

# Fortune Freestyle 2019 - 2020 Annual General Meeting

## Meeting Minutes

2020-09-27 (3:00 p.m. – 5:10 p.m.)

Virtual meeting via Zoom

### 1) Welcome – Jay Moore, Board President

- **Welcome:** AGM attendees were welcomed and thanked everyone for attending
- **Purpose of the meeting:** to share the President's report which includes the Program Highlights and Looking Ahead to Next Year

### 2) Attendance

- The following Regular Members were in attendance:
  - Tara Lathan-Durepos (athletes: Tao and Jacob Durepos)
  - Nathalie Hannah (athlete: Gerry Tomalty)
  - Jérémy Poiré-Huppé and Roche Huppé (athlete: Jérémy Poiré-Huppé)
  - Colin Ingram (athletes: Ewan and Reed Ingram)
  - Bernard Latulippe (athlete: Simon Lemieux-Latulippe)
  - Erin and Wayne Lepine (athlete: Matthew Lepine)
  - Dave Cherry (athlete: Finnegan Mallon)
  - Jay Moore (athlete: Max Moore)
  - Aime Phillips-Culligan (athlete: Grant Culligan)
  - Natasha Quesnel and Mark Harley (athletes: Noah and Jacob Harley)
  - Sharon Donnelly (athlete: Evan Rudnicki)
  - Andrew Skafel (athletes: Owen and Emmett Skafel)
- The following Associate Members were in attendance:
  - Don Lewis
- No members participated in the meeting by proxy.
- A quorum of 13 voting members (out of 75 voting members approved by the Board) were in attendance (8 members being required for quorum).
- The following non-members were in attendance:
  - Michael Crichton (parent of interested athlete)
  - Russel Beach (parent of interested athlete)
  - Steve Hambling (head coach)

- 3) President's Report with 2019-2020 Program Highlights (presented by Jay Moore, Natasha Tatartcheff-Quesnel, Colin Ingram, Don Lewis, Dave Cherry and Aime Phillips-Culligan)
- **Strategic Plan:** The Board established the club's first Vision, Mission, and Values along with a 3-year strategic plan. The board completed the second year of its 3 year strategic plan. The strategic plan is centered around five key priorities: Coaching, Programming, Governance, Relationship with the Hill, and Communication. This year the board will be undertaking a new planning process to develop the next strategic plan. Stay tuned to provide your input.

Program Highlights By the numbers:

95 athletes in our program compared to 88 in previous year  9 Female Athletes	Seventh ranked female mogul athlete overall in Ontario (fourth in U14)	607 instagram followers  39 posts and 42 stories	Won over 50 medals on the Ontario Timber Tour	Third ranked female slope athlete overall in Ontario (second in U16)
5 male athletes were ranked in the top 20 overall in Ontario for slope, including first and third in U12, and third in U14	14 regular + 3 special certified coaches All coaches that upgraded their skills and competencies throughout the season	4 slope athletes qualified for Junior Nationals – but unfortunately the slope Junior Nationals were cancelled due to COVID	7 male athletes ranked in top 20 overall in Ontario for moguls, including first in U10, first and third in U12, and second and third in U14	3 mogul athletes qualified for and competed at Junior Nationals in Red Deer Alberta

**Coaching:**

*Key Accomplishments:*

- Continued to invest heavily in coach training to meet baseline certification requirements to deliver a safe and well-designed program including the development of a Safe sport module
- Continued to work with FO to ensure course offering for our coaches and coordinated local delivery of coach training to reduce cost and increase participation across Eastern Ontario.
- Continued to emphasize communication amongst coaches to carefully match

athletes to groups for skills and social development in line with our Values.

- Completed job descriptions for all coaches
- Developed a process to access private coaching

*Key Focus Areas for the coming year:*

- Introduce a new role to manage the Supplemental Training (Airbag, Water Ramps, Dryland, etc.)
- Introduce athlete tracking tool for goals and achievements to help keep athletes and parents informed about progress and provide meaningful opportunity for feedback/questions.

