, bench and time clock within age groups that they have children playing in.
- A change in the scoring system, moving from the previous “one-score” model to a model that Village Sports has successfully used in numerous evaluation settings.
- Continue with skill skates in U9 with a potential change in the time trial set-up.
- Adjustments to the time trial drills in U11 and U13.
- Potential addition of skill sessions at all levels.
- Potential reduction in evaluation skates at older age groups to facilitate the completion of evaluations, and create team formation sooner.
- In the coming weeks, we will be working with Village Sports to design an effective and multifaceted approach to evaluations at Southwest Hockey.
- Pathway Skates:
 - Aiming to start the week of August 28th for U9, U11 and U13
 - U15 and U18 are tentatively scheduled to begin approximately September 11th.
 - **New:** U7 will receive two (2) Pathway Skates. Because there are new, dates are being reviewed.
- Evaluation Schedule:
 - Will be finalized and posted mid-August, barring anything unforeseen.
 - Tentative dates (subject to change) for starting evaluations:
 - U7 – September 16
 - U9 – September 16
 - U11 – September 9
 - U13 / U15 / U18 – will continue to be later in the month to accommodate the Elite Tryout release dates. U13 around the 3rd week of September with U15/U18 around the last week of September.



INTRODUCTION of Director of Evaluations – Presented by Dori-Ann Samadi

- **Cam Laing**

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

- **Lloyd George, Rob Josiasse** and **Chris Williams** have been nominated and accepted the nomination in writing.
- Each nominee will now have an opportunity to address the membership, and then voting will occur through secret ballot.
- **Ballots were handed out at this time.**

Voting results will be announced in the President Closing Statement

VICE PRESIDENT OFF-ICE REPORT – Presented by Brad Smith

Branding & Equipment

- **Practice Jerseys**
 - Many were returned from the previous season; from all Divisions.
- **U11 Teams**
 - For the 2022-23 season, the U11 Hybrid Goalie Gear was handed out to two (2) 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!
 - For the U7 & U9 teams; blue puck returns of what was handed out was very low. 80% returned at a cost to SWH of \$350 for replacement pucks.
- **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!
- **U7 & U9 Jerseys**
 - For the 2023-2024 season, these teams will be sporting new jerseys
 - Replacement of ten (10) new sets of goalie gear for U9's.
- **In closing;** Hugh Lasham wanted to thank all the SW Hockey Board members for their time that they have put in this season; along with the Coaches and Team Managers that we have interacted with over the hockey season.



Community Report

- **Welcome Back BBQ**
 - Held on September 11, 2022.
 - Approximately 300 people were in attendance.
 - The event was enabled by generous corporate sponsors and exceptional volunteers.
- **Family Skate**
 - Held on December 21, 2022.
 - Fairly good turnout despite the cold weather. Santa and Celly were big hits with the kids.
 - Participants enjoyed hot chocolate, juice and candy canes.
- **Coaches Cup**
 - Held on December 21, 2022.
 - 25 coaches registered to play in the game.
 - Great turnout of fans who were cheering on the coaches.
- **Hull Services Partnership**
 - SW Hockey partnered with Hull Services during the holiday season.
 - SW Hockey raised over \$900 for Hull Services in cash and gift cards.
 - Hull Services representatives attended the Santa Skate and Coaches Cup.
- **Hockey Kids Helping Kids**
 - SW Hockey joined the Hockey Kids Helping Kids Fundraiser for the Alberta Children's Hospital.
 - One team in particular (U11 Tier 3) raised \$6,740 and placed 2nd in the city for total fundraising.
- **Cougars Classic 3on3**
 - The entire event was a big success.
 - Draft Day was held on March 13, 2023:
 - Players were drafted to their teams and received their jerseys.
 - Teams selected their names.
 - Loot bags were also distributed to all players.
 - The tournament was held on March 20 – 23, 2023.
 - All divisions were full.
 - U7 had four (4) teams, U9 had six (6) teams and U11 had six (6) teams.
 - Junior Coaches did an amazing job coaching their teams and made the tournament a fun experience for everyone involved. Prizes were awarded to the 'Best Dressed' Junior Coaches in each division.
 - Several Coach Mentors generously contributed their time and provided support to the Junior Coaches.
 - A large group of volunteers worked exceptionally hard to ensure the tournament was a success.
 - The Orange Danglebirds won the coveted Cougars Cup in the U11 division.



