



## **SMHA 2021 AGM**

### **Reports of the Executives**

#### **President 2020-2021 Report - submitted by Trevor Speakman**

SMHA members 2020-2021 season was not without hurdles. Our season started strong with great enrollment, attendance to our preseason skates and development options like Norrie power skating. We also had a great response to tryouts having some of the largest numbers of kids actively trying out for the top teams in every division.

Tryouts came with our first set of hurdles, being short executive members ( VP Ops ) going into tryouts with larger than normal work loads would be the first step up in our season. This was then followed by HA allowing draw associations like red deer and lacombe keep kids for an extended tryout format which again created huge hurdles for smaller associations like Stettler to progress through their tryout process. Our volunteers did their best and I believe we handled this situation to the best we could in the time frame we had.

Once our teams had gone through selections and were in place, things started to roll. Kids were on the ice, protocols were getting followed and everyone was waiting to hear about games. Again, a delayed process due to Covid landscape, but once we did get the green light our kids played and loved it. This section of the season was short-lived as Covid spiked and cut our season short, ending most teams' competition season in the area of 3-6 games.

As we waited and hoped for our seasons to resume, we eventually were given the option to have very limited and heavily regulated practice options. SHMA looked at every possible way to make these options fit. With very low volunteer numbers and heavy regulations which in turn could possibly create large repercussions directed at our already depleted volunteer group our association decided end our season and allow user pay options with our local rec center which many of our members utilized. 2020-2021 was a very trying season and with the covid landscape seeming to be going in the right direction, I truly hope going forward it will be more kids playing than hurdles in the seasons to come.

I would like to thank all the executive members and all their countless hours of trying to navigate all this crazy Covid has placed in front of minor sports and kids wanting to participate. I would like to thank our Board members also for stepping up and getting involved in the trying conversations and helping to navigate through the season and giving your time away from the ice to try and keep our association going. Thank you to all the coaches and managers for being there and trying to work through all the protocols and make



the best of every ice time and game they could for the kids.

Without Volunteers our association cannot run. We need dedicated and open minded volunteers to join our board and executive, without this behind-the-scenes group there are no coaching positions to fill, there are no teams to manage, no rosters to fill, and no games to be played as hockey will no longer operate without an executive or board. Please Please in the coming years I challenge our association to join, to get involved not only as a coach or manager for your specific group but take part in the board or executive. Until you understand the difficulties behind organizing a selection process, building a schedule for an entire association, finding fund raising options to attempt to keep our fees one of the lowest in Alberta, managing a website and the branch of information that needs to get out to 300 plus members throughout the season, dealing with concerns and questions from 300 plus members throughout a entire season, building a preseason development plan, selecting coaches to create positive environments so ALL kids can enjoy growth and become better people. Our association needs more volunteers who are focused on the association as a whole top to bottom or our association will struggle to sustain or progress, possibly even operate if we continue to see the drastic drop in support. This is an amazing community and a wonderful association and we need to keep it thriving and continue to have an environment that all kids in our community want to be a part of and enjoy.

### **VP Operations 2020-2021 Report - submitted by Jace Robinson**

As I came into this position part way through the beginning of the season tryouts were mostly completed at that time. The exception being the midget and peewee female. Both tryouts went smoothly.

With Hockey Alberta removing body checking at the U15 level for Tiers 4-6, some challenges and concerns were brought up by this group. The removal was unanimously supported by all the Minor Hockey Leagues in Alberta. Going forward this is the reality of the situation and all need to be aware of this possibility for U15 teams that may fail to tier in 3 or above.

Due to all the restrictions with the pandemic, unfortunately the season was cut very short with very few games being played.



## **VP Development 2020-2021 Report - submitted by Brett Nixon**

The 2020-21 season unfortunately was short, and extremely trying for our Association and players. With the abrupt end of the previous season and the ever-changing AHS protocols it felt as if SMHA was constantly behind, never being able to catch up. Schedule changes were numerous and very time consuming. Despite the challenges SMHA continued the tradition of offering a well-rounded assortment of player development, that ran an extended amount of time, before entering a lengthy tryout process.

Players were able to partake in developmental skates offered by SMHA coaches, ATC goaltending, Val Norrie powerskating, Girls Weekend, and Ashley Grantham powerskating.

