

**Attendance**

Attendee Category	Total
Administrator	✓
Registrar	✓
Executive Directors	4
Board of Directors	15
General Membership	25
<b>Total Voting:</b>	<b>44</b>

**General Information**

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

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

Meeting called to order at **7:09 pm** by SW President; Dori-Ann Samadi.

**Agenda for the 2024 – SWHA Annual General Meeting (Dori-Ann Samadi)**

- **Motion to approve the 2024 SWHA AGM Agenda**
  - Moved By: Rebecca Reeves    Seconded By: Ann Driscoll. All in Favour. Motion: Carried.
- **Motion to approve the 2023 SWHA AGM Minutes**
  - Moved By: Holly Kelly                      Seconded By: Jolena Taylor. All in Favour. Motion: Carried.
- **President’s Welcome / Introductions**
  - Would like to welcome everyone to the AGM.
  - Introduction of the Leadership Team:
    - **Jeff Campbell** – Past President (*not in attendance*)
    - **Dori-Ann Samadi** –President
    - **Ann Driscoll** – Treasurer
    - **Tighe Mills** –VP On-Ice
    - **Jolena Taylor** – VP Off-Ice
    - **Wes Jardine** – Director at Large
    - **Holly Kelly** – Director at Large
    - **Hugh Lasham** – Director of Branding
    - **Shane Maguire** – Director of Coaches & **Devin Smith** – Asst. Director of Coaches
    - **Tom Durnie** – Asst. Director of Development
    - **Chris Williams** – Director of Evaluations & **Kyle Mailey** – Asst. Director of Evaluations
    - **Janna Tamayo** – Director of Fundraising & **Sherri Stokes** – Asst. Director of Fundraising
    - **Rebecca Reeves** – Director of Volunteers & **Cathryn Mailey** – Asst. Director of Volunteers
    - **Jordan Milne** – Community Coordinator
    - **Zuzana Szabo** – Financial Coordinator (*not in attendance*)
    - **Chantal Gandar** – House League Coordinator
    - **Bethaney Scheuerman** – Photography Coordinator



**PRESIDENT REPORT** – Presented by Dori-Ann Samadi

- **Association Awards**
  - Joshua Justice Memorial Award – Mateo Artero
  - Lloyd Ewenin Memorial Coach of the Year – Sandy Grant
  - Association Volunteer of the Year – Kyle Dodginghorse
  - Association Manger of the Year – Janna Tamayo
- **Championships / Finalists**
  - Would like to congratulate the following teams on their accomplishment:
  - Esso Minor Hockey Week
    - Champions – U13 SW 3 Gold, U18 BC 2
    - Finalist – U11 HADP, U11 SW 4 Gold, U13 SW 2, U18 BC 1, U18 BC 3 Gold, U18 NBC 1
  - City Championships
    - Finalists – U11 SW 4 Blue and U13 SW 6
- **Association Competitiveness**
  - We have made substantial leaps forward. We had the best showing we have ever had in Esso Minor Hockey Week, and the finalists are not indicative of our success. Many teams lost out in the semi-finals.
- **Development Program**
  - We are continuing to tweak and retool the Development Program.
  - For the Academy and Cougars Club portion of the Development Program, SW will be sending out an RFP.
- **U13 Cougar Club**
  - Included U13 Tier 4 to U13 Tier 6 for additional development opportunity.
  - Will be running the program again this coming season.
- **Evaluations**
  - We made a major decision this season to utilize external evaluators, and feel that the 1<sup>st</sup> year was a significant success. The feedback data, the player placements and overall competitiveness of the association rose substantially.
- **U13 SW 3 Gold vs. Czech – HC Slezan Opava**
  - Fun opportunity to play against a Czechoslovakian team
  - Event was on March 11, 2024
  - Participants, Coaches and Parents represented Southwest Hockey very well, on and off the ice.
  - Guest appearance by Celly!
- **U13 SW 1 – Calgary Flames Shootout**
  - Inaugural city-wide event for U13 Tier 1 Shootout during the Flames intermissions between December 2023 and April 2024.
  - Three (3) players and one (1) goalie.
  - U13 SW 1 were the champions of the Shootout.
  - Beating out Bow River, Springbank and Bow Vally in the Finals. Congratulations!
  - Special mention to Henry Harrington and the “Celly of the Century”
- **Thank you to our Admin Team**
  - Registrar – Christina Bowles & Administrator – Lisa Santos
- **Thank you to Parents, Coaches and Athletes**
  - Who carry the banner of Southwest Hockey so well. We are dedicated to making this association one that is considered to be a leader. To our graduating players. Thank you for all you have also given when it comes to leadership, where our “little players” want to play like the ‘big guys’.

