



# CRFMHA ANNUAL REPORT

## 2020-2021

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*The Capital Region Female Minor Hockey Association recognizes the traditional territories of the first nations peoples including the Lekwungen peoples [Esquimalt Nation; Songhees Nation]; WSÁNEĆ peoples [BOKÉĆEN (Pauquachin) First Nation; WJOŁŁŁP (Tsartip) First Nation; SÁÁUTW (Tsawout) First Nation; WSŁKEM (Tseycum) First Nation] as well as T'Sou-ke Nation and Scia'new First Nations. We are fortunate to live, thrive and play on these lands. We express our gratitude for this.*

## **INTRODUCTION**

Capital Region Female Minor Hockey Association (CRFMHA) was incorporated in May 2017 with a goal of improving infrastructure and program delivery for female minor hockey in the Capital Regional District (CRD). The principles in our Constitution reflect the core values of hockey development and a goal to offer opportunities for friendship, citizenship, mentorship and leadership to the female youth in our community. We were approved by BC Hockey and Vancouver Island Amateur Hockey Association (VIAHA) in 2019. The 2020-21 hockey season was only our second season of on-ice programming and was significantly threatened in many ways by the pandemic - higher costs, decreased registration, reduction in available ice time, suspended recruitment programs and increased burden on volunteers.

## **PRESIDENT'S MESSAGE**

The 2020-2021 minor hockey season was not what anybody wanted or expected. The impact of COVID-19 was pervasive in society. We were fortunate to be able to participate continuously for the entire season, while other areas of Vancouver Island (District), British Columbia (Branch) and Canada experienced delayed starts, facility closures, programming interruptions or, in some regions, no hockey at all.

A season of only practices offered significant opportunity for individual skill development, but importantly also offered our players an option for ongoing social interaction with their peers within the “bubble” of their team. I’ve always thought that the interactions with teammates in the dressing room before and after ice times are what sets hockey apart from many sports, but that took on a new meaning in 2020-21. This season, more than others, was fundamental for the physical and mental health of our children.

A season of limited competition and constant upheaval took exceptional efforts from dozens of volunteers to maintain. As an Association, we are indebted to all those who persevered and allowed us to continue delivering opportunities for exercise and social interaction for our youth. This includes dozens of Safety Screeners, Event Managers, Hockey Canada Safety Program (HCSP) Personnel and Managers. Our Coaches were faced with the unimaginable task of running drills with 3m physical distancing, while still keeping it fun for the girls. We could not be successful without the dedication shown by all our team staff volunteers. THANK YOU!

Our Board was variably affected, but for some portfolios, the burden created by fluctuating health and safety rules and regulations was excessive. The work done “behind the scenes”

was phenomenal, much of it unknown to the average reader of this report. Despite the limitations in what you experienced at the rink, our Board was tireless and malleable, adapting quickly to virtual meetings and a revised internal structure. Despite unique challenges, we made advances within each of our four core Committees. Throughout this report, you will find references to many improvements made within CRFMHA to better establish ourselves in the community and strengthen the work we do internally. While registration in minor hockey was reduced in many jurisdictions (provincially and nationally) by up to 25%, CRFMHA membership remained strong at 98% of our previous season - a credit to both our organization and our community. We are poised for significant growth in 2021-2022, thanks to our Board. THANK YOU!

Lastly, as always, we need to learn from our experiences. Enhanced safety protocols will be forever with us in hockey and in daily life. What tends to get lost in competition is the value of friendship and I am hopeful that one silver lining from this season is an appreciation of the value of your team and Association as a part of the social fabric of our community. Thanks to everyone for your positivity and optimism and for trying to maintain a sense of normalcy for our youth in a very trying time.

Ian Fleetwood  
President, CRFMHA  
2017 - 2021

## ADMINISTRATION

### Officer's Report (Wes Crealock)

This past year has yet again seen a great deal of change in CRFMHA's administrative roles and responsibilities. Undoubtedly the biggest impact on this came from the COVID-19 situation. After an incredibly successful inaugural season for CRFMHA, everyone's patience and resiliency were tested time and again as we changed from focussing on getting a record number of female players on the ice to trying to keep them there. This saw a huge increase in the demands placed on our Director of Safety and Risk Management to ensure that Provincial Health Orders and various governing bodies' requirements were met, not to mention those imposed by 9 different arenas, all while striving to ensure that each and every participant was kept safe. On behalf of all of the players, their families and the CRFMHA Board, I would like to acknowledge and thank Andre Wuest for accomplishing this gargantuan task with amazing dedication and a positive attitude throughout.

