



Annual General Meeting (AGM) Ayr Skating Club (ASC)

17-May-2018

In Attendance: Donna Janzen, Jayme Gualtieri, Beccy Magliarisi, Lorri Baier, Stephanie Pottruff, Matt Aubrey, Carleigh MacDonald, Sandra MacDonald, Heather Simpson, Victoria Campbell, Natalia Trubochkina

Regrets: none

Call to Order: 7:05pm

Confirmation of Quorum

Jayme noted that, per By-Law 23, a minimum of 10% of the voting membership was present at the meeting and that quorum had been achieved. A motion to begin the business of the meeting was carried.

Minutes of the preceding general/special meeting

The minutes of AGM 2017 were circulated, motion to accept by Donna, 2nd by Heather.

Treasurer's Report

- Finished to end of Fall/Winter session with a slight profit of \$1600
- Slight deficit with Skate Canada fees, some due to PA's, some due to no shows
- Cash Donation item on statement is the volunteer (\$25) up front fee option that was introduced this year and that many families utilized
- Notable items on comparative income statement to last year
 - Registration revenue down despite registration counts being up
 - Gala revenue down, fewer people attended
 - Grants up over last year
 - Fewer skaters for ticket ice (yearly passes down)
- Fundraising activities
 - Gala – noted hall rental went to flat rate (more expensive) due to 3.5 hour rental
- 31-Aug-2018 is year end, identified need to review current legislation around audit requirements for not-for-profit organizations as it is believed that legislation has changed. Results of investigation to be brought to next Board meeting for review, action, and amendment to by-laws as needed.



Ayr Skating Club
Simplified Financials
Actuals as of May 15 + Forecast to Aug 31

	Revenue	Expenses	Profit	Balance	Detail Tab
Registration	55,450.56	-	55,450.56		
Ice Rental	-	60,191.24	(60,191.24)		
Coaching	-	6,271.66	(6,271.66)		
Skate Canada Reg	3,204.00	3,748.50	(544.50)		
Club Membership	-	278.62	(278.62)		
Promo Book	2,520.00	1,130.26	1,389.74		
STRIPE Fees	314.49	318.57	(4.08)		
Guest Skater	205.00	-	205.00		
Ticket Ice	200.00	-	200.00		
Ice Show / Gala	760.10	1,543.52	(783.42)		
On-Ice Supplies	-	543.59	(543.59)		
Test Day	520.00	622.46	(102.46)		
Fundraising	10,436.61	5,623.24	4,813.37		
Cash Donation	600.00	-	600.00		
Donations	8,120.00	-	8,120.00		
Advertising	-	200.00	(200.00)		
Profit Share	245.00	-	245.00		
NSF	-	-	-		
Misc Revenue	-	-	-		
Bank Charges	-	76.25	(76.25)		
Information Technology	-	-	-		
Miscellaneous	-	250.00	(250.00)		
Depreciation	-	129.50	(129.50)		
Bank				28,727.48	
GIC Investment				11,619.54	
Accounts Receivable - Skaters				-	
Accounts Receivable - Board				-	
Allowance for Doubtful Accounts				(678.44)	
Club Website				243.04	
Deferred Revenue				(2,188.70)	
Unearned Revenue				(60.00)	
Accounts Payable				-	
Retained Earnings				(36,014.57)	
Current Year				(1,648.35)	
	82,575.76	80,927.41	1,648.35	(0.00)	



Other Reports

Registrar's Report

Program	Session	Total	Monday	Wednesday	Thursday	Saturday	Two Days
PreCanSkate	Fall/Winter	32 (20 W start)	16			18	2
CanSkate	Fall/Winter	28 (6 W start)	15			18	5
Junior	Fall/Winter	14	10	8		8	
Int/Sr	Fall/Winter	10	6	7	8	7	
Adult	Fall/Winter	3	3	1		1	
Enrichment ""	Fall/Winter	9				9	
Total	Fall/Winter	87					
***skaters already registered in CS							
PreCanSkate	Spring	5	5				
CanSkate	Spring	7	7				
Junior	Spring	6	4	6			
Intermediate	Spring	7	7	6	2		
Senior	Spring	4	3	4	4		
Adult	Spring	3	3	1	1		
Fall/Winter							
Comparative	2015/2016	2016/2017	2017/2018				
PreCan/Can	53	51	60				
Junior	14	20	14				
Senior/Int/Adult	11	15	13				
Total	78	86	87				
Spring							
PreCan/Can	7	11	12	**	**2017/2018		
Junior/Int	11	13	15	**	Two withdrawals from Spring Jr.		
Sr/Adult	14	13	7		Five no shows in PCS/CS		
Total	32	37	34				