- **Community Coordinator**
 - There are no position changeovers this coming season.
 - Jordan Milne will remain as the Community Coordinator.

SOCIAL MEDIA REPORT

- **General Comments**
 - Increased engagement this past season.
- **Growth Numbers – Number of Followers**
 - Southwest Hockey is continually working towards strengthening its online presence.

Social Media Platform		Year	Numbers
Twitter	@swhockeyassoc	2020 – 21	479
		2021 – 22	476
		2022 – 23	483 (+ 7)
Facebook	@southwesthockeycalgary	2020 – 21	951
		2021 – 22	1020
		2022 – 23	1100 (+ 80)
Instagram	@southwesthockeyassociation	2020 – 21	1185
		2021 – 22	1306
		2022 – 23	1458 (+ 152)

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 and Pinnacle Hockey Development; oversaw the camps.
 - August Goalie Camp was instructed by Derek Purfield, and staff from Okotoks Oilers.
- **Snipes & Dangles – December Camp**
 - Camps hosted for U9 up to and including U13.
 - Player instruction provided by Elias Hockey.
 - Goalie instruction provided by World Pro.
- **Cougars Blueliner Camp**
 - Fall and Winter session.
 - Was open to SWH defensemen playing:
 - U11 Tier 1 to Tier 3, U13 Tier 1 to Tier 3 and U15 BC Tier 1 to 3 – in the Fall
 - Adjustment was made for the Winter sessions: U13 Tier 1 & Tier 2 and U15 BC Tier 1 to 3
 - The camp instruction will be led by Ryan Fox (Pinnacle).
 - Moving forward to next season:
 - Fall and Winter will be held for U13 Tier 1 & Tier 2 and U15 BC Tier 1 to 3.



- **Team / Coach Development (Attack / Pinnacle)**
 - U7 to U13 – Each team was provided four (4) practices run by Attack Sports.
 - U15 & U18 – Each team was provided four (4) practices run by Pinnacle Hockey.
 - Practice plans for CUBS and U7
 - Discounted rates for dryland (team), and shooting/skating (individual) training.
- **Goalie Development**
 - Four (4) goalie development nights hosted by SW Hockey for U9 to U18
 - Instruction by Derek Purfield (Okotoks Oilers)
- **U7 / U9 Power Skating**
 - Bi-Weekly 45-minute program instruction provided by Deanna Curran
- **U9 / U11 & U13 Academy**
 - **Players**
 - Weekly program split 50% on Power Skating and 50% Skills
 - Instruction by Deanna Curran, Adrian Foster, and Trevor Elias.
 - **Goalies**
 - Weekly program at World Pro.
- **CUBS Program**
 - Fall Session:
 - Had 39 participants registered.
 - Overseen by Village Sports, SW Development Coaches, and some help from CUBS parents.
 - Winter Session:
 - Had 41 participants registered. With 23 of them returning from the Fall Session.
 - Overseen by Village Sports, SW Development Coaches, and some help from CUBS parents.
 - Addition of the off-ice Physical Literacy sessions which were held during the weekday to further enhance the CUBS development.
 - 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 made an appearance.
- **2023 – 2024**
 - August / September Prep Camps
 - U7 – U13 (Players): AUG 21 – AUG 24
 - U11 – U18 (Goalies): AUG 21 – AUG 24
 - U15 – U18 (Players): AUG 28 – AUG 31
 - Watch the website for further information to come, as some details are still being finalized
 - Checking Clinics – 1st Year U15 Players
 - Instruction will come from Pinnacle Hockey again this coming season.



