



Toronto Curling Association

Annual Report

2020-21

Contents

- 1. The Year in Review..... 3
- 2. Financial Report..... 5
- 3. Governance..... 7
- 4. West End Curling Committee..... 8
- 5. Board Members..... 10

The Year in Review

Melissa Hogg Cunningham, President

It was a year of *not* business as usual. Most curling facilities did not open, while some were able to operate temporarily based on evolving regional government and public health regulations. How we missed this amazing sport, our curling friendships, and the spirit of comradery. The bright light was being able to watch the Scotties, Brier, Mixed Double Championships and World Championships thanks to the efforts of Curling Canada, determined athletes and the many dedicated officials and volunteers who made it all possible.

Events

We were not able to hold events this year, and committees took time to consider what protocols may need to be in place should they return in 2021/22. Many thanks to our Chairs and their committees for all their hard work: Joanne Stewart, Sandra Booth, Chris Wai, Bill Baker, Sean Holman, Gerry Hawkins and Monica Sloan. Gerry and Monica have stepped down as event chairs after running outstanding TCA Mixed events for many years. Special thanks to Maureen Condon, who completed her term on the Board and did a superb job of overseeing events and working closely with all of the committees. And of course, thank you as well to all our sponsors who have stayed with us and committed to provide support this coming season.

Strategic Planning

The TCA Board started the year with a strategic planning exercise. Three key themes emerged from our discussions:

- Engagement:** How can the TCA work in closer partnership with our members?
- Growth:** How can the TCA help to increase the number of curlers in the GTA?
- Delivery:** What supports and services will provide value to TCA members?

A series of activities were undertaken to deliver on these priorities:

- Board members developed terms of reference for their positions that outlined key priorities and milestones to track progress.
- The traditional Club Manager Liaison position was reprofiled as Special Advisor, Strategic Planning to provide critical and timely intel on the challenges, successes and emerging issues facing our facility managers.
- A Members Forum was established for more regular dialogues with facility managers and their Boards during the year.
- With events not able to take place, work focussed instead on the purpose of TCA events and what they should look like in the future.
- A focus on Governance included a review and updating of the TCA constitution, which resulted in a number of progressive changes.

- All of the TCA's financial records were digitized for easier access and archiving; our accounting software was also upgraded.
- Work continued with Rock Solid Productions to deliver curling programming in Peel with the support of an Ontario Trillium Foundation grant.

Diversity and Inclusion

Led by Grace Bugg, the TCA undertook a review of diversity and inclusion efforts undertaken by curling organizations such as: Curling Canada, CurlION, Northern Ontario Curling Association, World Curling Federation, Mountain Pacific Curling Association and the US Curling Association. Assistance was provided to Curling Canada in sourcing photos and volunteers to support some of their diversity initiatives. Support was also provided to a student researcher from York University studying Women curlers age 50 + to better understand the experiences of Canadian women who participate in the sport of Curling. The TCA participated in CurlION's Diversity and Inclusion Panel and look forward to continuing to support this work as planning continues to make Equity, Diversity and Inclusion a priority.

Bayview Golf and Country Club

A surprising and unfortunate turn of events at Bayview Golf and Country Club resulted in the club deciding to no longer offer curling effective this season. Bayview had a rich and colourful curling history and was home to champions of all ages and the invention of the Little Rocks. Needless to say, the impact of this decision was devastating to the hundreds of members who were looking forward to being back on the ice this fall. On a positive note, many have found new curling homes and are looking forward to the upcoming season.

Thank You...

All of this year's results would not have been possible without the commitment of our volunteer Board. I would like to thank this year's Board for their dedication during an especially challenging year including Maureen, Glenn, and Michele who are stepping off the Board. A very special thank you to Danielle for her many years of leadership and support. Danielle's commitment to curling is truly unique and I have so appreciated her advice and experience as we worked through various opportunities and challenges. Thank you as well to Grace Bugg who remained on the Board following her term as President and also provided fantastic support. Thank you as well to: Maureen Condon and George Karrys for supporting our digital channels with updated content; Wes Johnson for his work on refreshing our website, and to Adrienne Cunningham for her bookkeeping support. It truly takes a community to make progress a reality and I look forward to new members joining the team for 2021/2022.