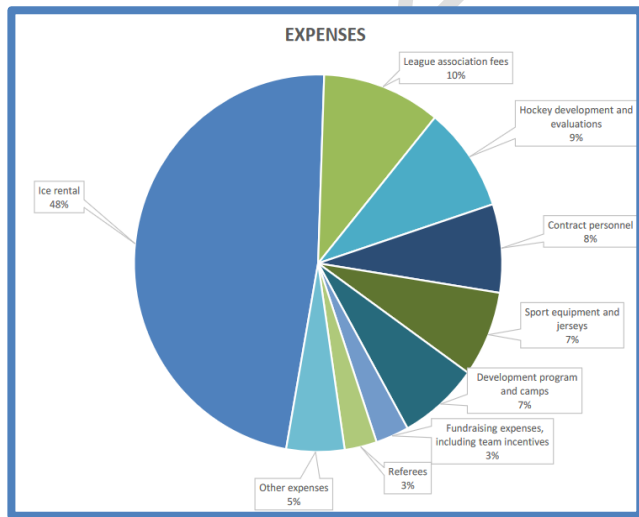
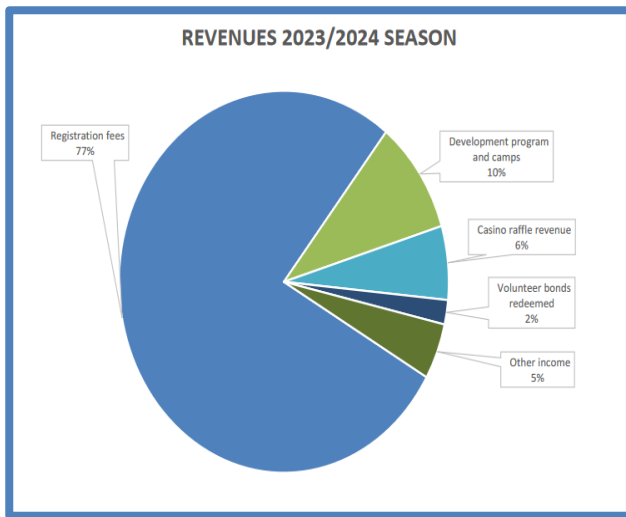


**DIRECTOR REPORTS**

- 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** – Presented by Ann Driscoll

- **Programming**
  - Strong cash position
  - Helps support with spending initiatives, such as; evaluations, & development.
  - Biggest expenditure continues to be ice costs.
  - The Association relies on AGLC funding; and therefore, will be continuing with the Cash Raffle this coming season as the next Casino is not until the Summer of 2025.



- **2024-2025 Registration Fees**
  - Board of Directors approved the following fees by age category
  - Biggest driver is ice costs – looking at about 5% on average.
  - Each registration was reviewed by age group.

Age Group	2023 – 2024 Previous Fees		2024 – 2025 Approved Fees		% Increase	
	Players	Goalies	Players	Goalies	Players	Goalies
U7	\$ 840	N/A	\$850	N/A	1.2%	N/A
U9	\$ 1,110	N/A	\$1150	N/A	3.6%	N/A
U11	\$ 1,300	\$ 700	\$1350	\$750	3.8%	7.1%
U13	\$ 1,400	\$ 700	\$1450	\$750	3.6%	7.1%
U15	\$ 1,450	\$ 725	\$1525	\$775	5.2%	6.9%
U18	\$ 1,450	\$ 725	\$1525	\$775	5.2%	6.9%



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

We will now like to request two (2) individuals to complete a financial review of the books, accounts and records.

Upon asking; Belinda Ball has offered to review the financials. The Board will be actively looking for a second member to complete this task.