- Requirement that all 1st year U15 SWH registered players will be contacted in August to sign up for this required checking clinic; which is free.
- Tentative dates: September 9th and September 10th
- Blueliner Camp
 - This program will continue with Pinnacle Hockey Development Instructors
- Academy, Power Skating and Monthly Goalie Clinics
 - All will continue into next season
 - Watch the website as some details are still being finalized
- CUBS
 - Program will continue for next season as well.

INTRODUCTION of Director of Development – Presented by Dori-Ann Samadi

- **Tighe Mills**

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

Tom Durnie has been nominated and accepted the nomination in writing

- No other nominations were received; therefore, Tom Durnie is elected based on acclimation.

VOLUNTEER REPORT

- **Thank you!**
 - To all our dedicated volunteers! Thank you for the time you have put in to the entire 2022-23 season!
- **2022-2023 Volunteer Bond**
 - Community:
 - 627 families completed their bond – 94% completion rate (which is amazing)!
 - 30 families did not fulfill their bond
 - House League
 - 51 families completed their bond – 79% completion rate
 - 11 families did not fulfill their bond
- **Key highlights for the 2023-2024 season:**
 - **Volunteer Bond Amounts:**
 - Community will remain at \$500 and House League will remain at \$350.
 - Will be maintaining the **credit system** to track and fulfill volunteer time.
 - Bond fulfillment will continue to be referred to as 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.
 - The **Bonus Opportunity** will remain:
 - Offered between August 21st and October 4th.
 - Applicable positions will be communicated / available on the website.



- If a member volunteers a minimum of two (2) sessions during the Bonus Opportunity, their bond will be considered fulfilled and they will not be required to fulfill four (4) credits.
- If the 2nd credit is not fulfilled by October 4th, then the member will be required to complete a total of four (4) credits for the season.
 - The one (1) credit that would have been worked will be included. Meaning three (3) more credits would need to be completed during the season (and prior to February 15th) to fulfill their bond.
- **Coach Applications** – As part of the coaching application, all coaches will be required to fulfill a minimum of two (2) credits between August 28th and October 4th. 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 positions on their team(s). This is part of a member’s overall commitment when registering with SW Hockey.
- Bonds that are not completed will have their member account **billed through TeamSnap**.
- **VB Late Fee:** 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.
 - If the outstanding bond is not cleared by the upcoming season’s registration late fee date, then that fee will also be applied to each participant.
- **Avoidable Expense:** Any amounts that may be owing from a Volunteer Bond **are an avoidable cost** – when members volunteer!
- **Opting Out**
 - Will again not be permitted till January 15th. Delaying the opting out option has encouraged members to volunteer, thereby saving them money while helping the association. We want your help, not your money.

Item	Volunteer Bond Program Overview
Community Bond Amount	\$500
House League Bond Amount	\$350
Agreement Form	Completed at the time of Registration
Postdated Cheques	Not Required
Hours vs. Credits	Credits
Opt-Out Option	Not before January 15 th
Opt-Out Payment Options	Money Order, e-transfer
Family has both a Community & House League participant	Will be responsible to fulfill the Community VB Program obligations
Bonus Opportunity Pre-Season (AUG 21 – OCT 4)	If a member volunteers a minimum of two (2) credits, their bond will be considered fulfilled, and will not be required to fulfill four (4) credits.
Coach Applications	As part of the coaching application, all coaches will be required to complete a minimum of two (2) credits
Team Level Volunteering	Regardless of Association VB Status, ALL members are to contribute to ensuring their team(s) have enough volunteer coverage.
Tracking Bonds	Joint effort between the Association & the Assistant Team Manager
Communications	Three (3) strategic, templated emails to go out in November, December & January
Unfulfilled Bonds	Outstanding Volunteer Bond Fee will be applied to the member’s TeamSnap account directly
Volunteer Bond Late Fee	If Volunteer Bond Fee is not cleared by March 31 st , there will be a \$50 late fee added.
Members Not in Good Standing	Volunteer Bonds that are not fulfilled – Members will be ‘Not in Good Standing’ as per SWH Policies & Procedures Section 3.0



- **Director & Assistant Director of Volunteers**
 - There are no position changeovers this coming season.
 - Rebecca Reeves will be remaining as the Director and Cathryn Mailey will remain as the Assistant Director.