To all the amazing staff and volunteers in our curling facilities: it is your hard work that has positioned our facilities to welcome curlers back this fall. Thank you, on behalf of curlers across the GTA.

Finance Update

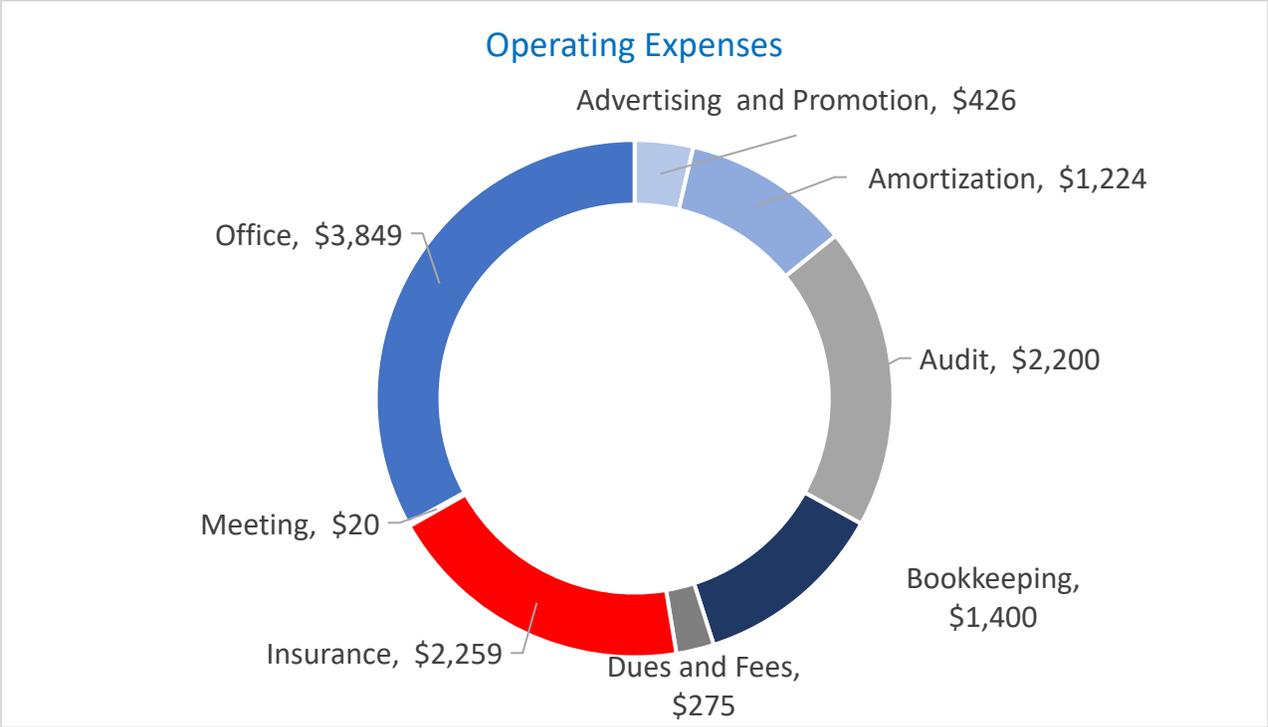
Michelle Wettlaufer, Treasurer

Covid had a significant impact on the financial results of the TCA this year. As a result of the suspending of curling across our member facilities, the TCA Board elected not to charge any membership fees for this fiscal year. Generally, membership fees amount to approximately \$10,000 and these fees are used to pay for the operating costs of the TCA. We were, however, very fortunate to have received the generous donation of curling rocks and other equipment from Weston Curling Club which were sold, providing revenue of \$15,075 allowing us to fund our annual operating costs this year in the absence of member fees.