**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, and you will be contacted.

**FUNDRAISING REPORT** – Presented by Ann Driscoll

- **Cash Raffle**
  - 20,000 tickets printed. 16,808 tickets sold, and eligible for the prizes.
  - 41 out of 48 teams were eligible for the Association Raffle Incentive.
    - 10 teams sold more than 300 tickets and were eligible for \$500 incentive.
    - 31 teams sold more than 400 tickets and were eligible for the \$1,000 incentive
  - 52 full bond positions supported the Cash Raffle in the form of Raffle Committee members and Team Raffle Liaisons.
- **Casino**
  - Thank you to everyone who volunteered; without our volunteers we wouldn't be able to run our casinos and would lose future eligibility.
- **Planning for 2024 – 2025**
  - Cash Raffle will be running again. Details will be communicated once finalized.
  - Casino: Our next opportunity to run a casino will be in Summer 2025, at the Deerfoot Inn & Casino.
- **Introducing Director & Assistant Director of Fundraising:**
  - Janna Tamayo is the Director of Fundraising. Sherri Stokes is the Assistant Director of Fundraising.

**OPEN POSITION: Sponsorship Coordinator** – Presented by Ann Driscoll

- **NO Cover Letters were received** – If you are interested, please leave your name with the Administrator.

**VICE PRESIDENT ON-ICE REPORT** – Presented by Tighe Mills

**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 fun on-ice activities.
  - Notable thanks to: Matt Abram (U7), Sean Mills (U9), Lloyd George (U11), Tighe Mills (U13), and Mason Ball / Shane Kidd (U15) for coordinating these respective age groups.
- **Team Placement/Season**
  - Total of 236 coaches rostered.
  - There were 21 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 Alan Macgregor (U9 SCHHL Maroon and U13 SW 3 Blue), and Hugh Lasham (U11 SCHHL Maroon).
- There were also four (4) Mentors: Lonnie Dixon, Cam Corbett, Darren McGuire 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**
  - 3<sup>rd</sup> 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, and a once-a-month physical literacy session to introduce the game to our youngest players.
  - Thank you to Paul Bradley, Tom Durnie and Colter Billington - the Instructional Leads.
  - Thank you to Shane Maguire, and Tighe Mills, for monitoring and assisting the Village Sports team. The CUBS Program has helped to identify and communicate with an additional # of potential coaches for our future team.
- **CoachThem & The Coaches Site Partnerships**
  - SW Hockey in partnership with Hockey Calgary provided coaches' access to CoachThem and The Coaches Site (U7 to U13), and any team in U15 to U18 that requested access.
  - The Head Coaches had access to the program, and could share the access with the other coaches.
  - 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 June to September for coaches looking for opportunities and talk hockey development. Interviews will continue in the upcoming season.
  - Year End Coach Feedback made available to families on SWH teams. Total of 365 responses.
  - Upon initial review, feedback trends are consistent with past seasons. Devin Smith and incoming Assistant Director of Coaches will review 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 affect our members in various capacities.
  - 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/individual player discipline, and officiating complaints. It was a season to remember.
- **Re-Introduced – Age Division Leads**
  - The reintroduction of age level Division Leads was established.
  - Thank you to; Lloyd George (U9), Melanie Brophy (U11), Craig McGinley (U13), Melissa Mitchell-Moisson (U15), and Jaclyn Grace (U18) for stepping up at the beginning of the season to get this side of the portfolio working in some capacity.
  - Further attention will be spent on creating stronger lines of communication with the teams, and the Director of Coaches.
- **Special Thank you!**
  - Thank you to all of our coaches!
  - It is not an easy task to navigate through a season and your commitment to the players can have a great impact on their lives.
  - We would also like to extend this to our members who support our coach's ability to do what they like, and deliver the game to young minds.
  - A positive, growth mindset environment is what sports development is all about.
  - Your wisdom and efforts will not be forgotten both in each player you created a relationship with, and our Association. There is not enough to be said about your commitment to bettering young people.

