



CURLING ALBERTA

Annual General Meeting

June 6, 2020

Roll Call



Review of Voting Procedures

Voting delegates will receive an email **each time** a vote is called which will include an elector ID and a unique password.

For each vote, enter the ID and unique password on the voting website (slsg.simplyvoting.com) then follow the on-screen instructions to cast your vote.

If you encounter a problem:

Just let us know in the chat box or by speaking up when prompted by the Chair if you're on the phone. The Chair will ensure that all eligible votes are collected and counted toward the result.



Approval of the Agenda

1. Roll Call and Review of Voting Procedures and Eligible Votes
2. Approval of the Agenda
3. Approval of the Minutes from the 2019 Annual General Meeting
4. Report from the President & Executive Director
5. Financial Review
 - a) Appointment of Auditors for 2021 Fiscal Year
6. Election of Board of Directors
7. Adjournment



Approval of the Minutes from the 2019 AGM



Report from the President



Report from the Executive Director

- Hosted Board/staff planning session to discuss strategic goals and priorities for the organization in November
- Developed communication strategy to transition to an individual curler fee for the 2022 championship season
- Expanded and redeveloped Curling Alberta's policy and procedure manual including new Safe Sport policies (Harassment & Abuse, Concussion Guidelines & Return to Play, Social Media, etc.)
- Provided additional Safe Sport resources to clubs (e.g. Adult handbook, sample policies, rule of 2 infographic)
- Successful AGM/awards banquet hosted in Leduc 2019 +200 attendees and two club development workshops (also hosted webinar in February re: Legal Issues with Ice Safety)
- Retention rate of member clubs at 91.5%
- Several new member benefits developed
 - Access to FoundationSearch
 - Access to discounts for your members on home and auto insurance



Report from the Executive Director

- Updated key documents (Hosting Guide, bid package, Competitor's Guide) and operational procedures
- Participation rates in playdowns increased overall – from 396 team registrations in 2019 to 436 in 2020 championship season
- Added U18 & U21 Excel Cups and two new championship categories:
 1. U21 Mixed Doubles
 2. U15

*both postponed
- New athlete/coach consultation strategy launched
- Hosted 18 courses with 201 participants
- 29 teams participated in playdowns for the AWG (6 teams in Arctic playdowns)



Report from the Executive Director

- Launched a new website with improved functionality including a curling classifieds section, news archive, etc.
- Assisted clubs and sponsors to market local events, programs, and promotions through mailouts, website, etc.
- Hosted two regroupings for officials
- Engaged leadership from Head Official and three regional coordinators
- Full slate of 15 teams supported by the Excel Program at three regional training centres
- Piloted skills camps targeted at developing U15 athletes



Report from the Executive Director

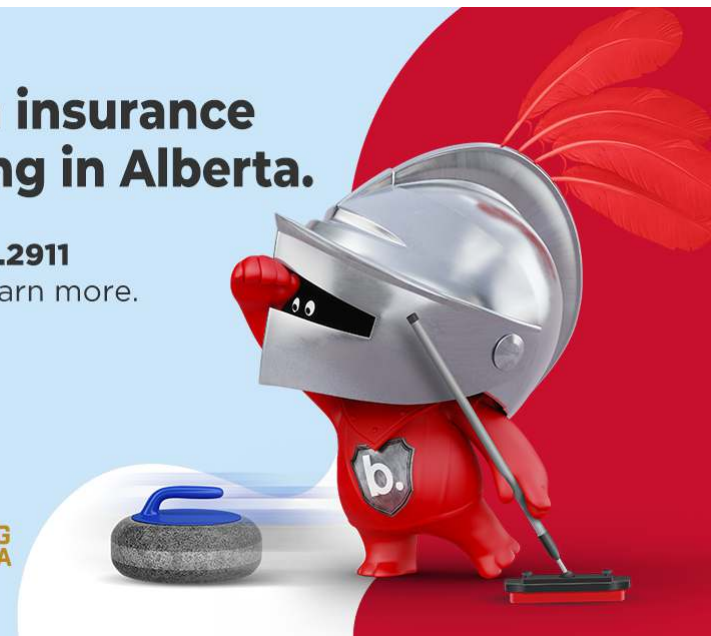
- Welcomed Sentinel Storage, Original 16, and belairdirect as new corporate partners



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car and home - groups



Report from the Executive Director

- Shared two editions of Curling Alberta's e-newsletter, *It's Our House*
- Developed Curling Alberta's social media presence (FB, Twitter, and Instagram);

	As at Launch date	As at Jan 30, 2020
Facebook	180	1,195 163 new followers form Jan 19 - Jan 29 with focus on AB Scotties
Twitter	248	815
Instagram	0	1,038
E-News Campaign	0	17,598 emails sent
Subscribers directly to Newsletter	0	3,837

Report from the Executive Director

- AB Rocks Junior Camp & Adult Camp
 - 204 participants in jr. camp
 - Special appearances by Team Laura Walker, Brad Thiessen, Kevin Koe, Dana Ferguson and Sarah Wilkes
- The Brier Tankard and the Scotties Trophy both made an appearance

2019

Alberta

ROCKS

JUNIOR SUMMER CAMPS





- Launched Hit Draw Tap Program
- 25 Participating Clubs
- Over 450 Participants
- 15 participated at the Provincial Competition during the Alberta STOHL in Okotoks



COVID 19 Recovery Plans

- With the declaration of a world-wide pandemic, nine sanctioned events were cancelled at the end of the season. Thanks to the support of so many clubs, we were able to adjust dates (and locations) to reschedule everything.
- Surveyed economic impact to member clubs – the responses will help us understand the impact on the industry and will guide priorities and advocacy to assist our members
- Issued regular updates to clubs as available
- Share a series of complimentary webinars (topics: financial support, return to play guidelines, understanding waivers, marketing your club, etc.)



COVID 19 Recovery Plans

- Continue our advocacy on behalf of sport and curling with elected officials at the provincial level, and provide input and support to Curling Canada
- Launched a COVID-19 Recovery Working Group who will help to chart the path forward for our sport (22 club reps have declared interest)
- Developed a club repository of shared materials and resource materials
- Created a private Facebook group for club managers/key volunteers
- Plan to launch survey to gauge fears and intent to participate
- Will create opportunities for clubs to network and support each other
- Will engage discussions with other partners to collaborate on a marketing campaign to promote return to play when it is safe to do so



Thank you to the staff



Financial Review and Appointment of Auditors for 2021 Fiscal Year



Election of Board of Directors



ADJOURNMENT

THANK YOU!