Operating Expenses

Our annual operating expense consist primarily of insurance, office costs including our website maintenance, audit, bookkeeping, amortization and other miscellaneous costs, totalling \$11,500, which is up from \$8,000 in 2020. We saw increases in the majority of our costs this year, including higher costs related to our new website design. Additionally, as part of the strengthening of our governance structure, we engaged professional bookkeeping services this year and modernized our accounting systems to Quickbooks On-Line allowing us to have a fully digital accounting function.

Details of our operating expenses are as follows:



Ontario Trillium Foundation Grant

In 2020, the TCA was awarded an Ontario Trillium Foundation Grant focused on promoting Floor Curling in the Halton Peel region with a target reach of 5,000 participants. Specifically, the project was aimed to develop the sport of floor curling more officially, as a fun game that allows people of all ages, abilities, and economic backgrounds to play together and experience the truly Canadian sport of curling. Developing the sport will allow us to bring more active programming to new environments and reach new demographics. As a result of Covid, with permission from the Ontario Trillium Foundation, we pivoted from floor curling to street curling, with equipment that can be used outside.

The TCA has partnered with Rock Solid Productions to execute on the grant promise. Due to Covid restrictions we have been delayed on delivering programming under this grant with plans to rollout street curling programming in Halton Peel in Fall 2021.

The total grant was for \$70,500 of which \$63,500 has been received during fiscal 2021. We expect to receive the remaining grant money as the program progresses and completes. The grant specified amounts to be spent on equipment, marketing and programming costs, supplies and materials and evaluation costs. In Fiscal 2021, we spent \$51,330 on the street curling equipment (\$19,470) and program set up and design (\$31,860). Of the initial funds received, we have \$12,170 unspent, which is reflected on our balance sheet.

Governance

Sean Holman, Secretary

It is important that organizations routinely review their Governance documents (i.e., Constitution, By-Laws, Roles & Responsibilities for Board Members).

Lead by Board Secretary, Sean Holman, the TCA Board undertook a review of Governance documents with the goal of ensuring they were up to date, in line with the expectations of both the Board and membership and reflected what is required for the TCA to be a well governed and successful organization.

After extensive review and consultation within the Board, a number of key updates have been approved by the Board for ratification by the Membership. The highlights of the updates are:

- Length of Board Member Term – reduced from nine (9) years to three (3) years. Board Members may now serve for two consecutive terms, totalling six (6) years. This change brings the Board terms in line with best practice for volunteer Boards, establishes a regular cycle of renewing the Board and reduces the length of commitment, which may have been seen as detrimental to some potential Board members.
- Size of Board – reduced from between 10 and 14 members to between 8 and 11 members. The reduction in size is in line with best practice for volunteers Boards to allow them to work effectively and reflective of the challenge of getting volunteers for the Board. In addition, the immediate Past President, who was formerly a member of the Board, will now be an advisor for one year following their term as President.
- As the Board is a working Board and requires specific knowledge and skills (i.e., Communications, Sponsorship, Financial) membership in the Board has been opened up to include up to two members who are not members of a TCA curling facility. The majority of the Board will still be members of a TCA curling facility, however, allowing for representation beyond members of a TCA curling facility expands the ability to get volunteers with the appropriate skill set from outside the curling community.
- With curling facilities no longer having TCA representatives a number of sections were updated to bring the language in line with the current membership structure.

The TCA governance documents will be reviewed on a regular basis.

West End Curling Committee Update

John Rudd, Member at Large, WECC

In the past year, the West End Curling Committee (WECC) continued its work to create a much needed, new curling facility in west Toronto, specifically Etobicoke-York (EY). WECC's main focus was working with the City of Toronto's Parks, Forestry and Recreation (PFR) Department as it carried out the directive from Toronto City Council to assess the demand for curling in Toronto.