Coaches did an excellent job of providing developmental skates to the various cohort groups and I thank all of those that volunteered. Providing such opportunities greatly

helped create some normalcy and players benefitted improving their skill set while having fun with their friends.

On the coach side of development. SMHA hosted a Hockey Alberta Coach 1 certification night, which is an important gateway into providing quality instruction for our young players. We certified many new head coaches and that is always a positive. Our U7 and U9 programs greatly benefit from having a fun learning experience while entering the Hockey Alberta pathway.

As we moved through September and into the middle of October, teams were finalized and things seemed to be progressing. But as we all know, COVID soon started to cause havoc again and by mid-November our plans were once again disrupted.

Disruptions would continue the following two months as protocols would change, and eventually the 2020-2021 season was cancelled.

As with every season there should be a time of reflection to look back and assess the positives and negatives. One challenge that produced a negative was the season's lengthy tryout process. As Hockey Alberta extended the length of time for AAA, Elite, and AA streams to hold onto players, and AHS's cohort multi-sport timelines, our SMHA selection process was prolonged. Unfortunately, this caused a few problems.

In September players and families were essentially forced to pick sports and many would have to wait to join hockey or play another sport and then do a 14 day "cool down" period



before joining. This was less than ideal. The SMHA Board received many questions and concerns along the lines of, “when is it too late to try out?” and even that “people that play other sports should forfeit their tryout.” However, from a development perspective it should be noted that the promotion of being a multisport athlete, especially at a young age is important and every community sport was dealing with these protocols. Players that were following AHS protocols should not be punished for doing so. As for players that were gone to AAA, Elite, or AA streams, many of the same above concerns came forward about forfeiting tryouts here or that they shouldn’t have been allowed to leave. These players were following the AHS guidelines of the time and more importantly following the Hockey Canada and Hockey Alberta’s pathway that is always in place. This pathway is key to hockey development and it is to be promoted by associations and players encouraged to do their best.

This issue again came up, just before season end when Hockey Alberta and AHS started sending players home and back to home associations. These players represent our association and are essentially on loan to other organizations. They revert back to their home association every spring and they need to be seen as SMHA players.

In looking back, I believe that the members of SMHA provided quality programming (when able to do so), and represented the association as a whole not putting any team in front of another. Cohorts were not always ideal, but both players and coaches

who were open minded to the fact that quality practices, (even without games) can still be hockey, benefitted. Seeing this was a positive and quality practices will always be an integral part of hockey.

The planning for next year has started and SMHA will continue to offer development opportunities starting in September. Thank you to all of the volunteers that make this possible for our children and community.



## **VP MARKETING AND COMMUNICATION 2020-2021 Report submitted by Jerilyne Raab**

This Hockey Season started with much uncertainty and remained that way until its end in November. There may have been little on ice sessions, but there were many behind the scene meetings and planning for what we could offer this season or what changes we could see.

As far as Volunteer Hours, we started the season giving families that worked the COVID-19 screening tables hours for their help for each practice/game. It was later decided that due to the short season we would not be collecting any volunteer cheques this season.

Fundraising - We did a quick apparel sale of toques/christmas ornaments/bleacher blankets. (There few still available for sale as well) Profit on this fundraiser was approx \$730.00

I would like to thank all of the SMHA Executive and Directors for your countless volunteer hours you have contributed this past season. It takes many hours of commitment to make this association successful and this year was truly unique and required a village to pivot at every change. I have enjoyed the past 4 years I have held this VP Position but feel it is time for me to step aside and let someone else with new ideas step forward.

Thank you to everyone that has made this position successful for me, I appreciate all the guidance and help I have received along the way.

## **Treasurer Report 2020-2021 - submitted by Martyne Nixon**

The 2020 – 2021 season proved to be a challenging year for our association from a financial perspective. Due to the economic downturn within the community and province, combined with job uncertainty due to the ongoing situation surrounding Covid-19, the board voted to keep our fees the same for the 2020 – 2021 season.

Our income statement for the season shows SMHA operating at a loss of \$4,972.94, which includes a year-end adjustment for unpaid Jersey Sponsorship from the previous year. We show a bank balance at year end of \$82,763. There is \$71,474 in the GIC account and \$4,195 in the Casino account.

