

**Annual General Meeting
Streetsville Meadowvale SC
May 14, 2014 at 7:00 PM Front lounge of M4-Rinks**

Opening

Calling meeting to order at 7:13 PM.

Hello and welcome to the Streetsville Meadowvale Skating Club's 2014 Annual General Meeting.

Quorum

I would like to establish quorum, the club has 602 skaters and 460 families. As per constitution a 5% attendance of all families is required for quorum, which is a total 23 members (count per signup sheet). All families have one vote regardless of number of skaters or number of parents present at this AGM. Twenty three members are required to reach quorum.

32 numbers of members are present; quorum has been reached

You have all seen the agenda; I request a motion to approve the agenda

Approval of Agenda

2014 AGM AGENDA

*Quorum
Approval of Agenda
Minutes of preceding AGM
Opening and Welcome
Treasurer's Report
Membership Report
Fundraising
CanSkate
Ice
Competition
Test
Sponsorship*

Canpower & Synchro
Confirmation of actions taken by the board for the 2013/2014 season
Questions from the membership

Motion to approve agenda:

1st by Julie
2nd by Neela
All in favour
Opposed: none

Count and finalized, motion carried.

Minutes of preceding AGM

We have several copies from last year's minutes as well as this year's reports at the front, if you haven't already done so please pick up a copy. Please look over the minutes now (copies provided to membership)

**SEE ATTACHED 2013 AGM MINUTES

Any questions or concern about the minutes from AGM 2013?

Request a motion to approve the minutes from AGM 2013:

1st by Lanna
2nd by Maria
All in favour **Everyone**
Opposed **None**
Abstain **None**
Count and finalized (**carried**)

OPENING AND WELCOME

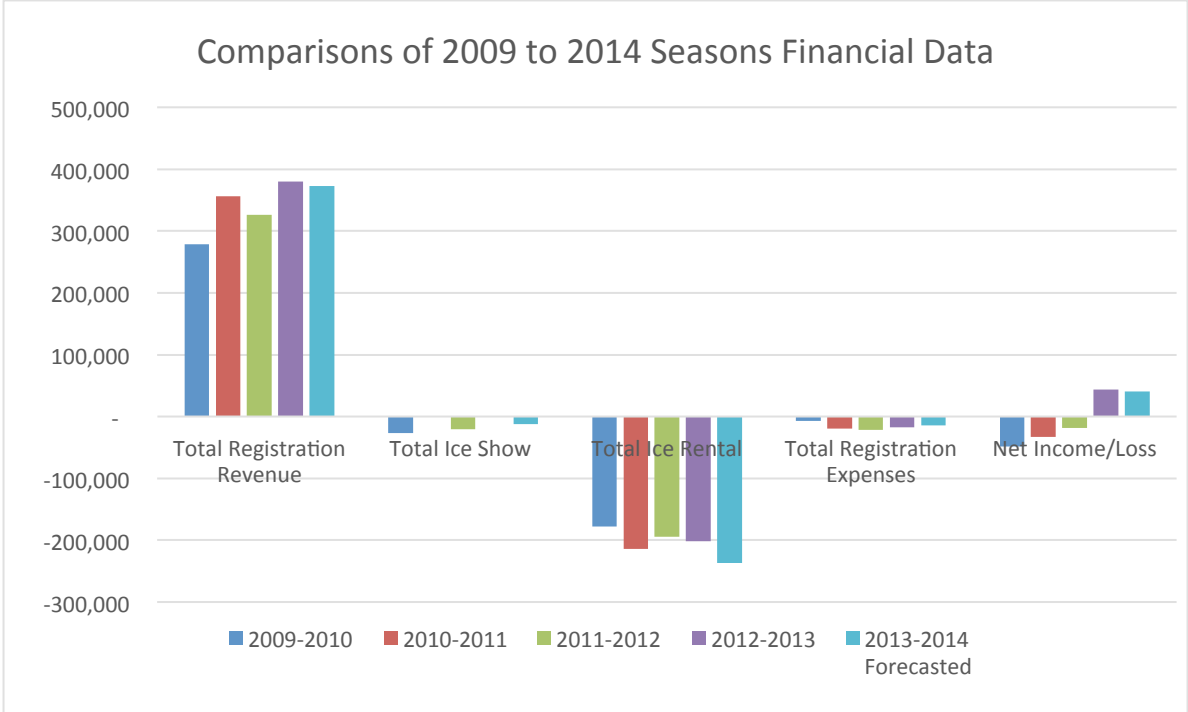
AGM 2014

Treasurer's Report

The financial report for 2012-2013 season ending July 31, 2013 has been audited and approved by the board. The annual net income was \$ 43K, this was the 1st time that we were able to turn net loss into net income since 2009. We finally brought the club back into financially healthy status. Thanks to everybody on board, our members, families, coaches, volunteers and sponsors. We have made such a successful year and we are continuing to work on it to maintain a balanced operating budget.