PFR completed their assessment in the summer of 2020 and issued a report showing a significant demand for curling in EY and the fact there are no curling facilities in EY to meet that demand. The report clearly identified serious gaps between the curling demand and the facility supply.

In the fall of 2020, PFR proceeded to identify potential options to close those gaps. Five options were identified for consideration:

1. A new stand-alone curling facility
2. Including a curling facility in a new or renovated community centre
3. Extending an existing sports facility to include curling
4. Converting an existing under-used arena into a dedicated curling facility
5. Sharing the use of an existing under-used arena between curling and the current arena users.

WECC ranked these options in the order listed in terms of their ability to satisfy the demand of curling. Options 1, 2 and 3 are complete full-featured solutions. Option 4 would be a significant improvement although provide less total capacity. Option 5 was not seen a viable stand-alone alternative.

Through the beginning of 2021, PFR reviewed these options in more detail. As a result, PFR eliminated the first three. The reasons given were the of lack of budget and lack of land. This decision eliminated the options which were by far the best fit to close the gap between curling demand and facility supply. This conclusion was very disappointing, which WECC and its supporters conveyed to PFR.

The remaining two options became PFR's focus for the balance of 2021. They have been assessed in more depth including consultation with existing arena users and the public at large. Early indications suggest finding agreement from existing arena users for either option will be challenging. There is no net new ice being brought online so the competition for the existing ice between the needs of curling and the needs of the existing arena users is strong.

When the consultation and assessment conclude, PFR will create a report of its finding. That report is expected to be made public the week before the report is presented to the City's Economic and Community Development Committee in October. There is no indication at this time of what PFR's findings may be and no indication that review or modifications to the report by WECC or other groups will be entertained.

Throughout this process WECC has worked closely with curling stakeholders across the Toronto curling community and beyond including our WECC Stakeholders Group, TCA, CurlON, Curling Canada, Special Olympics, Toronto Sports and Social Club, Rock Solid Productions and many others. WECC has reached these groups using our website, newsletter, twitter, and regular update emails. Support for this project remains high in the curling community. WECC and the Toronto Curling Association have developed a strong collaboration in the hopes that together, we can influence the process to reach a successful outcome. And throughout the process WECC has endeavored to maintain a constructive working relationship with PFR.

WECC has kept the needs of all curlers front and centre from day one of this project. It is critical that any solution embraces our diverse community in all ways. All ages, all levels of skill, all genders, all sexual orientation, all racial backgrounds, all ethnic groups, all economic levels – everyone must be included.

Even though the findings of PFR are unknown, WECC and the TCA have considered contingency strategies. We know that ultimately the decisions on what happens to curling will fall to the City Council – although that will be heavily influenced by the recommendations of PFR and the Economic and Community Development Committee. It is important that the critical nature of the curling's situation is made clear to the City Councillors directly from those who know the issues best – the members of the curling community. The goal being that the Councillors, once they know the underlying issues, will challenge recommendations that fall short of closing the gaps we know exist in the curling demand vs facility supply.

In terms of next steps, WECC together with the TCA will be continuing to engage with influencers and decision makers as well as exploring sources of funding for the required infrastructure.

Board Members

MELISSA HOGG CUNNINGHAM – President

Melissa joined the TCA executive in 2018-19 as Communications Director to assist in building a strategic plan to increase awareness and participation in curling across the GTA. She served on Bayview Golf and Country Club's Board of Directors as Curing Director and Marketing Director and ran Bayview's Mixed Curling section for 14 years with her husband Jeff. Melissa is a certified Change Management Practitioner and is currently the Senior Manager of Communications and Planning for the Technology and Operations division of RBC.