- 87 registered this year
- In the fall we had lower Pre-Can and Can registrations; higher in Jan which was unusual
- Overall numbers up in Pre-Can/Can, down in Senior, noted this caused overall financial differences (decreases) compared to previous years

Coaches' Representative Report

- Structure for under senior/bronze test day format
 - This coming week is good practice for the new structure and how to handle moving forward.
 - Idea to schedule 1 test day per month for below level 5 – eg. 2nd last Monday of every month

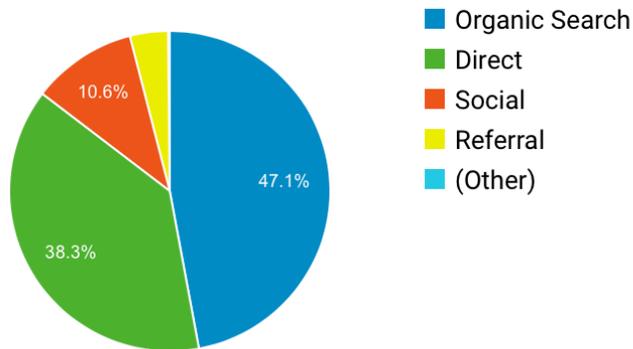


- Above level 5 we tie in with official test days
 - Info sharing re: test days; handbook on website; additional info for parents
- Gala
 - Add structure on what roles/responsibilities are for Gala
 - Coaches to brainstorm in the fall (once numbers are understood) to figure out roles/responsibilities; to include a few additional topics (ie. In a couple of coaches meetings throughout the year). Beccy to organize meetings.
- Additional coaches
 - Carleigh and Lorri are only coaches who can teach above CanSkate
 - Need to consider additional coaches; challenge due to size of club, number of kids ready for private lessons, and available ice time
 - Katie and Liam can official coach @ Canskate; doing next level in July. Katie and Liam can help but not as a permanent full time coach
 - Lorri to investigate if her sister may be interested (retiring as school teacher)
 - Beccy to help craft what the “job posting” would look like

Technology Report

- Implemented new website with Google Sites and new registration system with JotForms – average monthly cost is half of what it was previously
- Jotform forms have been created for virtually all club operations and will be re-useable year on year, giving significant time savings and speed to get registration active.
- Google Sites/JotForms has also significantly digitized club operations -- saving time and enabling easier record keeping
- We have significantly increased our search engine optimization/visibility on the web - now registered with: Yellow Pages, Google my Business, Facebook*, Yelp (Apple maps), Bing, Foursquare, Mapquest, Profile Canada, OurBis, Show Me Local, iBegin, WhereTo, Avantar, Waterloo Region CIOC and Region of Waterloo CIOC
- Implemented Google Analytics - stats for the season:
 - 1721 visitors to our website, 10,048 page views
 - 18.1% of those visitors returned more than once
 - 39.21% bounce rate – don’t navigate beyond first page.
 - Average page load time remained low at 0.84 seconds (average) -- considerably lower than our previous technology solution (Bluehost/Wordpress)
 - Acquisition