For current season, we are again working together to control the budget for Ice Show and Banquet, which are the two major events throughout the regular season. This year's Ice Show was a great success led by Ice Show committee. At the beginning of the planning stage, our goal was to reduce the overall loss. From the summary report attached, you can find out that the actual loss was down by 40% or \$ 8000 comparing to 2012's ice show.

In regards to our current season's financial status, we are aiming to the similar level as last year. The Year-end forecast VS. 2012-2013 Financial report is attached.



Year-end Forecast for 2013-2014 Season VS. 2012-2013 Season

	Estimated 1 Aug '13 - 31 Jul '14	Aug '12 - Jul 13	\$ Change	% Change
Income				
Registration Fees	373,092	379,743	-6,651	-2%
Synchronized Skating	5,408	0	5,408	100%
Club Competition Net	0	153	-153	-100%
Total Fundraising Net Revenue	13,244	8,534	4,710	55%
Guest Skate Tickets	2,300	2,305	-5	-0%
Interest Income	350	355	-5	-2%
Net Bingo Revenue	22,009	20,017	1,992	10%
Total Nevada Net Revenue	0	111	-111	-100%
Skate & Dress Sale Proceeds	30	105	-75	-71%
Total Test Day	0	-1,543	1,543	100%
Total Income	416,433	409,780	6,653	2%
Expense				
Club Clothing	5,348	0	5,348	100%
Accounting Fees	4,803	4,238	566	13%
Total Ice Show	12,133	0	12,133	100%
Competitive Team	245	110	135	123%
Bad Debt	150	557	-407	-73%
Ballet Class	2,052	1,000	1,052	105%
Jump Class	-2,883	1,843	-4,726	-256%
Pilates - Net	905	498	407	82%
Skater Muscle Development	409	541	-132	-24%
Bank Charges	450	465	-15	-3%
Seminars - Net	2,266	365	1,901	521%
Music Player	0	3,880	-3,880	-100%
Banquet Expenses	6,000	6,203	-203	-3%
Total Coaching	49,551	62,537	-12,986	-21%
Ice Rental	236,947	201,242	35,705	18%
Insurance	663	478	185	39%
Total Office Expenses	10,000	9,216	784	9%
Total Registration Expenses	14,000	17,214	-3,214	-19%
Repairs & Maintenance	0	750	-750	-100%
Total Skate Canada Registration Fees	0	1,662	-1,662	-100%
SMFSC Club Room Expenses	0	8,500	-8,500	-100%
Total Skates Alive Net Profit	40	50	-10	-20%
Special Event - 50th Anniversary	652	0	652	100%
Summer Program Expenses	32,574	43,915	-11,341	-26%
Telephone	1,300	1,405	-105	-7%
	375,587	366,667	8,920	2%
Net Income	40,846	43,113	-2,267	-5%

Fundraising Financial Summary

Fundraising Net Revenue		
	Chocolate Total	-75
	Fundraising Fee	5,175
	Volunteer Buyout	2,600
	Fundsceipt Total	363
	FunSkate Total	1,151
	Keep Calm T-Shirt Total	30
	Sponsorship Total	4,000
Total Fundraising Net Revenue		13,244

2014 Ice Show Financial Summary

			2014 Ice Show	2012 Ice Show	Variance by \$	Variance by %
Ice Show Revenue						
	Ice Show - Tickets		19,987.00	25,296.56	(5,309.56)	-21%
	Ice Show Registration		15,117.00	14,985.45	131.55	1%
	Video (DVD) Order		1,615.00	(1,708.90)	3,323.90	-195%
	Ice Show Ad		255.00	505.00	(250.00)	-50%
	Silent Auction		2,172.48		2,172.48	100%
	T-Shirt Net			340.00	(340.00)	-100%
	Total Ice Show Revenue		39,146.48	39,418.11	(271.63)	-0.69%
Ice Show Expenses						
	Ice Rental		(8,568.92)	(19,371.61)	(10,802.69)	-56%
	Ice Show - Coaching		(5,861.84)	(5,628.80)	233.04	4%
	Ice Show - Costumes		(6,860.47)	(6,965.93)	(105.46)	-2%
	Ice Show - Guest Skaters		(1,500.00)	(1,400.00)	100.00	7%
	Ice Show - Jackets		(700.60)	(434.56)	266.04	61%
	Ice Show - Lighting		(11,653.22)	(10,621.50)	1,031.72	10%
	Ice Show - Pizza Party		(294.33)		294.33	100%
	Ice Show - Supplies		(2,448.15)	(1,846.77)	601.38	33%
	Ice Show Hospitality		(594.63)	(1,795.88)	(1,201.25)	-67%
	Ice Show Director		(11,250.00)	(10,000.00)	1,250.00	13%
	Ice Show Programs & Posters		(1,547.41)	(1,652.61)	(105.20)	-6%
	Total Ice Show Expenses		(51,279.57)	(59,717.66)	(8,438.09)	-14.13%
	Net for Ice Show		(12,133.09)	(20,299.55)	8,166.46	40.23%
** DVD order from JB Video hasn't been paid yet. Estimated at \$ 2525.00 and may vary by the final number of DVD ordered.						
** Due to the lack of information, when booking 2012 Ice Show, all sales were mixed together, such as tickets, DVDs, Pizza party and Program sales.						