## Programming:

*Key Accomplishments:* Hosted the following events throughout the season. Of note:

1. *Kick Off:* Carousel of workshops for athletes and parents – athlete etiquette, judging/competition criteria, concussion awareness, SafeSport guidelines, Level 1 volunteer training
  2. *Timber Tour Slope Event:* We successfully hosted the first slope event of the season, thanks to the help of many dedicated parent volunteers and Camp Fortune park crew.
  3. *Freestylerz Festival:* introduction to competition for our athletes, which made use of the well-organized format to also complete evaluations and give them feedback.
  4. *Sapling Session/ TryFreestyle Session:* To promote the sport and recruit new athletes to the sport and program, working in conjunction with Freestyle Ontario. Cancelled due to Covid.
  5. *Duffy Duals:* this fun annual event honours David and Thomas Duffy, who tragically passed away in February 2012. Both of these men were heavily involved in Fortune Freestyle - David as a coach and President, and Thomas as an elite level Mogul athlete who had just earned a spot on the Ontario Mogul Team that very year. Sadly due to COVID, this event had to be cancelled this year.
- Offered two weeks of Christmas camp
  - Piloted an Adult Freestylerz/Fundamentals Program
  - Piloted Zoom fitness training sessions to support competitive athletes

*Key Focus Areas for the coming year:*

- Work with Camp fortune and FO to plan for the safe and fun delivery of our program in a Covid context.
- Continue to find the right balance between *athletes centred, coach led* and *board supported* program development and delivery as we continue to grow the club.
- Launching a Youth Program that provides various opportunities for youth to stay engaged in the sport
- Explore identifying our club as a leader for quality sport programming
- Further identify options for alternative training venues for early season training; Introduce simplified fee structure for Competitive Programming; and continue to

provide a pathway for athletes that want to train and compete at various levels

### **Relationship to the Hill:**

#### *Key Accomplishments:*

- Continued to increase transparency and predictability of our interactions by sharing an advance schedule and by establishing specific points of contact to be our liaisons
- Collaborated with Camp Fortune to deliver early season terrain

#### *Key Focus Areas for the coming year:*

- Continue to collaborate with Camp Fortune to deliver early season and competition worthy terrain for both slope and mogul.

### **Communication, Registration, and Marketing:**

#### *Key Accomplishments:*

- Newsletter: Launched a recurrent newsletter to streamline communications
- Website Enhancements: New Coach with Us, Board and Volunteer Information, Event webpages
- Social Media: Re-established presence on Facebook; increased Instagram engagement with youth, parents and coaches; full year programming in TeamSnap
- Created Sponsor Information Package
- Sponsorship from Golden Palace, partnered with Studio Signs (**Thank you, Tracey Allen**)
- Merchandise: Branded signs, jackets and mogul pants, hoodies, buffs, stickers.

#### *Key Focus Areas for the coming year:*

- Adopted SnowReg registration system

- Integration between other tools and Freestyle Ontario
- Continue to leverage our website as a hub for information

## **Governance:**

### *Key Accomplishments:*

- Conducted a year-end review against the five priorities for continuous improvement.
- Ensured oversight on policies, insurance, sanctioning
- Pursued dual awards discussion with FO that resulted in the adoption of that award this season

### *Key Focus Areas for the coming year:*

- Updating our by-laws to reflect common and best practices
- Take the pledge to be an organization committed to safe sport
- Stakeholder engagement leading into development of new Strategic Plan

#### 4) Presentation of Volunteer and Athletes of the Year Awards

- **Background:** In 2013, we created 2 awards in memory of our dear friends, David and Thomas Duffy, who tragically passed away in February of 2012. Both of these fine men were heavily involved in Fortune Freestyle (David as a coach and President of the club at the time, and Thomas as an elite level Mogul athlete who had been offered a spot on the Ontario Mogul Team that very year). The Duffy men touched our lives in many ways and in 2012, everyone knew them and their passion for our sport.
- **Recipients:** Jérémy Poiré-Huppé was presented with the Thomas Duffy Volunteer of the Year Award and Dave Cherry was presented with the David Duffy Volunteer of the Year Award
- **A big thank you also to all our volunteers who make our programs and events happen!** (choppers, knoll masters, Air Bag set-up and tear-down, Timber Tour volunteers, Freestylerz Festival Volunteers, Bump Off Volunteers. Helping with flags and fencing and Behind the scenes