**INTRODUCTION of Director of Coaches** – Presented by Tighe Mills

- **Devin Smith**

**ELECTION for: Assistant Director of Coaches** – Presented by Tighe Mills

- **Brad McWilliam** and **Jeff Power** 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.
- Brad McWilliam addressed the Members in attendance: Have been coaching in some capacity I through rugby and hockey at various provincial and national levels. Looking to help in another way, other than being on the ice. This is not about me, and more about the kids, along with helping the incoming Director of Coaches.
- Jeff Power addressed the Members in attendance: Haven't had an opportunity to meet many older groups, more so the younger groups and would be looking forward to meeting everyone. Have been with Southwest Hockey for six (6) seasons and Head Coach or Assistant Coach with SWH or GHC. Have also helped Hockey Calgary with the First Shift Program. This season, stepped out of my comfort zone and help in U9 to U15, and enjoyed it all. Would like to help with continued success and see kids develop as well as help guide coaches as we go and could also arbitrate discussions as they come. Help to add structure when needed, and track certifications. Overall looking to help improve the portfolio where possible, and help in any way to assist with generating wins

**Voting results will be announced in the President Closing Statement**



**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 within each age division to have a similar # of: hours, full / shared allocations, total practices, early / late times. In addition to those checks, 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 2023-24 season, Hockey Calgary continued with the change to the Timeline of Scheduling:
  - Defined Development Phase (October 1 – October 20)
  - Shortened Seeding Round (October 21 – November 19)
  - Seasonal Break (November 20 – December 3)
  - Longer Regular Season (December 4 to February 25)
  - Winter Break (December 22 – January 2)
  - For the 2024-25 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. A total of nine (9) packages were created. Six (6) during the Seasonal Break, one (1) during the Winter Break and two (2) at the end of March.
- 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 total # of ICE TIMES INCLUDING HCal Games		Average # HOURS PER TEAM (Games AND Practices)	
	2022-2023	2023-2024	2022-2023	2023-2024	2022-2023	2023-2024	2022-2023	2023-2024	2022-2023	2023-2024
U7	7	7	1.84	1.78	35	35	43	43	44	44
U9	8	8	2.54	2.44	42	43	60	59	62	59
U11	8	10	2.83	2.57	49	45	67	63	75	70
U13	8	8	2.91	2.68	49	45	69	65	82	76
U15	7	7	2.88	2.69	43	42	65	64	80	77
U18	6	8	2.98	2.73	44	40	68	64	86	80

**Notes with regards to the chart:**

- Fielded two (2) additional teams in U11 and two (2) additional teams in U18.
- Considering there were four (4) additional teams this season; ice averages were fairly comparable to last season, while utilizing relatively the same number of ice contracts.
- \*Weekly Average # of ice times per week includes both games and practices.
- Preference is to balance hours between each team within each division vs. # of ice times.

**EVALUATIONS REPORT**

- **Overall, the evaluations process for the 2023 – 2024 season was successful.**
  - We evaluated and placed close to 1,000 players onto our teams in a 6-week process.
  - The addition of Chris Williams as Assistant Director of Evaluations and Village Sports helped lead to a successful evaluation season.



▪ **What Went Well?**

- Overall, this was the most impartial evaluation season we have had in years.
- The use of Village Sports to support our evaluation process was a resounding success:
  - Village Sports provided five (5) impartial evaluators to each session from U9 to U18.
  - Village Sports also provided a head evaluator to oversee their evaluators, and compile data and feedback on each individual player at each session.
  - They collaborated with the evaluation team, on team placement and sorting.
- On-Ice and bench support from coaches and parents:
  - Parent volunteers did an excellent job of stepping up, and helping run successful on-ice sessions. Our evaluation process would not happen without these volunteers, and we can't thank them enough.
- Our Off-Ice Age Group Leads were invaluable to the process. They did a great job of tracking the numbers and communicating with the parents.
- The requirement through coach applications that all interested coaches needed to support evaluations worked very well again.
- Pathway Skates were again a big success. All SW participants had access to the skates and the were well attended. Again, our On-Ice help was crucial in the success of these sessions.
- U11, and above received multiple full-ice games for evaluations.