Membership Report

2013/14 season

602 members registered (583 last season)

368 CanSkate (366 last season)

152 StarSkate (164 last season)

41 CanPower (31 last season)

22 Executives/ officials (same last season)

19 Adult/alumni (new this season)

Fundraising

SMFSC continues to raise funds through fundraising to keep fees low for our members. Our fundraising initiatives included:

Bingo 22,009.00

Fundraising 13,244.00 (not including bingo) Includes chocolates, tshirt sales, funskate, sponsorship initiatives.

CanSkate Report:

CanSkate had another successful year, the enrollment for the 2013-14 SMFSC CanSkate program was very good, all sessions for fall/winter and spring filled with a waitlist for all sessions. We are continuing with the new CanSkate format with its slightly lower on ice numbers and a circuit based learning style. The new program is doing very well and coaches as well as program assistants have fully adapted to this new format which is now well in its second year at our club. Higher end CanSkaters (level 5 and 6) have the opportunity to move to SMFSC's Pre-STARSkate program, CanPower or to continue CanSkate up to level 6.

CanSkaters have enjoyed this year's Ice-Show, we had about 75 of our young skaters participate in this fun event and had very positive feedback about the show and how well run and smooth everything was organized.

CanSkate has introduced its first summer program and is offering 2 four day intensive weeks in mid-August. On ice numbers will be lower than our regular sessions due to the absence of most of our PA's and helpers. The lower numbers will also create smaller groups for the coaches and combined with daily skating will reinforce skills faster and make this program more intensive than our regular sessions. The program will run Monday through Thursday in the evening hours and registration is open and we have 18 skaters registered for week one and 11 skaters for week 2.

A huge thank you goes to SMFSC's incredible coaching staff and our volunteer team of Program Assistants and Helpers, it is their effort and enthusiasm that makes this program so successful. We are looking forward to the 2014/2015 season and another successful year with our CanSkate program.

Ice

As of May 2014, ice rates will be: Prime Time Hour of Ice from \$165.21 plus tax (8% increase). Non Prime Hour of Ice from \$99.17 (4% increase).

From September 1st through to May 2014, Prime time Ice is:

Monday – Friday 4pm to 11 pm

Saturdays 7 am – 9pm

Sundays 7 am – 11pm

All other time is considered Non-Prime Ice. As an affiliated group we get a reduced rate.

Non residency exceptions will be monitored by the city (to allow a higher percentage for certain affiliated sports groups) and non residents will be charged a reasonable non resident fee (not yet determined).

SUMMER ICE:

The summer season begins on Victoria day and runs until August 31. Primetime ice is:

Monday-Friday 6 pm to 11 pm

Sunday 6 pm to 11 pm

Summer ice is not subject to priority allocation but is based on market demand and consideration of arena operational efficiencies.

Competition Chair Report: (see next page)

