

## Fortune Freestyle 2018 - 2019 AGM and Potluck Dinner

### Meeting Minutes

2019-06-08 (3:00 p.m. – 6:30 p.m.)

Erin Lepine Residence (2387 Ogilvie Road)

#### In attendance:

Shawn Culligan, Sharon Donnelly, Louise Duffy, Gilles Durepos, Steve Hambling, Nathalie Hannah, Mark Harley, Tara Lathan, Erin Lepine, Wayne Lepine, Don Lewis, Heather Ross McManus, Jay Moore, Aime Phillips-Culligan, Melanie Rebane, Alan Rebane, Natasha Tatartcheff-Quesnel

#### 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, Youth Focus Groups Results and Looking Ahead to Next Year
- **Strategic Plan:** The Board established the club's first Vision, Mission, and Values along with a 2-year strategic plan. The strategic plan is centered around five key priorities: Coaching, Programming, Governance, Relationship with the Hill, and Communication.

Year in review - Presidents' Report – Jay Moore, President

By the numbers:

88 athletes (overall)	22 additional athletes from previous year	428 instagram followers since September
88 this season compared to 72 last year	14 regular + 3 special certified coaches  All coaches that upgraded their skills and competencies throughout the season	33 athletes and 12 days on air bag

*Coaching:*

- Piloted a new structure and new *Program Director* position to emphasize the importance that coaches play in the delivery of quality programming and our commitment to provide the right structure and support for them to do it.
- Invested heavily in coach training to meet baseline certification requirements to deliver a safe and well-designed program.
- Coordinated local delivery of coach training to reduce cost and increase participation across Eastern Ontario.
- Amplified communication amongst coaches to carefully match athletes to groups for skills and social development in line with our Values.

### *Programming:*

- Adopted Freestyle Canada's *Fundamentalz/Freestylerz Program*, the formal program used in clubs across Canada.
- Established a year-round programming structure and communicated it to members.
- Hosted many events throughout the season. Of note:
  1. *Timber Tour Provincials*: final stop for athletes from across Ontario for moguls, dual moguls and slopestyle disciplines. We successfully circumvented adverse weather conditions that would have otherwise seen the slopestyle competition cancelled, thanks to the help of many dedicated parent volunteers and Camp Fortune park crew. This was the first ever night slope event to be experienced by Freestyle Ontario.
  2. *Freestylerz Festival*: introduction to competition for our athletes, which made use of the well-organized format to also complete evaluations and give them feedback.
  3. *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.

### *Relationship to the Hill:*

- Increased transparency and predictability of our interactions by sharing an advance schedule and by establishing one point person to be our liaison.
- Collaborated with Camp Fortune to deliver early season terrain for mogul training and restarted the airbag program in April (airbag not in use since Spring 2018).

### *Communication/Registration:*

- Adopted *TeamSnap* so that everyone could connect to one another; we also used *Instagram* to support connections within the club and within the larger freestyle community.
- Moved to digital registration for all of our programs.

### *Governance:*

- Adopted Freestyle Ontario/Canada policies to govern club business and stay accountable to our membership.
- Conducted a year-end review against the five priorities for continuous improvement.

### The year ahead:

- Find the right balance between *athletes centred*, *coach led* and *board supported* program development and delivery as we continue to grow the club.
- Normalise the position of *Program Director*, continue to promote distributed leadership and targeted coaching roles.
- Promote a holistic approach to athlete development (physical, psychological) that includes parent, coach, and athlete education.
- Continue to collaborate with Camp Fortune to deliver early season and competition worthy terrain for both slope and mogul.
- Open dialogue with National Capital Division (NCD/NCR) level governance and explore repatriation within the club.
- Further develop relationships with the hill, the racing program, Calabogie Freestyle
- Explore establishing a Centre of Excellence at Camp Fortune/partner with Chelsea Nordique
- Explore sponsorship and grant opportunities.
- Streamline club communications through, for example, *This week at Fortune Freestyle* Newsletter with links to content on the website.

Year in review – Financial highlights – Jay Moore, President, on behalf of John Layton, Treasurer

- As a non-profit organization, our goal is to balance to zero at year-end
- **Coaches Training:** invested heavily this year over (\$6500)
- **Winter on-snow program:** overall, balanced-out pretty well.
- **Total revenues:** +\$2483.61
- **Air bag and Water ramps:** are cost-recovery
- **Reserve:** it was explained that the club maintains a reserve of roughly \$40K based on third party advice for insurance purposes, should the club be faced with the need to dissolve. At the time of the AGM we had approximately \$37k in the bank.
- **Fee increases:** can expect an increase of 2% for cost of living

Year in review – Youth Focus Group highlights – Natasha Tatartcheff-Quesnel, Board Member

- **Target audience for focus group:** older youth that had left Fortune Freestyle or were leaving the program
- **Objectives of the focus group:** to find out why they were leaving and to see if they had any suggestions/comments for improvement of the program/club
- **Feedback:** Overall the feedback was very positive. Terrain was a key discussion topic. They felt as their skills improved that they had outgrown the Camp Fortune park. They loved the connections they made and the freestyle community. They felt it was more important to have groups organized by age rather than skill sets. They also felt that people who choose not to compete bring a lot of talent to the table and felt we should try and keep them training with the competitive team as they can learn from each other. They felt that Freestyle Ontario was disconnected from Camp Fortune and that we should continue to develop our relationship with FO. They also encouraged us to move toward athlete-driven programming. Overall we learned that they appreciated the program and they felt they learned what they needed to during the time they were with the club.

## Board position nominations and appointments

- Nominations were deferred.

## David Duffy Volunteer of the Year Award

- **Special Guest:** Thankyou to our special guest, Louise Duffy, who presented the Duffy volunteer of the year award to Don Lewis and Natasha Tatartcheff-Quesnel
- **Recipients:** Don and Natasha were both unanimously and equally nominated for their significant contributions this past year
- **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.

## General Q&A

- Are we considering fundraisers? Seeking funding opportunities (sponsorship, grants, fundraisers) is on the agenda for discussion this year.
- How do people learn about Fortune Freestyle? The banner that is on the hill is a good way of creating awareness. Increasing our social media presence could also help in broadening our reach.
- How to recruit more volunteers? This is also an agenda item for discussion this year in terms of how to attract and recruit more volunteers to support our growing club”
- Is there a formal volunteer coordinator role? Unofficially Don Lewis and Mark Harley managed the majority of the volunteer recruitment/communications. Formalizing this role is under consideration for the coming year.

Meeting adjourned at 6:30 p.m.