QUESTION AND ANSWER PERIOD – Presented by Jeff Campbell

- **Q:** Was not impressed with the jersey quality and sizing for the amount that it seems the Association paid. The heavier jerseys are tougher on the smaller players. Can this be looked into?
 - **A:** The cost effectiveness with sublimated jerseys – is that they were not holding up and they were the top of the line for sublimated and replacing every 3-years. Decided to change this over starting with U15/U18. With the 'cut and sew', the Association can get approximately 7 – 9 years out of them. Body Contact is the hardest on the jerseys. For U11 & U13, there are an abundance of different sizes and can accommodate most requests. The Managers/Coaches just needed to contact Hugh Lasham.
 - **A:** It's not easy to know how big the kids are going to be each season. This season the kids seemed smaller. The Association does it's best, and takes pride in how the players look.
- **Q:** Academy – This is based on the team players are placed on, and if they didn't evaluate well and are placed on a lower team, they are missing out on this opportunity each year.
 - **A:** This is a two-part response. Part of your question is tied to evaluations, and the other part – Academy. We recognize that there is a belief that evaluations are 'rigged', and/or that kids are placed on certain teams. We recognize transparency is important and doing things the way things have always been done is not always the best path forward. This is why the Association is bringing in professional coaches to evaluate the kids which helps to remove the first concern. On the second part – there is still a problem with ice. There is a general shortage and need to fit the programs in based on the finite amount of ice.
 - **A:** Have we decided on the matrix for next season? This has not been fully decided at this time. Also need to keep in mind from a hockey perspective as well with the challenge of having a large variance of skill on the ice (AA to Tier 3).
- **Q:** Evaluations → Will both the Village Sports, and parent scores be taken into account?
 - **A:** They will both be considered. Coaches will be required a certain amount of evaluation time as part of the application, and still want there to be guys who have hockey IQ.
- **Q:** Evaluations → Who will be doing the actual placement of the players? Village or SW Hockey?
 - **A:** Village has offered to sit down with the Directors and work through the details and this will be part of the conversation. We did initially indicate that the Association did want to retain that part of the process. They will be there to evaluate placement / bubble skates and hoping this will be a collaboration between Village and SWH. They want to help support our process, not take it over.
- **Q:** Follow up Question → That seems to leave a lot of ambiguity. Why can't they just rank the top forward and top defence?
 - **A:** That is basically what they will do. These are the details that need to be worked out.
- **Q:** Evaluations → Is there any way to provide feedback to the players?
 - **A:** Yes, the capability is there, but it comes down to manpower and a monetary cost to create all the reports. There was also bullying and need to protect the players as well.