2013-2014 SMFSC Competition Chair Summary
Skate Canada Sanctioned Competitions

WO	Summer Sizzle	Aug. 9-11, 2013	0	0	0%
CO	Summer Skate	Aug. 15-18, 2013	3	0	0%
WO	Isabelle Henderson	Sept. 20-22, 2013	1	0	0%
CO	Octoberfest	Oct. 17-20, 2013	5	0	0%
CO	BMO Sectionals	Nov. 7-10, 2013	5	0	0%
WO	John McKay Memorial	Nov. 22-23, 2013	0	0	0%
CO	KIS Invitational	Nov. 16-18, 2013	37	15	41%
CO	BMO Eastern Challenge	Dec. 4-8, 2013	0	0	0%
CO	Skates Alive	Dec. 7-8, 2013	60	39	65%
WO	Charles Dover	Jan. 3-5, 2014	0	0	0%
WO	Pat Abela/ Lyle Phedron	Jan. 17-19, 2014	0	0	0%
WO	Dennis Silverthorn	Feb. 7-9, 2014	0	0	0%
CO	STARskate Championships	Feb. 14-16, 2014	14	1	7%
CO	March Mania	Mar. 7-9, 2014	46	16	35%
CO	Trillium Championships	March 15-16, 2014	1	0	0%
CO	Fun Competition	April 11-14, 2014	0	0	0%
CO	Scarboro	April 26-28, 2014	47	24	51%
WO	Spring Fling	May 11-13, 2013	0	0	0%
			218	95	43.6%

OVERALL TOTAL:

Total of 19 competitions- SMFSC participated in 10 of them

(in comparison: 2008-2009 we had 401 skaters entered with 152 Medals38% on podium)

(in comparison: 2010-2011 we had 309 skaters entered with 107 Medals= 35% on podium)

(in comparison: 2011-2012 we had 280 skaters entered with 97 Medals=34.60% on podium)

(in comparison: 2012-2013 we had 309 skaters entered with 146 Medals=47.25% on podium)

2014 SMFSC Ice Show

We had strong participation from StarSkate and Canskate skaters.

Our competitive team is growing and our skaters are preparing for the 2014/15 season.

PILATES	Mon days	6	6	*	3	*	6	21	52.5
BALLET	Tues days	5	5	2		*	2	14	35
JUMP	Wed nesd ay	6	10	10	8	*	4	38	76
Muscle Development	Thur sday s	2	6		4	*	*	12	30

Off-Ice Classes & Instructors

PILATES CLASS –
Ms. Rachel Cates
 Pilates is a series of body conditioning exercises that help to build flexibility, strength, endurance, and coordination in the legs, abdominals, arms, and back with a strong emphasis on using the mind to control the muscles.
 This core conditioning class will help skaters to improve their performance on ice while decreasing their risk of injury due to muscle imbalances
Pilates classes are held on Mondays.

BALLET CLASS -
Ms. Carolyn McCready
 The main focus of this class is represented by the 4 “P’s”. They are Presentation, Posture, Positions
 Presentation represents the style the skater must possess on the ice; Posture is for the poise and grace of the skater;
 Positions to ensure success of jumps and spins, and movements, Power that allows all of these things to come together.
Ballet classes are held on Tuesdays.

JUMP CLASS - Dr. Ken Mueller
 It is designed to teach proper warm up, core stability, body alignment and mechanics as well as strengthening muscles jumping performance on the ice and strategies to reduce injuries as a competitive figure skater.
 The attentive student will gain knowledge and body awareness required for jumping performance on
Jump classes are held on Wednesday

SKATER MUSCLE

DEVELOPMENT – Ms.**Taru Paleczny**

This class focuses on toning muscles to improve skaters' strength, balance and agility. Also by toning other muscles not used as rigorously during skating it will help to balance the body and avoid sports related injuries.

Skater Muscle Development classes are held on Thursday.

Scheduling plays a huge part in the success of these off ice programs... Will be reviewing days/times with new schedule

Sponsorship Report

For 2013/14, SMFSC generated similar results from last season from base sponsorships, as we were able to attract new sponsors to offset sponsor turnover. These sponsorships -- along with additional fundraising activities driven by in-kind contributions from area businesses -- generated over \$7,000 to our Club for this season.

This year we developed two new creative sponsorship approaches to the benefit of our Club and our skaters.

- With **Figure Skating Boutique**, we developed a co-branded sponsorship series for SMFSC and area skaters that included a full-day event headlined by former World Champion Jeffrey Buttle.
- With **Boston Pizza**, we were able to launch a PA of the Month program, awarding gift certificates worth \$250 and promoting the program and its participants via our bulletin board. These gift certificates were an in-kind contribution to our club.

We would also like to acknowledge the generous contribution of our other 2013/14 sponsors:

- 3Macs – the Rennie White Group
- Pause Communications (in-kind contribution)
- Ice & Nice
- Dynamic Funds
- Sentry Investments

This season, we also built on last year's success in monetizing our Family Fun Skate through a silent auction. This season, we expanded this effort to include each of our three Ice Show performances. We also held 50/50 draws at the Fun Skate and Ice Show, further improving our fundraising efforts. We also attempted to raise funds through the sale of candid STARSkater photos, for which we broke even after expenses.