Unfortunately, our season was cut short in early December, and refunds were issued to all participants in our organization when we decided to call the season in February. I would like



to take this opportunity to explain what registration fees go towards, to clear up any misconceptions:

- We are one of the few organizations in Central Alberta that offer free or reduced cost pre-season development opportunities, including power skating and a goalie camp. In addition to clinic fees, there is the cost of ice/facility rental during this time.
- for every participant and coach that we register, we must pay insurance and membership costs to Hockey Canada and Hockey Alberta. There are also team fees paid to Hockey Alberta, on a price-per-team basis. Additional fees are paid per participant, coach and team to support league (CAHL, RMFHL) operations as well.
- We have some variable fees, depending on season length, such as ice rental fees and referee fees. We also have some fixed costs such as website hosting and maintenance, as well as accounting fees.
- We have some additional costs towards player development, including the purchase of development tools and the cost of certifying our coaches.
- Additionally, we have some costs in replacing used and worn-out equipment, such as pucks and nets, with a plan in place to replace some sets of jerseys in the 2021 – 2022 season.

I have compiled the data below as a comparison tool between our fees in Stettler vs. fees of other associations across our region. The figures for other associations are based on the 2020 – 2021 season or the 2021 – 2022 season:



	2020 – 2021 - Stettler	2021 – 2022 -Increase - 3%	Association #1	Association #2	Association #3	Association #4
U7	\$185.00	\$190.00	\$545.00	\$590.00	\$400.00	\$375.00
U9	\$365.00	\$370.00	\$695.00	\$860.00	\$550.00	\$575.00
U11	\$580.00	\$605.00	\$965.00	\$1,045.00	\$725.00	\$800.00
U13	\$670.00	\$690.00	\$1,015.00	\$1,095.00	\$800.00	\$825.00
U15	\$750.00	\$775.00	\$1,070.00	\$1,165.00	\$875.00	\$875.00
U18	\$830.00	\$855.00	\$1,120.00	\$1,215.00	not offered	\$900.00

Association #1 – similar or slightly larger membership, Hwy 2 Corridor, West of Hwy 2

Association # 2 – similar or slightly larger membership, Hwy 2 Corridor, East of Hwy 2

Association # 3 – significantly smaller membership, Hwy 2 Corridor, East of Hwy 2

Association #4 – similar or slightly smaller membership, Hwy 2 Corridor, East of Hwy 2

I would like to continue to closely monitor that our registration fees are covering off the costs of offering hockey to ensure we are not in a deficit position. Going forward, my recommendation would be to increase fees by a small amount (3%), to go to a user-pay system for power skating, and to increase the user pay portion for goalie camp by \$50.

I would like to thank our amazing group of volunteers, as well as parents and players for their patience during a challenging season. A big thank you to our outgoing treasurer, Christa, for her mentorship throughout the year.



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**Stettler Minor Hockey Association  
Profit & Loss**