- **Q:** Evaluations → Do we need parents there?
 - **A:** If no parents showed up, would we be confident in conducting evaluations with Village. Yes, we are confident.
- **Q:** Follow up Question → Then why bring them in at all?
 - **A:** We recognize there is a concern and we are trying to address those concerns. It was advertised. The process isn't to throw everything out that has been done. There will be people who will still believe their own beliefs regardless if there are professionals or not. Knights Hockey Club had Attack Sports and they still had appeals.
 - **A:** We are trying to continue to take steps forward and get outside the box and maybe there is another step to come, but until we get one season under our belt – we can't predict what evaluations will look like 3-years from now.
 - **A:** As a hockey person, I believe I can evaluate honestly and it is a learning process every time. It's important for the coaches to be involved and firmly confident that we can synthesize this process and not distant it too much. We have a stake in this, and the 3rd party is not just a 'silver bullet', and rather this is a valuable opportunity to work jointly.
 - **Q** – why bring them at all. Answer – now not able to evaluate your own age group.
- **Q:** What is the proposed cost?
 - **A:** Estimated at \$40,000.
- **Comment** As an Eval Lead last season, bringing in another party will get more eyes on players regardless of the division. There have been times where there are only one (1) or two (2) parents who show up to help. Having this company will actually get eyes on those bottom/lower level kids and will be more involved in the process.
- **Comment** We know this is a step in the right direction. There are a lot of great business minds on the Board and will look at what is being offered and refine where needed.
- **Q:** Will there be more Tournament Packages?
 - **A:** Not likely. Again, ice that is available is finite for those options.
- **Q:** Any changes in the dates that Hockey Calgary is using? It's hard to get in tournaments.
 - **A:** No. The more tournament windows that are permitted, the tougher it is to actually finish the League Games that registration dollars are paying for. Tournaments are an 'extra'.
 - **A:** Also, Officials numbers are down this year, where Central Region literally doesn't have enough Officials to pick up the games. This goes for tournaments that are happening outside the city too.
 - **A:** There are a lot of moving parts, and it's not a perfect situation – but everyone does their best.
- **Q:** Will the Blueliner be offered to a U11 specific group?
 - **A:** No, not at this time. There is such a wide range in skill level that this cannot be accommodated at this time.
- **Q:** What is the plan for roster sizes? Can they be capped?
 - **A:** We are aware of the roster issue. There are a number of factors that go into play when the rosters are being built such as; how many kids registered, there can't be more than a 1-player difference from the top team to the bottom team within each division and if more teams are created, this will affect the available ice per team.
 - **Comment:** Ideally have 15 – 16 players and then coaches can use affiliates if needed, but they aren't using them properly.



- **A:** This is something we are aware of, and are doing our best to address. In theory this works well in U9, U11 and U13; but you can't fill U15 and U18 with a lower number of teams.
- **A:** We agree in principle – but there are more nuances to this whole process.
- **Q:** Evaluations → Saw that some kids moved up, and none moved down?
 - **A:** Yes, there were kids that moved down. It may not have looked that way, but they did. We needed to move kids to see some head to heads and then saw the skill discrepancy which was beneficial. This is something that we'll continue with next season.
- **Q:** Safety → Need to ensure kids are being checked during evaluations to ensure they have all their equipment. Then there were two (2) on-ice incidents involving coaches and there were no emergency contacts for themselves. This needs to be added to the coach application.

IN CLOSING – Presented by Jeff Campbell

Voting Results: Secret Ballot Voting Results

- Vote took place by secret ballot: **CHRIS WILLIAMS** wins the seat for **Assistant Director of Evaluations**. Please pass along your contact information to our Administrator; Lisa Santos.

Registration Open Date for 2023-2024 – Presented by Jeff Campbell

- Registration: Aiming to open on June 15, 2023 to August 8, 2023. Late Fee effective: August 9, 2023.
- Contact our Registrar; Christina Bowles for further registration information.

Outgoing Board Members – Presented by Jeff Campbell

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

Paul Charlebois <i>Director of Development</i>	Rebecca Evans <i>Assistant Treasurer</i>	Amanda Edwards <i>House League Coordinator</i>
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Acknowledgement – Presented by Jeff Campbell

- Would also like to acknowledge and thank Kyle Dodginghorse who has helped Southwest Hockey over the years and provides support with bridging the Association with Tsuut'ina.

Motion to adjourn the 2023 SWH AGM at: 9:11pm

- **Moved By:** Holly Kelly **Seconded By:** Cam Laing **Motion:** Carried.

Approved Meeting Minutes signed by:

Ann Driscoll | SWHA Treasurer/Secretary

On this ____ day of _____, 2024