Overall contribution from Sponsorship and related activities were as follows:

Sponsors	\$4000
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Family Fun Skate Auction + 50/50	\$1151
Ice Show Silent Auction (3)	\$2172

For the 2014/15 season, we will continue to look for ways to develop our existing sponsor base as well as exploring opportunities to enhance our Club and skater experience by working creatively with sponsors.

Canpower and Synchro:

CanPower Skate

Our Club successfully launched a trial session of CanPowerSkate in Spring 2013, in advance of local hockey tryouts. Response was positive, but we could not expand the program at that time as we were unable to secure summer ice from the City of Mississauga. The 2013/14 season is therefore our first full season to offer a CanPower program.

With a small base of skaters upon which to build and limited access to ice and coaches, our strategy has been to offer sessions during the hockey season outside of times our CanPower program would directly conflict with season-long game/practice schedules. We ran sessions in September & December 2013, during March Break, and in May. Once again, we were able to offer our PreTryout session for Rep level players in March/April, which sold out. We have secured summer ice in August, when we will offer two weeks of evening sessions plus a half-day camp. We are also exploring the option of offering limited sessions in July, subject to ice availability.

Our objective is to run sessions where we can break-even or better, and we will differentiate ourselves with from other programs with competitive pricing and by ensuring a 1:12 or lower coach-skater ratio. That said, we appear to have little to no direct competition in the City of Mississauga.

Going forward, we expect to continue to expand our program offerings in line with growing demand. That may include PA day camps and semi-private lessons for smaller groups.

Synchro

SMFSC reintroduced Synchro skating for the 2013/14 season, under the direction of Coach Chris Stokes. Response in the first year was much stronger than expected, with a final team roster of 17 skaters from STARSkate 1, 2 and 3, ranging in age from 8 to 13 years.

The Synchro program was offered with the expectation that skater fees would cover ice costs and coaching fees, and that any specialized expenses (ie costumes, make-up,

competition fees) must be absorbed by team members either through additional contribution or fundraising.

For this first season, the emphasis was on skill acquisition. None of these skaters had ever done synchronized skating before and they exceeded all expectations. The team skated an exhibition at our Family Fun Skate in December, competed at the Elementary level at March Mania in Innisfil, and also skated a pre-game exhibition for the Toronto Marlies.

Feedback from parents and skaters was very positive.

As a result, we expect to continue to offer a Synchro skating program for 2014/15, and will consider expanding to another team subject to demand and the availability of ice.

Confirmation of actions taken by the board for the 2013/2014 season

This concludes the reports for the 2013-2014 skating season. I request a motion to approve the reports as well as confirmation of the actions taken by the Board of Directors for the 2012/2013 season.

1st Cindy Chai

2nd Kim Clancy

In favour: **Everyone**

Opposed **None**

Abstain **None**

Count and finalized (**carried**)

2014-2015

Looking forward to the next season we are working on a schedule for a full season for our STARSkate and Competitive program. We will continue with our full season format for STARSkate. We are also excited to be adding more CANPOWER clinics. New next year, we are looking at running a new second SYNCHRO session on Saturdays. The 2014-15 season will also include a CLUB COMPETITION.

At this point I would like to thank all Board Members for their hard work and continuous support of this club. All board members are volunteers and they take time away from their jobs, families and their personal time to serve on this board and ensure this club functions.

The following board members have indicated they wish to continue on the board for another year

Maria Luchak

Greg Scatton

Jackie Kwan
Michelle Claveau
Miki Denk
Maggie Huang
Andrea Fogh
Lanna Scatton
Kym Cronin
Nancy Botelho
Neela White
Ricky Zamora
Al Ogrodnik

Julie Gryniowski has been voted by our coaching staff to be the Coaches Representative for the upcoming season!

I request a motion to have the above mentioned members elected to the 2014/2015 board of directors.

1st Mr Glenn Shui
2nd Sandy Laing
In favour **Everyone**
Opposed **None**
Abstain **Everyone**
Count and finalized (**carried**)

Questions from the membership

Are there any questions or comments from the floor?

-Mr Shui asks about the dance coach availability as he notices lack of lessons this past year. Julie responds explaining the acquisition of new coaching staff still working on their coaching certificates, Connie and Lawrence have been helping when they can. Most base coaches are able to teach the lower dances. It is expected that Matt will not be continuing here next year. Al and Michelle explained the lack of Dance coaching is prevalent across all clubs in Skate Canada.

I would like to thank you all for coming out tonight, the AGM is an important part of running this club and a good way to inform our general membership of how the club is run. I request a motion to adjourn this meeting.

1st Kym Cronin
2nd Kim Clancy
Count and carried - Meeting adjourned at 8:09pm