06/07/21

May 2020 through April 2021

Accrual Basis

	May '20 - Apr 21
<b>Income</b>	
4000 · Revenue	0.00
4010 · Registration Fees	
4011 · U7 Registration Fees	2,886.00
4012 · U9 Registration Fees	7,563.00
4013 · U11 Registration Fees	12,375.00
4013f · Atom Female Registration	3,480.00
4014 · U13 Registration Fees	11,525.00
4014f · Pee wee Female Registration	7,705.00
4015 · U15 Registration Fees	11,050.00
4015f · Bantam Female Registration Fees	5,625.00
4016 · U18 Registration Fees	6,308.00
4016f · Female Midget Registration	1,040.00
4010 · Registration Fees - Other	0.00
<b>Total 4010 · Registration Fees</b>	<b>69,557.00</b>
4018 · Tryout Fees	6,900.00
4019 · Late Fees	50.00
4021 · Clinic Fees	2,100.00
4022 · Fundraising	2,700.00
4024 · Online Payment Fee	1,490.00
4050 · Donations	600.00
4080 · Interest Earned	217.33
4090 · Jersey Sponsors	-850.00
4300 · Jersey Income	220.00
<b>Total Income</b>	<b>82,984.33</b>
<b>Expense</b>	
5010 · Bank Charges	2,922.90
5030 · Meeting Rooms	378.00
5060 · Coach Certification	1,150.80
5080 · Fundraising Expenses	1,870.38
5095 · HC Insurance	2,693.97
5110 · HA Registration	4,298.00
5115 · HA Technology Fee	333.00
5116 · HA Team Fees	873.00
5130 · HC Membership Dues	25.00
5135 · HA Facility Assessment Fee	666.00
5140 · Ice Fees	
5141 · Ice Fees - U7	1,378.16
5142 · Ice Fees - U9	3,189.45
5143 · Ice Fees - U11	9,686.42
5144 · Ice Fees - U13	8,406.75
5145 · Ice Fees - U15	8,387.05
5146 · Ice Fees - U18	2,480.69
5140 · Ice Fees - Other	12,456.82
<b>Total 5140 · Ice Fees</b>	<b>45,985.34</b>
5160 · Locker Storage	1,285.27
5170 · League Fees	1,150.00
5180 · Office Expenses	248.09
5230 · Referees	
5232 · Ref Fees - U9	0.00
5233 · Ref Fees - U11	680.00
5234 · Ref Fees - U13	517.00
5235 · Ref Fees - U15	629.00
5236 · Ref Fees - U18	176.00
<b>Total 5230 · Referees</b>	<b>2,002.00</b>
5260 · Referee Assignor	7,500.00
5280 · Clinics Expense	9,213.27
5290 · Equipment Purchase	2,177.03
5300 · Website	1,508.22





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06/07/21  
Accrual Basis

**Stettler Minor Hockey Association**  
**Profit & Loss**  
May 2020 through April 2021

	May '20 - Apr 21
5310 - Jersey Program Expenses	496.00
5340 - Accounting Fee	1,050.00
5350 - Governor Costs	131.00
<b>Total Expense</b>	<b>87,957.27</b>
<b>Net Income</b>	<b>-4,972.94</b>



## **Director Reports**

### **U7 Division 2020-2021 Report - submitted by Bobby Duncan**

The 2020-21 season for the U7 boys and girls was enjoyable and entertaining, for how short it actually was. It was unfortunate we didn't get to play any games and the season was obviously cut short due to COVID. We ended up having thirteen (13) coaches on my coaching list which is outstanding, that's a coach for about every 4-5 kids, pretty impressive. When kids are at this age it's hard to explain to them why we can't play games, why we had to shut the season down so early and so on, with all the rules nobody was used to. I emphasized to all the parents to try and get their kids out on the outdoor rinks as much as possible when we got shut down to keep those skills up. Some of the first-year kids that really couldn't skate at all at the beginning were improving so much until we got shut down.

The only negative feedback I have is COVID and getting shut down early, but none of us could do anything about that. All in all, it was a successful season and I know the kids still really enjoyed themselves.

### **U9 Division 2020-2021 Report - submitted by Nicole Doan & Janelle Greiner**

Covid-19 resulted in us having to be creative in order to meet health regulations during the 2020-21 season for the Stettler Minor Hockey U9 season.

We ran the U9 division as two groups to stay below the maximum number of individuals allowed on the ice surface at one time. With 50 players registered, it was not possible to have everyone on the ice with coaches due to a cohort needing to be 50 people or less. We split the group in half with the majority of first year players being in one group and the second year players being in the other group. This worked well to keep players in like-skilled groups for development. Each group was split into smaller like-skilled groups again for stations during the allotted practice times.

We had 16 coaches between the two groups. All coaches were not available to be on the ice each session due to practice times being in the late afternoon, so it was nice to have many coaches to pull from. We had one on-ice coordinator for each group. They worked together to create practice plans so that each group was working on similar skills to meet Hockey Canada's player guidelines for development throughout the season.



An additional practice time was provided for the U9 players because two cohorts were required. Each group had one practice in the afternoon during the week, and every other Friday evening. Ice times were also available for both teams on Saturday mornings to be used for either practices or games. Saturday morning ice times were beneficial for our program and may be something to consider continuing to do if ice times are difficult to find for our minor hockey program.

Teams were created in November. Each group was split into three evenly skilled teams. A mini house league was created within each group to keep cohorts to 50 people or less. Only a few ½ ice games were played before the hockey season ended as a result of covid-19 restrictions in the late fall.