▪ **What Can We Do Better?**

- Communication of structural changes to evaluations with our stakeholders.
  - There were some growing pains with our new process; and most complaints could have been avoided with more concise communications to parents. All information was available to parents, but was not in the most convenient place or format.
- Ensure U18 gets full five (5) skates for evaluations; even if Elite releases aren't fully completed yet.
  - U18 only having one 5vs5 game before the Placement Skate caused issues. Our new model will allow for three (3) 5vs5 games before the Placement Games.
- Communicating how a successful appeal works.
  - The majority of these appeals were around a misunderstanding of how Hockey Calgary sets up our teams, and how many players are on each team.
  - Although a roster isn't technically full, does not mean room for a player to move onto it.
- Using evaluation data to set up year planning from a team-by-team perspective, as well as from an association development perspective. Along with individual players having access to their data.
  - Evaluations give us the biggest dump of data we get all season.
  - By providing coaches and our development team this data, our teams should be able to better year plan and plan out their development strategy.
- While our volunteers were amazing last year, we still need more. The majority of evaluator shifts were not full. On top of our five (5) Village Sports Evaluators, there are five (5) parent evaluator slots for each ice time. Parents were welcome to come and evaluate and see how the process works. From my (Chris') perspective, the majority of evaluation questions can be answered by becoming part of the process.

▪ **Moving Forward to the 2024-2025 Season:**

- From U7 to U15 the skills ice time will be sorted based on last name; not on previous year's team.
  - **NOTE:** No competitive (1 v 1) or game style drills in the first session for these age groups.
- The introduction of a Top-40 style game for the top teams in each age group from U11 to U18.
- A scoring system change implemented by Village Sports will be used this year.
  - Parent evaluators will have access to the same scoring system Village is using.
  - First four (4) skates, players marked against a rubric, not against each other, and scores will reset to zero after re-sorting. (Expect player movement of more than one (1) grouping.





- The creation and distribution of an evaluation cheat sheet for families so they know what we are evaluating. Transparency of process is a key tenant of this evaluation team.
- Ice session by Age Group:
  - U7 JR & SR
    - Skate 1 – Skills
    - Skate 2 – Skills
  - U9
    - Skate 1 – Skills (Sort after)
    - Skate 2 – Skills and 3v3 (Re-sort after)
    - Skate 3 – 4v4 (Re-sort after)
    - Skate 4 – 4v4 (Re-sort after)
    - Skate 5 – Placement Games (Team formation after)
  - U11 to U15
    - Skate 1 – Skills (Sort after)
    - Skate 2 – 3v3 (Re-sort after)
    - Skate 3 – 5v5 (Re-sort after)
    - Skate 4 – 5v5 (Re-sort after)
    - Skate 5 – Placement Games (Top 40 style for top teams)
  - U18
    - Skate 1 – Skills and 3v3 (Re-sort after)
    - Skate 2 – 5v5 (Re-sort after)
    - Skate 3 – 5v5 (Re-sort after)
    - Skate 4 – 5v5 (Re-sort after)
    - Skate 5 – Placement Games (Team formation after)
  - **Note:** Whether or not there will be contact for these skates in U15 and U18 will be determined by the number of players registered for NBC.
- **Introducing Director & Assistant Director of Evaluations:**
  - Chris Williams is the Director of Evaluations. Kyle Mailey is the Assistant Director of Evaluations.

## **VICE PRESIDENT OFF-ICE REPORT** – Presented by Jolena Taylor

### **BRANDING & EQUIPMENT REPORT**

- **Practice Jerseys**
  - Many were returned from the previous season; from all Divisions.
- **U11 Teams**
  - 2023-24 season, U11 Hybrid Goalie Gear handed out to two (2) goalies wishing to try this position.
- **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 were great this year. Thank you, Coaches!
- **U15 & U18 Jerseys**
  - For the 2024-2025 season, these teams will be sporting new Home & Away jerseys.
- **U9 Goalie Gear**
  - Replacement of ten (10) new sets of goalie gear for U9's along with bags.



