

**ANNUAL GENERAL MEETING**  
**Of the members of the SASKATOON ROAD RUNNERS ASSOCIATION INC.**  
("SRRA" or the "Corporation") held at the Meeting Room 1, Saskatoon Field House  
**SATURDAY, November 2, 2019**

**1. Call to order**

Meeting was called to order at 11:13 with 22 members present.

**2. Approval of the agenda**

**Motion: Accept Agenda**

*Murray Gross made a motion to accept the meeting agenda as presented. Seconded by Jerry Demeria.*

*All in favour and motion is passed.*

**3. Approval of the Minutes from the Last AGM**

**Motion: Accept Minutes from the 2018 AGM**

*Greg Fenty made a motion to accept the minutes of last year's (2018) AGM. Seconded by Nan Lee.*

*All in favour and motion is passed.*

**4. President's report: Peter Goode**

We had a very hard working board this year, most of whom are staying on. 2019 has been a good year for the SRRA, including seeing a new record by David Mutai at the Saskatchewan Marathon. The trail series continues to be well received.

New this year was the Bridges for Breakfast series, which was enjoyed by those who participated. Members who didn't take advantage of this in 2019 are encouraged to do so in the next year.

We are working to improve our presence on social media. In addition to Facebook, Chelsea initiated an Instagram account this year.

Our events continue to generate donations for the Meewasin Valley Authority (MVA.) In addition to this we participated in a very successful fund-raising campaign with Shakespeare on the Saskatchewan (SOTS,) which raised more than \$100,000 for their site improvements.

We have a very positive relationship with the City of Saskatoon (COS.) In addition to helping plan race routes and other supports, they have started placing the cones for us at both the SK Marathon and the River Run, which save us the cost of a rental truck.

Brainsport continues to be very supportive, including hosting our board meetings.

Prairie Flooring (Tarrant Cross Child) came on board as a new sponsor for the River Run. In addition to supporting the event, Tarrant arranged many in-kind sponsorships, helping to make the event profitable for the club.

## 5. Treasurer's Report: Dave Neuburger

**Dave Neuburger reviewed the financial statements and the financial results for the year as of September 30, 2019**

### **Balance Sheet:**

- Total Assets of \$206,434
- GIC and cash balance –we have a GIC and cash balance of \$205,000 vs \$180,000 in the prior year.
  - The higher ending cash balance is primarily the result of strong operating results contributing significantly greater surplus from race events. We have sufficient cash to contribute the remaining \$30,000 instalment of the SRRRA \$50,000 donation commitment to *Shakespeare on the Saskatchewan – Staging the Future Campaign*. We plan to make this payment within the next month.
  - GIC balance of \$149,000 is increased by \$10,000 vs last year (\$139,000). An accounting policy change was made to recognize interest earned from GICs / term deposits when they mature and are re-invested (previously interest earned was to be recognized when we cashed in the GIC / term deposit and made use of the funds). As a result of the change in approach we recognized \$10,000 of interest from prior periods in the current fiscal year.
- Accounts receivable – amount is ~\$2,000 less than last year. Like last year there are ~\$3,000 receivables for River Run registration revenue received after fiscal year end. Additionally, there is ~\$1,300 in 2019 marathon sponsorship / grant funding that is still being processed.
- GST –we continued accounting for GST using detailed tracking of GST collected on sales and GST input tax credits paid on purchases. We switched to this detailed approach beginning with 2017 – 2018 fiscal year. We have ~\$540 net tax to submit after accounting for ~\$600 credit from last year.
- Prepaid expenses of ~\$130 this year are result of a 3-year plan payment for website hosting.
- Deferred revenue of \$2,000 is for a 2020 marathon grant payment received already this fiscal year.