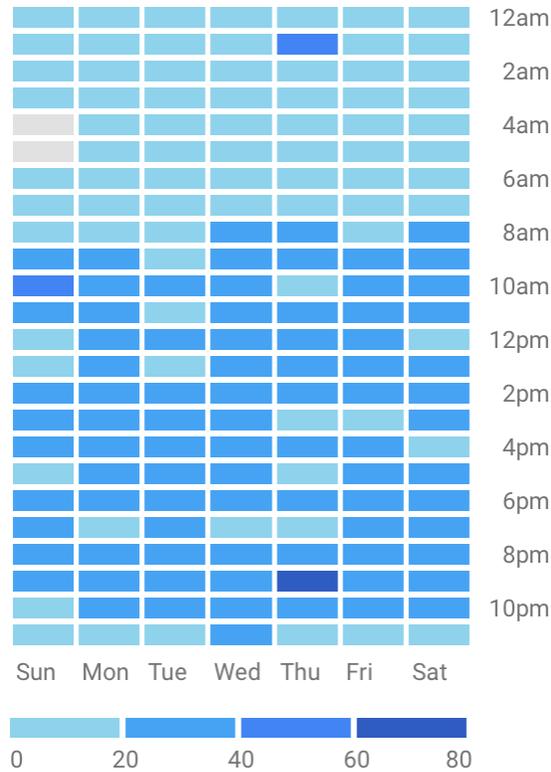
Top Channels



- 47.1% organic search - people searched for ASC on Google, Bing, etc.
 - 38.3% direct - people typed our web address into their browser
 - 10.6% social -- this remained approx. level throughout the year
 - 96.4% Facebook
 - 1.55% Instagram
 - 1.03% Twitter
 - 1.03% Yelp
 - 3.8% referral -- this dropped from ~9% toward the beginning of the year, likely due to the increase in organic and direct
 - 47.95% northdumfries.ca (total of 35 users)
 - remaining came from a variety of sources, no notable sources
- Web traffic/time of day
 - Website sees a fairly even distribution of traffic, with the busiest periods between 8am and 10pm and with no notable difference between days of the week.



Users by time of day



- Type of devices: 50.8% of traffic comes from a mobile device (phone or tablet), this is a 21.9% increase from the same period last year (one of the few stats we have from the old website) and nudges out desktop computers (49.2%). This is not too surprising as the Wordpress site was known to be somewhat limited on mobile.
- Most popular pages
 - Home page: 22.31%
 - fall-and-winter-session: 13.94%
 - schedule-and-fees: 6.42%
 - programs: 5.55%
 - registration: 4.22%
 - about-asc/coaches: 4.00%
 - remainder a variety of other

Marketing Update

- Corporate discount: We offered a corporate discount of 10% on programs for new member to Sun Life and Manulife hoping this would increase registrations. These



programs did not return any meaningful benefit but may be due to timing of the launch.

Presidents Message

The skating season has come to a close, and it is time to reflect on the past season as part of our AGM.

You have heard various updates on our registration for the season, which has remained stable for the last 2 years. We have maintained our numbers, though our demographics have shifted slightly, with our numbers decreasing within the Senior group. The club made a conscious effort to maintain and improve our Jr and Intermediate programs, which we have been able to achieve. We will continue to explore additional ways to provide quality programming, and improve the communication pathways with parents and kids who are new to skating, and transitioning from the CanSkate program.

Our coaches have been instrumental in supporting the club with excellent support both on and off the ice. Megan continues as the CanSkate Coordinator, along with Carleigh fulfilling the role for Jr Star Skate Coordinator. Beccy also announced her retirement from coaching at the end of the season. On the flipside, we have 2 new coaches in training (who are 2 of our Sr skaters, Katie and Liam), whom will complete their CanSkate coaching certificate in the summer, allowing them to independently coach CanSkate and PreCanskate programs, and also provide support to the Jr programs. As Beccy noted, we do need to secure another coach full time, which we will post on the Skate Ontario Website. With coverage for competitions, and additional Jr / Intermediate skaters moving up, we will need a coach that is able to coach the StarSkate levels, and also interest in competitive coaching.

Financially, we are just continuing to break even, or will be working with a small deficit for the 2017/2018 season. This is despite stable numbers, and increased fundraising/sponsorship efforts. The increased costs of ice rentals prove to be challenging to maintain our current business framework. The club will be exploring some new options on how to be more efficient with our ice use, and assess if there are ways to decrease our ice rental costs while maintaining overall ice time. This will be contingent with finding a new model to operate the ticket ice program. We have a meeting booked with township council on June 11th to review the existing ticket ice program that the club has utilized the last several seasons, to discuss the club taking over the ticket ice program under a new financial model.

Fundraising and sponsorships remain key tactics for us to support the club and offset our ice rentals, ensuring we keep the program fees as economical as possible. Three fundraising youth dances, along with the Christmas greenery were the key drivers. We tried 2 new activities this season - spring gift certificates with Colours of Paradise, and Fundscript, both of which did not make a lot of money, but also were not a lot of effort to implement. During our June meeting, we can brainstorm on what our strategies will be for the next season.



Significant improvements were made on our website, and automation of our registration and donations, which has helped with a lot of manual effort in the back-end by the board. We are now in a position to maintain the infrastructure rather than requiring countless hours to maintain our business. We have also been utilizing social media for communication channels, as well as sharing the successes of the club. This is an area where we can continue to expand and explore we use this platform to potentially increase our local following and awareness, which could help us expand interest in the growing community for families exploring a new activity to enroll their kids in.