- **Mascot – CELLY**
  - Celly made an appearance a few times this year around Calgary. Thank you Celly!
  - Also surprised a number of teams throughout the season.
  - Celly celebrated with many teams this year along with Birthday parties, ESSO and Playoffs.
  - Celly was also around for the Welcome Back BBQ, Santa Skate, and Cougars Classic 3on3.
- **Sponsorships**
  - Sponsorship from Canyon Creek Toyota this past season, which was a great success for the Association.
  - Thank you to the Management & Staff of Canyon Creek Toyota for attending many of the functions put on this year by SW Hockey.
- **Apparel for Southwest Hockey**
  - For the start of the season, there is a new line up of SWH apparel from Adrenalin Source for Sports available on the Team Store, along with online team orders and personal orders.
- **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 10, 2023.
  - Attendance increased significantly.
  - Hosted event at Seven Chiefs Sportsplex, Thank you!
  - The event was enabled by the generosity of Canyon Creek Toyota, and exceptional volunteers.
- **Family Skate**
  - Held on December 19, 2023.
  - Record attendance achieved.
  - Santa and Celly were big hits with the kids.
  - Participants enjoyed hot chocolate, juice and candy canes.
- **Coaches Cup**
  - Held on December 19, 2023.
  - 33 coaches registered to play in the game.
  - Great turnout of fans who were cheering on the coaches.
- **KidSport Calgary**
  - SW Hockey supported KidSport Calgary during the 2023 holiday season, & raised almost \$1,000
  - SWH Hockey also collected a full bin of equipment for the Flames Sports Bank.
- **Cougars Classic 3on3**
  - The entire event was a big success.
  - Draft Day was held on March 11, 2024:
    - Players were drafted to their teams and received their jerseys.
    - Teams selected their names.
  - The tournament was held on March 18 – 21, 2024.
    - Almost sold out.
    - U7 had four (4) teams, U9 had six (6) teams and U11 had six (6) teams.
    - Loot bags were distributed to all players.
    - 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 contributed their time and provided support to the Junior Coaches.



- Large group of volunteers worked exceptionally hard ensuring tournament was a success.
- The Cheetos won the Cougars Cup in the U11 division.

**SOCIAL MEDIA REPORT**

- **General Comment**
  - Engagement has continued to increase.
- **Growth Numbers – Followers**
  - Southwest Hockey online presence has increased.
- **Instagram comparison against other Minor Hockey Associations within Calgary**
  - Instagram is our biggest following.
  - Out of 12 Associations (including SWH), we are sitting 4<sup>th</sup> highest in followers.
    - Bow Valley: 2448
    - Girls Hockey Calgary: 2369
    - Knights Hockey Club: 1814
    - Southwest Hockey: 1721

Social Media Platform		Year	Numbers
Twitter	@swhockeyassoc	2021 – 22	476
		2022 – 23	483
		<b>2023 – 24</b>	<b>487 (+ 4)</b>
Facebook	@southwesthockeycalgary	2021 – 22	1020
		2022 – 23	1100
		<b>2023 – 234</b>	<b>1200 (+ 100)</b>
Instagram	@southwesthockeyassociation	2021 – 22	1306
		2022 – 23	1455
		<b>2023 – 24</b>	<b>1721 (+ 266)</b>

**DEVELOPMENT REPORT**

- **August & September Prep Camps**
  - U7 to U13 run by Village Sports.
  - U15 to U18 run by Pinnacle Hockey Development.
  - Goalie Camp run by Derek Purfield and staff from Okotoks Oilers.
- **Blueliner Camp**
  - Fall and Winter Program.
  - Was open to U13 Tier 1 and Tier 2, and U15 BC Tier 1 to Tier 3.
  - The camp instruction was led by Ryan Fox (Pinnacle).
- **Team / Coach Development (Attack / Pinnacle)**
  - U7/U9 had four (4) on-ice practices with Attack Sports
  - U11 / U13 had Power Skating and a Stick Handling ice sessions with Attack Sports.
    - U11 / U13 had the option to go to Attack Sports Training Facility for up to two (2) dryland sessions or they could choose two (2) more on-ice sessions.
  - U15 / U18 had four (4) on-ice sessions with Pinnacle Hockey.
- **Goalie Development (Monthly)**
  - Southwest Hockey hosted five (5) goalie nights with Derek Purfield and staff from Okotoks Oilers.