### **Statement of Receipts and Disbursements:**

- Overall earnings of \$27,719 in the current year vs \$11,894 in prior year – mainly due to:
  - ~\$20,000 greater net surplus from races,
  - ~\$10,000 in interest income, recognized for prior periods (explained above)
  - partially offset by ~\$14,000 increase in donations expense
- Schedule 1 shows the earnings from the races:
  - Marathon surplus of ~\$33,000 compared to ~\$18,000 last year (\$15,000 increase). Thank-you to Kim of On Purpose Events and the marathon committee for another successful edition. Financial variance items of note include:
    - ~\$7,500 increase in registration revenue, primarily due to marafun price increase
    - ~\$5,000 reduction in costs from replacing pasta dinner and feature speaker with enhanced Finish Line Village and feature band

- ~\$5,000 reduction in t-shirt expense through managing the order quantity carefully and eliminating the significant t-shirt surplus typical of prior years
- partially offset by addition of ~\$3,000 expenses for SaskMarathon app introduced
- River Run surplus of ~\$2,400 compared to deficit of ~\$3,100 last year (\$5,500 increase). Thank-you to Edda of Edda's Events and the race committee for taking on the event this year and achieving a real success. Financial variance items of note include:
  - Largest contribution (~\$4,500) to improved financials was lower cost event management contract, more in line with the scope of the River Run event. As a reminder, prior to 2018 the River Run was fully handled by a volunteer committee
  - Registration revenue down ~\$1,000 vs last year as less people registered
  - Financial success largely attributable to approach taken of organizing a low expense style event, leveraging in-kind sponsorship. Total expenses before contract event management expense were just 55% of 2016-2017 River Run editions.
- The trail runs contributed a profit of ~\$700, in this fiscal year. Note that the last race of the series was held Oct 6<sup>th</sup> this year, falling into our next fiscal year. Thank-you to Theresa and team for continuing to do such great job of organizing this series.
- Grants – we pay ~\$4,000 'A' club fee to Sask Athletics annually, then as a Sask Athletics club we have successfully applied for and been awarded a Membership Assistance Program (MAP) grant annually, resulting in the net positive dollar amount
- Sask Athletics provides the SRRA with insurance for our events. We pay a flat amount for the marathon, \$3 per participant for other races and \$2 per annual SRRA member to cover insurance for all other events including workouts, socials etc.
- Memberships – ~\$1,000 increase vs last year as we increased our base to 274 members
- Clubwear – there were no clubwear orders in the current or previous year.
- Donation – \$20,000 payment to *Shakespeare on the Saskatchewan – Staging the Future Campaign*
- Equipment – purchased a new SRRA event tent for under ~\$900
- Office & website – implemented cost reductions in website hosting and eliminating PO box. ~\$1,000 expenses this year is ~\$500 less than previous year.
- Social - ~\$250 this year in food expenses for newly introduced *Bridges 4 Breakfast* series
- Miscellaneous expenses - ~\$900 for current year for representation at Race Expos (QCM, City of Saskatoon, Cameco) and purchase of SRRA logo race bibs for future non-marathon events
- Other expense items remain comparable to prior year and are in line with expectations

**Motion: Dispense with Requirements to Appoint an Auditor**

WHEREAS the Corporation does not require the services of an auditor or any person to conduct a review of the financial statements of the Corporation, and it is therefore necessary for the appointment of an auditor or any such person to be dispensed with;

NOW, THEREFORE, BE IT RESOLVED:

THAT the Corporation dispense with the appointment of an auditor and dispense with the appointment of any person to conduct a review of the financial statements of the Corporation, in respect of its fiscal

year ended September 30, 2019 and in respect of all previous fiscal years of the Corporation and the fiscal year ending September 30, 2020.

*Dave Neuburger made a motion that this resolution be passed. Seconded by Lorri Dobni.*

***All in favour and motion is passed.***

### **Motion: Accept Treasurer's Report**

Also, it is a requirement of The Non-Profit Corporations Act, 1995 that the financial statements of the Corporation be placed before the members at the meeting.