In closing, I wish to extend my sincere thanks to the board of directors at the club, all of whom have spent countless hours in many ways to support the club. As a smaller club, we do not have the luxury of having any paid staff to run the club – the work is all managed through the volunteers to take on the necessary activities to keep the club running on a daily basis. Each of you have stepped up throughout the season to pitch in at dances, registration, the gala, test days, overseeing the PA program, financials, and many other activities too numerous to mention. Your passion and willingness to support the club do not go unnoticed. We are looking forward to welcoming a few new members to the board and hope that you find the experience rewarding.

Thank you all for another successful season. Thanks for attending the AGM for the club and I would be happy to take any questions from the membership on behalf of the board.

Election of Executive Officers and Directors

All present agreed to conduct elections by show of hands rather than secret ballot.

Continuing

- President** – Donna Janzen (2nd year as President)
- Vice President** – Jayme Gualtieri (2nd year as Vice-President)
- Treasurer** – Matt Aubrey (3rd year as Treasurer)
- Director** – Sandy MacDonald
- Director** – Heather Simpson
- Coaching Representative** – Beccy Magliarisi

New

- Secretary** – Stephanie Pottruff
- Director** – Victoria Campbell



Vacant

Immediate Past President – to remain vacant as Marianne Eby has indicated she does not wish to continue on the Board but may be consulted on specific matters as needed by the Board.

Committee/Chair Assignments

Nominating Committee – Donna Janzen, Jayme Gualtieri

Registration Committee/Chair (Registrar) – Sandra MacDonald

Program Committee/Chair – to be confirmed at next Board meeting

Carnival Committee/Chair – to be confirmed at future Board meeting

Pro/Ice Committee – to be confirmed at next Board meeting

Test Committee/Chair – Sandra MacDonald

Amendments to the Constitution and By-Laws

Recognition was made that the Club Constitution is out of date and in need of update/modernization. Jayme agreed to take on the task of reviewing and recommending updates to be reviewed at the next Board meeting; the board will vote on updates at the next Board meeting and, if passed, the updates come into effect immediately (per By-Law 29) and formally ratified at the next AGM.

Appointment of Auditors (as appropriate)

Matt noted that he believed there had been recent updates to Ontario's Not-For-Profit legislation which may change the ASC's need to have its books audited. Matt and Jayme agreed to investigate this matter further and present findings at the next Board meeting. Also noted, that this may require update to the Club Constitution as noted above.

Stephanie also acknowledged that she is qualified and could provide audit services for the Club – this would, however, prevent her from becoming a member of the Board (due to conflict of interest) and there was general agreement not to proceed with Stephanie performing an audit in favor of her participation on the Board.

New Business

Marketing and Fundraising Improvement Discussion

- **Colour Paradise**
 - Christmas arrangements – need to increase marketing on this
 - Need to book dates earlier – 1st week of December
 - Consider doing the spring gift card one earlier or doing 2



- For registrations, need to understand what we missed in the Fall; did we start too early, conflicts, etc. Need to consider marketing differently in Fall to hopefully pull forward some of the higher Jan registrations into the Fall.
 - Possibly noting we have certified coaches vs. parent volunteers.
 - Possibly worth noting coach:student ratio
 - PA's are trained skaters too
 - Ensuring it is not just for figure skating – Get hockey Canada attestations up on website.
 - Facebook page, get some attestations out as well
 - Noted there is competition for registrations between skating and hockey
 - Need to get registration out earlier – difficult due to township challenges with confirming ice times
 - Investigate additional Facebook groups to blast
 - Flyers at short stop – anybody can post
 - Look into road signs as possible way of advertising and/or lawn signs (political style signs). Victoria to investigate if neighbour might do these sort of signs. Stephanie to email marketing firm in town.
 - Consider more use of Ayr news
 - Add How did you hear about us on registration form
 - Investigate ensuring that images include not just figure skates.
 - Facebook page: skater of the month, families will share.
 - Summer project, get the display case updated
 - Post competition results on TV screen; and on bulletin board downstairs; possible Ayr News

Ticket Ice

- June 11 meeting with township council to determine the future of ticket ice; need this prior to before our next meeting and coaches meeting.

Next Meetings

- Coaches meeting to be held after June 11, 2018 (need Ticket Ice outcome) – Beccy to arrange
- Next Board meeting to be held after Coaches meeting [set for June 18, 2018]

Adjournment: 9:08pm