- **Power Skating Program**
  - U7 SR & U9 Tier 3 and Tier 4
  - Bi-weekly, 45-minute program
  - Instruction provided by Deanna Curran
- **Academy Program**
  - Players (U9, U11, U13)
    - Weekly program split between Power Skating and Skills
    - Instruction provided by Deanna Curran, Adrian Foster, Ninja Hockey (Trevor Elias) and Attack Sports.
  - Goalies (U11, U13)
    - Weekly program with World Pro instructors.
- **CUBS**
  - Fall and Winter Program
  - Fifty (50) CUBS in each session
  - 45-minute ice times
  - Physical Literacy session which was held during the week and very well attended to further enhance the CUBS development
  - CUBS was overseen by Village Sports with the help of SW Hockey Coaches.
  - CUBS developed and progressed different hockey skills throughout the season.
  - Both sessions ended with a hockey game, medals and an appearance from Celly.
- **U13 Cougars Club**
  - New program for the Winter of 2024, geared to Tiers 4 to Tier 6
  - Six (6) sessions that focused on Skating, Shooting/Passing, Hockey IQ, Speed Drills, Puck Control, Battle Drills and Technical Skills.
  - Instruction was done by Attack Sports.
- **Light Up the Tree on Tree**
  - New 3on3 Tournament this year, geared towards U15/U18 participants.
  - Four (4) teams participated
  - FUN winter-themed jerseys
  - BIG "Thank you" to Wes Jardine and Holly Kelly who oversaw this event.

## 2024 – 2025 Review

- **Prep Camp Dates**
  - Aug 19 – Aug 22 → U7 to U13 Players, and U11 to U18 Goalies
  - Aug 26 – Aug 29 → U15 to U18 Players
- **Program Continuation**
  - Academy
  - Blueliner Camp
  - Checking Clinic – 1<sup>st</sup> Year U15 Players
  - CUBS Program
  - Light Up the Tree on Tree
  - Monthly Goalie sessions
  - Power Skating
  - Team Level Development
  - U13 Cougars Club
- **Program to watch for updates**
  - U11 Cougars Club Program



**INTRODUCTION of Director of Development** – Presented by Jolena Taylor

- Tom Durnie

**ELECTION for: Assistant Director of Development** – Presented by Jolena Taylor

- **Spencer Johnstone, and Tyler Reid** 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.
- Spencer Johnstone addressed the Members in attendance: This is my 3<sup>rd</sup> year with Southwest Hockey; and former alumni of Southland. Also played Calgary Royals then Alberta Junior Hockey League. Feel I can be a valuable asset to the Association. Looking to focus on all kids, and develop all tiers and age categories. In this sport they should all be supported. Also have a passion for coaching. Having a strong foundation can be a huge asset. Have met lots of people so far, and would like to continue helping in this role.
- Tyler Reid addressed the Members in attendance: I have twins that are finishing up in U7 and moving on to U9, and looking to get more involved. Been around with Shaw Meadows and also remember all the fundraising that went into this facility. Would like to see what I can bring to the table. Got to know a lot of the 2018-2019 age group and can bring ideas along with time and knowledge to the game, and get involved where I can. Support the love of the game, and players wanting to get better.

**Voting results will be announced in the President Closing Statement**

**VOLUNTEER REPORT**

- **Thank you!**
  - To all our dedicated volunteers! Thank you for the time you have put in to the entire 2023-24 season!
- **2023-2024 Volunteer Bond**
  - Community:
    - 627 families completed their bond – 90.8% completion rate (which is amazing)!
    - 58 families did not fulfill their bond
  - House League
    - 49 families completed their bond – 76.6% completion rate
    - 15 families did not fulfill their bond
- **Key highlights for the 2024-2025 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.
    - **\*\*NEW\*\*** Two (2) Credits required to be completed for the House League Program.
  - The Bonus Opportunity will remain:
    - Offered between August 19<sup>th</sup> and October 2<sup>nd</sup>.
    - 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.