It is therefore confirmed that the financial statements for the last completed fiscal year of the Corporation were placed before the members at the meeting.

*Chelsea Hardy made a motion to accept the Treasurer's Report. Seconded by Tom Stack.*

***All in favour and motion is passed.***

## **6. Reports**

### **a. Membership – Al Rung**

We currently have 276 members, not including business sponsors. This represents an increase from 244 last year. We continue to use Race Roster exclusively for member registration and will also be continuing with the plastic membership cards, which seem to be quite well accepted. New members will receive a new card, and renewing members will have the option of receiving a new expiry date sticker to add to the old card, or they can request a new card in case the previous one was lost or damaged.

### **b. Communications – Peter Goode**

Barb Shirley, Chelsea Hardy, Peter Goode, and Shona Iverson have all been involved in communications. In 2019 the website was totally redone by Chelsea Hardy, who continues to manage it, and our hosting arrangements were modified, saving a lot of money. In addition to Facebook, we have added a Strava club and Instagram account. The newsletter continues to be very informative and well done.

We have found that Facebook exposure drives a lot of interest in our events. Peter Goode noted that many events, including the River Run, have been linked as separate events. Christian MacIntosh asked about changes in Facebook policy that limit the reach of club's page audience. Peter Goode responded to note that the marathon event page is already using paid boosts for posts, and that we will be giving Chelsea a budget to do the same for our smaller events.

### **c. Marathon – Kim Ali**

Our standing marathon date is the last Sunday in May, coinciding with Calgary. This does not seem to create a conflict in regard to our numbers. Overall registration numbers for the 2019 event was the same as for 2018, although individual events fluctuated.

The marathon committee is growing, especially for the Marafun event. All but one member are returning. The meeting structure has changed to smaller group meeting in the early stages of planning. Course changes are always in play to improve the runners' experience.

Highlights of this year's marathon included SRRA member Celeste Cross Child winning the women's event and David Mutai breaking the course record for the men's event. Canadian elite athletes were invited, provided that they raised awareness of our event. The Traffic Bridge was back in play for the first time in nine years for all but the 5 km runners. 1573 runners and 85 team leaders took part in the Marafun. The committee worked very hard to provide multi-coloured shirts for different Marafun ages which looked great and were very well received. Tarrant and Craven SPORT Services continued to promote the event by visiting schools. Women continue to make up the majority of the runners, which we will try to address in 2020. Kudos to Dave Stark for the excellent job he does wrangling the pace bunnies, as well as the many other volunteers, participants, sponsors, and families. Nutrien was the title sponsor, but will only sign a one year contract. They have been approached for this year and will inform us by the end of December. Jerry asked what their level of contribution is, but Kim shared that they won't allow us to make that public, although it is close to the amount that we clear each year. The enhanced finish line village replaced the pasta dinner and was well received, so something similar will happen this year. Sponsorship, including in kind, make a huge difference on the financial success of the event. Infinity Credit Union Zero Waste program managed all waste this year. Sherwood RV increased their sponsorship. Amiskusees Family Foundation was a new Marafun sponsor. Sponsorship requests are already underway for the 2020 event. Social Media and digital marketing have become an increased focus and will continue to increase this year. These will focus heavily on the 5 k and 10 k events for this year's event, although the half and full won't be overlooked in marketing. Jerry Demeria asked if Affinity will be onboard again for the waste program for this year's event, and Kim responded that it looks like very likely at this point. Dave pointed out that we do our banking with them.

### **d. River Run – Edda Galbraith**

This was Edda's first year on board. She complimented the group of board members on the committee. The event featured 5 and 10 k events, with a new team approach, which will be modified for next year. There was also a focus on youth registration, which we encouraged by having a lower cost for youth participants. Nineteen runners took advantage of this. T-shirts were optional, and only around 50 participants purchased one. We will look at a different swag option for next year. The River Run will be planned for the last Sunday in September again in 2020. The poor weather likely cost us our last-minute entrants this year, so we will move to a later start time.