With constant changes in regulations with covid-19, this was a challenging year. We modified and changed our program plans several times throughout the season to stay within the guidelines while trying to provide a hockey program the players would enjoy. We are sad that the season had to end early, and are hoping for a full season starting in the fall.

We are both thankful for the opportunity to be directors for the SMHA U9 division and want to thank everyone who has volunteered to make our hockey program successful.

### **U11 Division 2020-2021 Report - submitted by Sarah Payne**

U11 A team played 5 games resulting in 3 wins, 1 tie and 1 loss (exhibition game) during the 2020-2021 season. They had a short but great season

U11 B team played 5 games against 2 teams. The boys did well against Rocky and had very close games with coronation! Was a short season but what time we did have together was great!

U11 C team played 4 games, 3 wins and 1 loss. Two really close games. Again short season but lots of development.

A huge thank you to all of our coaches, parents and volunteers!

### **U13 Division 2020-2021 Report - submitted by Deidre Northrop**

U13 A team played 3 games with 3 losses; 4 goals for and 29 against.

U13 B team played 2 games with 2 losses; 4 goals for and 21 against.

Short season, kids were sad it had to end - hopeful for a full season next year.



### **U15 Division 2020-2021 Report - submitted by Nadine Fournier**

This season wasn't what we wanted but with everything that went on it was great. Tryouts took a little long but other than that both head coaches and players had fun. Both teams only had a handful of games but they were close and competitive. Managers were very helpful with all the confusion with setting up games with the cohorts they were given. I hope this season will be longer. I want to thank SMHA for all they have done to get our kids to play. I hope everyone has a great summer.

### **U18 Division 2020-2021 Report - submitted by Martha MacPherson**

At the registration deadline there was concern that there would not be enough players to fill a roster and have a team. With a call-out made to former members of the association, tryouts took place and a team was made. Sadly, there were 2 players that did not make this team and the association was unable to find neighbouring communities that required players to complete their rosters.

The U18's played 2 home games and 2 away games before their season came to a halt. There is 1 player that has a game suspension (1 of 2 served) still to serve that carries over to the 2021-2022 season.

Three of the U18 players graduated. Jersey presentations were made at one of the team practices. With the exception of the 2 graduating (yellow) jersey's purchased, a complete set of home and away jersey's have been washed and returned to the U18 cage.

### **Female Division 2020-2021 Report - submitted by Stefan Olafson**

We had a good season all things considered.

U18-lost midget female team but all girls who wanted to found a place to play and it is looking good to have this team back after a one year absence.

U15-picked up a few new girls from surrounding communities and program looks to continue strong next year. (possibility of two teams?)

U13-had two teams for a first in SMHA female hockey. More than likely be back to one team next year as many move up.

U11-strong group with even numbers of first and second years. Will need to find a goalie out of the group to keep developing in further years.



RMFHL has a new president and plans to continue to grow the league. Biggest issue currently is tiering and having all games meaningful. They will continue to try to solve this problem and work with associations. They have begun planning for the season with direction from Hockey Alberta.

Hockey Alberta---big push and will be mandated that there is a female coach on all rosters for female hockey.

Coaches of female hockey will need to take a course-keeping girls in sport as well.

### **Registrar 2020-2021 Report - submitted by Martyne Nixon**

Despite uncertainty during the 2020-21 season due to the evolving situation surrounding Covid-19, registration was successful. In-person import registration night was scrapped and the process went completely online for the first time without issue. There were very few glitches to report in the online registration/payment processes in HCR, and reconciliation between the bank and HCR went fairly smoothly.

We submitted a total of 8 teams to CAHL (1 U-18 team – 19 players; 2 U-15 teams – 27 players; 2 U-13 teams – 34 players; 3 U-11 teams – 42 players) and 4 to RMFHL (1 U-15 team – 16 players; 2 U-13 teams – 23 players; 1 U-11 team –12 players). Lots of great cooperation from directors and managers to ensure that this information was submitted in a timely fashion. There were 53 U-9 registrants and 39 U-7 registrants.

The additional administrative responsibility of issuing tournament and exhibition game permits was not as busy as in past seasons, as there were very few teams participating in exhibition play, and no tournaments during the 2020-21 season.