- If the 2<sup>nd</sup> credit is not fulfilled by October 2<sup>nd</sup>, 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 towards the four (4) required credits. Meaning three (3) more credits would need to be completed during the season (and prior to February 15<sup>th</sup>) 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 26<sup>th</sup> and October 2<sup>nd</sup>. Available sessions will be on a “first-come basis.”
- **Team Level Involvement:** Regardless of a family’s 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 they made when registering with SW Hockey.
- **Bonds not completed** will have their member account **billed through TeamSnap**.
- **VB Late Fee:** If bonds are not cleared by March 31<sup>st</sup>, there is a late fee added (\$50), and members are 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.
- **Avoidable Expense:** Any amounts that may be owing from a Volunteer Bond, are an avoidable cost.
- **Opting Out:** Will again not be permitted till January 15. Delaying the opting out has encouraged members to volunteer, thereby saving them money, and helping the association.
- **We need your help!**
- **Communications:** Continue to watch social media, and our website for updates.
- **Cougars Give Back**
  - Was an especially important initiative this season where teams were giving back in various ways within our community through donating items, or random acts of kindness.
  - The Association’s goal is to not only teach essential skills on the ice, but instill in them the value of giving back to our community.
  - Teams made so many positive impacts on our community, and we are very proud of each and every one of them.
  - A few examples of places that teams gave back to, included:
    - Children’s Cottage Society
    - Calgary Food Bank
    - Adopting a Senior, and Senior Care Facilities
    - Mustard Seed
    - Snow Angels
    - Humane Society
  - This is an initiative that will continue into next season, under the Assistant Manager.
  - Southwest Hockey was also featured through Hockey Alberta for all the contributions made by the players/teams of our Association. Well done!

**INTRODUCTION of Director of Volunteers** – Presented by Jolena Taylor

- **Cathryn Mailey**

**ELECTION for: Assistant Director of Volunteers** – Presented by Jolena Taylor

- **Kelsi Alexander** was nominated and accepted the nomination in writing. No other nominations were received; therefore, **Kelsi** is elected based on acclamation.



## QUESTION AND ANSWER PERIOD – Presented by Dori-Ann Samadi

- **Question:** Any appetite with having what players are being evaluated on more 'public' so families/players know what they are being evaluated on?
  - **Answer:** Yes. In the evaluation document (&/or through email) for this coming season there will be a cheat sheet and rubric available to families.
- **Question:** Will World Pro be evaluating goalies again?
  - **Answer:** No. Village will also be evaluating goalies this coming season. Village was brought in at the tail-end of evaluations this season and we were impressed with what they could do, and will look to go with Village this coming season for goalies.
- **Question:** Past 3-seasons have played on oversized rosters and has been a problem overall and with the amount of ice time during each game. Players don't want to come off the ice. This isn't a new complaint. Is there a plan to reduce the numbers?
  - **Answer:** Adding two (2) teams to U11 and two (2) teams to U18, we went up by about 20%. Year-over-year this is not something we usually see. Had secured a bit more ice, but then increased by four (4) teams which can't be predicted when ice contracts are being secured. Use best guesses at those times. If roster sizes decreased, likely would cut back practices. There were also more kids that came back from Elite than anticipated. Did our best, as this is a fine balance. Definitely hear the concern and will continue trying our best as well as grab ice should anything come available.
- **Question:** Are ice times based on registrations?
  - **Answer:** Aim to keep existing ice times and take extra ice if something comes available. We will take last-minute cancellations if we can use the ice. Hard to predict what comes available.
- **Question:** Is there thought of moving Academy to weekday early mornings?
  - **Answer:** It's not been explored for a while and could be something to look into.

## Voting Results – Presented by Dori-Ann Samadi

- **Secret Ballot Voting Results**
- **Jeff Power** wins the seat for **Assistant Director of Coaches**
- **Spencer Johnstone** wins the seat for **Assistant Director of Development**
- Please confirm your contact information to our Administrator; Lisa Santos following the meeting

## In closing... – Presented by Dori-Ann Samadi

- **SPECIAL MENTION to the following Board of Directors** – Jeff Campbell, Brad Smith, Shane Maguire, Rebecca Reeves, Jordan Milne and Cam Laing.
- **Registration Open Date for 2024-2025** – Aiming to open on June 15, 2024
- **Draft Minutes** – Posted by Monday May 13<sup>th</sup>.

## **Motion to adjourn the 2024 SWH AGM at 8:28 pm;**

- Moved By: Holly Kelly      Seconded By: Tom Durnie      Motion: Carried.

## **Approved Meeting Minutes signed by:**

\_\_\_\_\_  
Ann Driscoll | SWHA Treasurer/Secretary  
On this \_\_\_\_ day of \_\_\_\_\_, 2025

