
2019-2020 COMMODORE REPORT – CARLETON PLACE CANOE CLUB

BY KIM ANDERSON

This season we welcomed a few new Board Members (Registrar & Secretary). CPCC's fiscal year runs Nov. 1 – Oct. 30. After our AGM last Fall, and successful Awards Banquet over the holidays, we had a quiet couple of months leading into 2020. In March our Treasurer/Bookkeeper resigned. March saw further complications with the pandemic restrictions. Capacity numbers were tightened up and programs were reduced in terms of coaching time. A budget was finalized and summer registration was opened June 12th.

Highlights

- Canoe Camp numbers reduced significantly – traditionally a large revenue stream which pays for year-round operational cost of the club
- Competitive programs reduced in terms of numbers and hours on the water
- Another website was built to accept online payments. Shopify website connects to quickbooks freeing up administration time creating accounts and invoices.
- Registration numbers were down significantly in competitive programs to adhere to COVID capacities
- Some staff took training
- Was awarded a Canada Summer Jobs Grant of \$49,920. All 10 summer coaches were paid for by the grant. Other staff on the CEWS subsidy \$21,573 and CEBA loan (not used) \$40K.
- Purchased two new boat motors with Nevada lottery funds

Coaching and Athlete Successes 2019-2020

- Athletes this year missed competition but at the same time enjoyed the lower ratios. Many of the athletes have improved exponentially in terms of technical ability and meeting their personal goals. Positive feedback on smaller training groups. Certainly was a development year.

Concerns - Sport

- Pandemic restrictions next season and ability to keep athletes engaged and interested in the sport
- Equipment needs – many pre-teen / early teen paddlers do not have suitable single boats, weight room needs significant work and equipment, C4 requirements
- Athlete retention
- Few senior coaches, ability to pay and retain them
- Precedent set in terms of programming, and expectations moving forward, in terms of ratios and timing commitment in the summer months
- Winter programs under COVID restrictions

Concerns – The Business

- (2019-2020) Almost half (46%) of the club's revenue (this year \$67,896), is sourced from grants and fundraising. Members are only paying 54% of the clubs overall operating expenses.
- (2018-2019) (37%) of the revenue (\$114,357) sources came from grants and fundraising, rentals (programs were at full capacity)
- (2017-2018) 36% of the revenue sources came from grants and fundraising (programs were at full capacity)
- Subsidizing the club in this manner not sustainable. If alternative sources of revenue are not consistently pursued or developed (ie. rec boat rentals, things of that nature), program rates will need to increase (almost triple) in 2021 between 36%-54% depending on capacity levels. Even before the pandemic hit, the club was not sustaining itself for the long-term.
- Roles of Board Members and Club Bylaws need to be updated, in terms of oversight of operations and needs of the club. Directors of the following are required, or the club will have to download to staff: Event Management, Fundraising, Communications, Treasurer/ Bookkeeper, Fundraising, Sponsorships. All these roles were not fulfilled in the last 3 years and these tasks were taken care of by the Commodore. (except financial) If workload not fulfilled by volunteers, staff and overhead costs will increase which will be reflected in the clubs' fees.

Reflections On The Last 3 Years

The past three years have highlighted the importance of open communication in all aspects of the club including all items related to matters such as programming, staffing, safety, athlete retention, travel, building issues, affiliations, promotions just to name a few. It is imperative that the Board and staff communicate and information is forthcoming to all, to ensure the successful business of this not-for-profit organization.

Without this open communication, a strong and cohesive board and member base, the club will not be sustainable over the long-term and will essentially put CPCC at best, in a status quo position.