With the season cut short in early December, and with our players still unable to participate in play in February, the decision was made to issue refunds to our participants. Refunds were issued in February, with the process taking about 3 days to complete. Refunds are a multi-step process, with the need to go between the registration system and the payment processor, and for the most part, this process went fairly smoothly.

Hockey Canada will be implementing a new registration system, HCR 3.0, vastly different than the one currently in use. MHA members who work in HCR will be provided with about 2.5 hours of training, but I imagine that there will be a bit of a learning curve. HCR 3.0 will be rolling out in June, in time for the start of registration for the 2021-22 season. I ask that our members please be patient, as the registrar familiarizes themselves with the updated system.

I would like to thank our board members, coaches, managers, and volunteers, as well as parents and players for their patience during a very trying season. Also, a big thank you to



the help desk employees in HCR, Hockey AB personnel, and the league representatives – all more than happy to help out.

### **Ref / Ice Allocation 2020-2021 Report - submitted by Lisa Baltimore**

Even though this was a shortened season; it seemed to go pretty smoothly. I had great responses and communication with the parents and managers.

I found that it was important to keep a good line of communication open with Jacqui (SRC) and always made sure to confirm ice times.

There were only a couple of ice times that were booked and unfortunately we couldn't utilize due to league scheduling or COVID issues. I thought that was really good considering at times there was very short notice to cancel ice and we did our best to move teams around to utilize ice times.

Hope next season is successful!

### **Equipment 2020-2021 Report - submitted by Duncan Babchuk**

As a first year Equipment Director, it was an important step to take an overall inventory of our practice equipment and most importantly our Team Jerseys.

Since I have been involved in Coaching over the years, I was aware that we may have issues supplying our teams with adequate jersey numbers and sizes.

Team rosters change annually, therefore teams need fewer or more Jerseys. This is what I found after an inventory:

U7 (Mites)

Were issued Timbits jerseys and they are in new condition.

There are adequate numbers for the upcoming season.

U9 (Novice)

This group has been using the Dodge Caravan jerseys.



These are in good condition for the upcoming year because of the shortened Covid season.

One issue would be a requirement to order matching socks. These can be obtained at short notice locally.

An additional set of Goaltending equipment to be ordered prior to the start of hockey.

#### U11 (Atom)

Prior to last season, U11 received 4 sets of Yellow and Black coloured McDonald's sponsored jerseys. The predominantly Yellow's were designated as Home Jerseys and Team Managers were unable to match White away sets, due to Jersey numbers not matching.

Further, the Yellow jerseys are not SMHA colours, they match the Blackfalds organization colours. The Jerseys were used for approximately 3 games. I corresponded with the McDonald's franchise merchandising contact and I was advised that we would be unable to obtain an Away coloured Jersey, even with a special order. SMHA colours are also not available.

#### U13 (Peewee)

There was a shortage of jerseys in all groups. There were problems corresponding numbers with Home and Away.

Old sets of jerseys had to be distributed to meet our numbers.

#### U15 (Bantam)

Jersey sizes and numbers were an issue with this age group. There is an over abundance of Mens XXL sizes which players are unable to wear.

There are particular numbers that are missing in all jersey sets.

#### U18 (Midget)

There was only one team this past season. The Jerseys are well worn and are showing their age.

Female Teams - U13, U15, had issues with Jersey numbers. Old retro Jerseys were distributed.

Recommendation - Purchase and Replace all team Jerseys for U11, U13, U15, U18, Male and Female.



Early stages of this process have been started. Jersey samples have been obtained from our local Sports supplier.

New Team Jerseys would be a nice reward for our returning Hockey Players. This would be like a fresh start after Covid.

There are some other minor equipment issues that will be dealt with that have not been mentioned in this report.

I would like to continue in this Director's position.

### **Fundraising 2020-2021 Report - submitted by Allison Baird**

The blanket & ornament fundraiser went over fairly well with our members.

We sold:

11 - ornaments only - \$10

46 - ornament & blue toque package - \$25

26 - ornament & yellow toque package - \$25 - \$30

22 - blankets

There are some orders not picked up yet and some extra items left to sell in the fall.

Total profit on the fundraiser was about: \$780