5) Financial Review

**Simplified P&L:**

- 2019/2020: -\$5,802.72 vs 2018/2019: \$2,482
- Cash position as of September 27, 2020: \$22,607.13

**Revenues:**

- Program fees: Airbag decreased by \$5,000
- Sponsorship: Golden Palace \$5,000
  - Increased sponsor visibility with branding through the season; coaching & youth development

**Expenses:**

- Coaching development (training and licensing): increased over previous years
- Program development (equipment): increased over previous year (\$7,308.44)

**Beyond the numbers:**

- 2019/2020 exceptional year with Covid-19 reducing duration of program (spring)
- Streamlining of processes & governance:
  - 2020/2021: streamlining of processes to reduce # of transactions & unnecessary costs
  - 2020/2021: moving to GAAP and accountant prepared financials

6) Election of Board Members (Colin Ingram)

**Resolution Electing Directors**

WHEREAS the Articles of Incorporation of Fortune Freestyle provide for a minimum of four (4) and a maximum of eight (8) elected Directors;

AND WHEREAS the Bylaws of Fortune Freestyle provide that the term of an elected Director expires not later than the close of the second annual meeting of members following his or her election, such that all existing elected members of the Board of Directors are up for re-election;

BE IT RESOLVED THAT

1. The number of elected Directors shall be eight (8), subject to the right of the Board to appoint up to two additional directors in accordance with the Articles of Incorporation.
2. On recommendation of the Board of Directors of Fortune Freestyle, the Members elect the following Directors:

Jay Moore  
Natasha Tatartcheff-Quesnel  
Nathalie Hannah  
Andrew Skafel  
Aime Phillips-Culligan  
Don Lewis  
Melanie Rebane  
Dave Cherry

**This motion has passed by a majority of the voting members present.**

7) Announcement of Appointed Board Members and Honorary Life Members  
(Natasha Tatartcheff-Quesnel)

- Thank you to Tara for her work on the Board in the last year
- Welcome to Sharon Donnelly, newly appointed Board Member
- Congratulations to Erin Lepine who has been appointed as Honorary Life Member for her significant contributions to the club over the years

8) Looking Ahead:

**Programming for 2020-2021 in the Context of COVID (Dave Cherry) :**

- We are actively working with Camp Fortune to plan for the delivery of our programs in view of COVID
- There remain many unknowns... and no doubt much will change between now and the start of the season

*What we know now:*



- Lodge capacity will likely be reduced (perhaps 50% of normal)
- Lift capacity will likely be reduced (two people per chair, unless in the same family or bubble)
- Ski school, freestyle and racing programs will need to adjust their programs to reduce pressure on lodge space and lifts

*What we expect:*

- Our weekend programs will run in the morning and be finished by noon-ish
- No gear in the lodge
- Limits on lodge use (< 30 minutes; do not use lodge unless you are skiing - no waiting/working in lodge while your child skis)
- Limits on day lift ticket sales (consider purchasing seasons pass - on sale until September 30)

*What we are doing:*

- Working with Camp Fortune to ensure safe, and positive skiing experience for our members
- Exploring various options for timing of our programs (starting earlier; weekday/night time) - including survey to get member views (please respond!)
- Exploring the possibility of a trailer/tent for Fortune Freestyle program use
- Exploring "exclusive terrain" (Alexander/MacDonald) for freestyle / racing program use

**New Youth Program (Natasha Tatartcheff-Quesnel)**

Fortune Freestyle has developed a new Youth Program to support our youth in staying connected to the sport and the community. An overview of the 5 pathways was provided:

- Competitive Pathway
- Recreational Pathway
- Teaching Assistant Pathway = application \$500
- Coaching Pathway
- Judging Pathway

More information about the new Youth Program can be found on our website:

<https://www.fortunefreestyle.com/youth-development>

9) Questions/Other Items

Where will the jumps be located and will we be getting the size that we need? When do we expect the jumps to be ready this year? Camp Fortune needs to be able to make enough snow prior to building jumps; Regular Program athletes makes up the majority of our program for which the smaller park is ideal; for athletes on the competitive team we will looking at other opportunities for accessing terrain

10) Closing

Meeting adjourned at 5:10 p.m