The event moved to the north end this year – starting and finishing in WJL Harvey Park, but still had most of the course along the river. The out and back course was well liked by runners. Prairie Flooring (Tarrant) was our main sponsor and also brought around 20 runners. He also arranged for a lot of in-kind

sponsorship, which helped make the event successful. Registration was down slightly from last year, but lower management and supply costs made it profitable to the club.

#### **e. Trail Races – Peter Goode**

#1 – March. 5k. 8 runners, members only.

#2 – April. 4.5 k, 9 k, with BBQ. 27 runners.

#3 – July. 5.6 k, 8.4 k, 11.2 k. 49 runners.

#4 – October. 5 k, 10 k, 15 k on a new course. 51 runners.

Next year we will go back to three races. Numbers were down very slightly this year. These events have been running for around a decade and are still popular, fun, and simple to put on.

#### **f. Monday Night workouts – Peter Goode**

A brief history of the workouts: These have been offered for roughly a decade. At one time, the 5K time trials in particular were very popular, but numerous location changes as well as other training options available to members have led to a decline in popularity. Craven Sport Services has maintained a supportive partnership with the workouts, most recently with Craven coach Jill Galais designing the workouts and running the warm-ups. The workouts returned to the old Mendel site this year, in partnership with the Tri club. Only tri club members were showing up and only for May and June events.

For 2020, Peter Goode will run workouts, but will offer them in relation to our 5 k and 10 k events.

Jerry Demeria asked if it is SRRRA members only, which it is. Dave Neuburger pointed out that our membership fees include insurance through Sask Athletics which covers these workouts as well. Kim Ali asked if we could offer this to marathon registrants as well. It was suggested that we advertise these through the marathon mail outs, or perhaps on the race roster registration site. Nan Lee recommended that we advertise when we're planning workout sequences targeting our events. Edda Galbraith suggested that we advertise in the Brainsport Times. We will make sure that this doesn't conflict with Brainsport's training options. Lorrie Dobni suggested that we offer a general training plans for marathon weekend races -perhaps ask Jill Galais to design. We will follow up on this suggestion ASAP. Jerry Demeria and Nan Lee both noted that Monday is a rest day for many people and suggested that we look at another day. Peter Goode said that Monday remains the day with the fewest conflicts for other training offerings (Brainsport Run Club, clinics, etc.)

Shakespeare On The Saskatchewan (SOTS) site is going to have a year-round washroom, which means we may be able to run the workouts from this site year round. Dave Neuburger let us know that the city is going to pay for these washrooms, with SOTS managing construction.

#### **g. Bridges for Breakfast – Shona Iverson**

We had two events this year, one in June and the other in July. Nan Lee, Dave Neuburger, and Shona Iverson organized and ran the events, which are quite simple. Roughly 25 people signed up through Event Brite and around 30 showed up for each event. All participants stayed to socialize after the events.

#### **h. Strava Challenge – Shona Iverson**

We set up a Strava club in late June and introduced a series of challenges for July. 43 SRRA members joined the club. It was originally planned that members would get one or two points for any of the challenges that they participated in, but this proved very difficult to manage when introducing all at once. As a result, every member who joined the club received two entries in a draw for prizes.

Membership will be reset at the beginning of January. For 2020, challenges will be added and recorded once a week. We will look at a broader challenge format this year, so that SRRA members who aren't comfortable with Strava can participate in some challenges. We will also have an event before the end of the year to introduce members to the app.

Challenge draw prize winners were Dave Buchner (\$50 Brainsport gift card,) Anthony Unruh (\$50 Outter Limits gift card,) Lars L (\$10 Booster Juice gift card,) Kent Hartshorn (\$10 Booster Juice gift card,) and Travis Ward (\$10 Booster Juice gift card.) Winners will be contacted to arrange to collect their prizes within the next few days.