DANIELLE INGLIS – Past President

As the Coordinator, Social Media & Web Content for Curling Canada, a high performance and grassroots curling coach and 2018 world mixed curling champion, Danielle continued to bring her unique experience to the TCA Executive. After five years of service to the Board in the position of Director of Communications, Danielle stepped into the role of President, and completed her final year on the Board as Past President.

MICHELE GOWER – Vice President

Michele began curling at Avonlea Curling Club and has been an active curler for 30 years. She is a Past President of CurlOn and an experienced umpire with Curling Canada and the World Curling Federation. Michele looks forward to taking on the role of Deputy Chief Umpire at the Beijing Olympics being held February 2022.

SEAN HOLMAN - Secretary

Sean joined the TCA Board in September 2020. He is a Chartered Professional Accountant who has spent most of his career in operational Finance roles focusing on continuous improvement and operational excellence. He currently works for Plexxus, Ontario's leading healthcare shared service, as Director, Sourcing Analytics and Program Management. Sean has prior Board experience with Athletics Canada, including four years as Treasurer. He started curling at Weston in high school and now curls at Dixie, where he serves on the Board, as well as Thornhill. His TCA experience includes coordination of the Junior Interclub League for the 2019/2020 season.

MICHELLE WETTLAUFER - Treasurer

Michelle joined the TCA Board as Treasurer in 2020. She is both a CPA CA and CPA CMA and has held senior financial roles in various public companies throughout her career as well as serving for six years on the Bayview Golf and Country Club Finance Committee and Curling Council. She is currently the CFO of Grant Thornton LLP. Michelle curled at Bayview Golf and Country Club since 2008 and was chair of the Bayview Little Rocks and Bantam programs for five years.

MAUREEN CONDON – Championships Director

Maureen joined the TCA Executive in 2018-19 and brought a wealth of experience to the Board. She is an experienced Curling Canada official having been at local, provincial and national events, a statistician and timing Chair for the 2016 Canadian Mixed Championship, as well as a former CurlION Zone 8 representative and the Weston TCA representative. Maureen also provided many years of service on Weston's Mixed and Business Women's committees. She oversaw the activities of the Championship Committees and the execution of TCA events. Maureen continues to assist with posting news and updates to the TCA's website.

JOHN MAJNARICH – Special Advisor, Strategic Planning and Club Liaison

John is the Club Manager at Richmond Hill. For a number of years, he has collaborated with a core group of club managers in the GTA to share and learn from each other. In March 2020, John, with the support of Jack Inoyi at York Curling Club, organized monthly meetings with clubs across the GTA to share planning and decisions regarding the impact of the pandemic on our clubs. These meetings continue to take place today.

GRACE BUGG - Member at Large (Diversity)

Grace Bugg completed nine years of service on the TCA board this year. She has previously served as President, Director of Championships and Member at Large responsible for Diversity and Inclusion. Grace and her committee prepared a report summarizing initiatives undertaken by a number of curling associations and organizations on diversity. This work will assist the TCA in forming a dedicated strategy. The Diversity Committee also assisted Curling Canada in sourcing photos and volunteers for some of its diversity initiatives. Grace is an active curler at Leaside.

GLENN GABRIEL – Member at Large (Youth Development)

Glenn is an NCCP-certified curling coach and long-time Little Rocks organizer at East York Curling Club. He produces a regular podcast called, "Coaching Kids Curling." Glenn has served on the Board as the Youth Director and this year completes his term.

JOHN RUDD - WECC Liaison

John has been a curler for over forty years and was a long-time member of St. Georges Golf and Country Club. His more than thirty years as a competitive curling coach and instructor includes being the Head Coach of Varsity Blues Curling at the University of Toronto since 2013. John is also a Learning Facilitator has been delivering CurlION's NCCP coach development courses for the past 15 years. With the closure of curling at St. Georges Golf and Country Club in 2020, John became one of the founding members of the West End Curling Committee (WECC), an organization dedicated to having a new curling facility established in Etobicoke-York.