#### **i. Remembrance Day Run – Murray Gross**

The run happened on November 11 at 2 PM with about 30 members attending. Dave N, Nan, Audrey, Colin, Ken and Dave S. all supported the run. This year's event will start and finish at Edwards School of Business at 2 PM on November 11. All members are welcome. The run will cover roughly 4 km in about an hour and visit sites on campus with significance to Remembrance Day.

#### **j. Turkey Trot**

No one was present who participated. There was a brief discussion about changing either the date or time for this event. This will be followed up on at an SRRA Board meeting.

### **7. 2020 events:**

- Saskatchewan Marathon: May 31
- Trail series: April 23 (MVA), August 8 (Cranberry), October 4 (Blackstrap)
- Bridges for Breakfast – TBA
- Tree ceremony run – June TBA
- SRRA River Run – September 27
- Turkey Trot – Thanksgiving weekend
- Remembrance Day Run – November 11
- Dog run – May 3. More details to follow.
- Monday Night Workouts. Will start in spring related to major events.

Nan suggested that we add a history run. Murray has tried a run and cycle for Jane's Walk that didn't work. He will discuss a run with the board.

## **8. Social Media – Chelsea Hardy**

Chelsea will continue to grow what we've started this year. The focus for the upcoming year will be on growing club membership.

## **9. Election of the 2020 Board of Directors**

Current Board:

- Peter Goode
- Dave Neuburger
- Shona Iverson
- Greg Fenty
- Theresa Reid-Shea
- Al Rung
- Kent Blatz
- Barb Shirley
- Tarrant Cross Child
- Chelsea Hardy
- Trent Johnston
- Daniel Goncalves

Resigning:

- Theresa Reid-Shea
- Kent Blatz
- Daniel Goncalves
- 

Nominees from the floor:

- Kimberley Head
- Christian McIntosh

### **Motion: Accept the Board of Directors**

*Lorrie Dobni to make a motion that this resolution be passed. Seconded by Nan Lee.*

***All in favour and motion is passed.***

## **10. Other business**

**Greg Fenty** - In recognition of 24 years of service on the Board of Directors, including 14 years in two separate terms as President of the Board, the club has made a donation of \$500 to the MVA in order that a tree will be planted and dedicated to Peter Goode, who is stepping down from the role of President of the Board.

While serving on the board, Peter has been a very hands-on president. He spent countless hours on events, doing everything from setting flags and pylons to serving as a bike marshall. Many of the events



that we have enjoyed over the past few decades were initiated by Peter, including the SRRA Ultra, Monday Night Workouts, and the trail series.

Peter is equally as passionate about the MVA as he is about the SRRA. Our relationship with the agency has seen the club contribute to trail expansion, the water fountain at the node, the SOTS redevelopment, and our continued partnership in making the MVA our charity of choice for the SK Marathon.

The SRRA will be notified of the date for the dedication ceremony, which will be some time in June. Nan Lee suggested that we plan a club run to coincide with that event.

**Note:** Meewasin presented us with a sculpture made from the original traffic bridge in recognition of our continued support. Tom Stack currently is holding it for the club and brought it to the meeting for viewing.

**Nan Lee** - Nan mentioned that our contribution to SOTS encouraged them to take a more collaborative approach to community use of the new site. Thanks in part to the campaign undertaken by the SRRA, the final result in the site redevelopment will have a greater reflection of the community partnerships undertaken to facilitate it.

Thanks to our sponsors and partners:

Merchants:

- Brainsport
- Outter Limits
- Eb's Source for Adventure
- Bike Doctor
- Bruce's Cycle Works
- Escape Sports
- Popeyes Supplements

Partners and supporters:

- Craven Sports Services
- Sask Athletics

Contractors:

- On Purpose Events
- Edda's Events

## **11. Adjournment**

### **Motion: Adjourn the 2019 AGM**

*Chelsea Hardy and Yvette Chartier moved to adjourn the AGM at 1:15.*