Although we again saw some significant changes in Board membership, the organization and administrative efficiency of the Board was greatly improved through the implementation of a more structured committee system. The formalization of this new committee structure will be put to the membership by way of a Bylaw amendment at this year's AGM. By reducing the

overall time commitments on Board members, it is hoped that this more organized structure will entice more people to take on this incredibly rewarding volunteer opportunity.

In addition to the Director of Safety and Risk Management position, the Administration Committee includes the Director of Governance, the Director of Managers and the Referee in Chief. Throughout the year the Board continued to develop and refine various policies and procedures, not only in the normal course but also in response to unique COVID-19 situations (e.g. live streaming of ice sessions). As Director of Governance, Lauren Syverson has continued to carry the unenviable task of trying to keep policy development moving forward as the organization matures.

Although reduced gameplay meant that there were atypical demands placed on Managers and officials throughout this season, and therefore different oversight roles for the Director of Managers and the Referee in Chief, Sharon Lum and Steve Marsh, respectively, were always there to support their charges and ready to jump into a resumed gameplay scenario, despite this never actually coming to fruition. It is with great sadness that we saw Steve leave the Board in the latter part of the season; his contribution to female hockey will long be remembered.

Thank goodness CRFMHA had one season to get Reign players on the ice before being tested by these unprecedented times. Nevertheless, in both seasons the girls got a unique opportunity to be on the ice, increase their skills and enjoyment of the sport and forge new friendships. Hopefully next year will bring a greater degree of normalcy and even more opportunities for the girls to focus on the underlying philosophies and purposes of the Association that go beyond on-ice activities - particularly, sportsmanship, citizenship and mentorship for female youth within our community.

I would like to recognize and thank all of the many individuals who contributed so much time and effort to get CRFMHA through this unprecedented year, especially the screeners and safety people who kept our participants safe, the coaches who kept the girls engaged and happy, and the many members of the Board, both current and past, who gave so much of themselves to the CRFMHA. The smiles on the players' faces provide the priceless reward for your many efforts.

## **Managers (Sharon Lum)**

### **Manager's Manual**

We undertook revisions of the Manager's Manual, with a goal of building on the strengths in the original version and filling in some gaps. We had input from Senior Managers as well as feedback from those who were new as Managers in the 2019-2020 season and used the original manual for their first season. Final edits took longer in the face of the competing priorities of

other issues facing the Association as a result of the pandemic. We will have an updated version ready for release in advance of the 2021-2022 season.

### Electronic Gamesheets

Electronic game sheets were introduced in the prior season and are now the standard. Despite limited opportunities for competition in 2020-2021, there will be no returning to paper game sheets. VIAHA is introducing changes to their regulations to reflect this.

### CRFMHA Team Photo Night

Due to physical distancing requirements, no photo night was held this season. Photographs were arranged at the team level and team photos consisted of a collage of players rather than the traditional group shot.

### CRFMHA Awards

Awards from the prior season were announced following publication of last season's Annual Report. For 2019-2020, the winners were:

- Manager of the Year - Anh Nguyen
- Coach of the Year - Eric Stoehrer
- Most Improved Player - Mila Woodruff
- Player of the Year - Niayah Morris
- Goaltender of the Year - Lauryn Gladstone
- Official of the Year - Sage Jull
- Team of the Year - Peewee C3
- Resilience Award - Summer Bentham
- Volunteer of the Year - Maegan Thompson

### CRFMHA Scholarships

CRFMHA awarded three scholarships. There were many applicants. The successful candidates were:

- Lindsay Goldsworthy
- Lexxi Smith
- Veda Smith

### Other Achievements

Two CRFMHA members were recognized by VIAHA in their awards and scholarship program:

- Jayme Vivian - VIAHA Scholarship
- Ian MacDonald - VIAHA Coach of the Year

## Safety and Risk Management (Andre Wuest)

### COVID-19

The season for Safety and Risk Management started much differently this year. Faced with a pandemic and uncertainty of if, when and how we get to play hockey, we reached out to all minor hockey associations in Victoria. Together we worked out a plan for our kids to be able to play this year. We managed to get a Return to Play document ready for the start of the season, which required nearly constant revision.

Part of this year's challenge was to stay ahead of the changing rules and regulations.

### ePACT

The roll out of the ePact this season went ahead earlier and easier. Delays not only happened due to the many changes made to teams, especially early in the season, but also as a result of the changing regulations.

### Buddy Check For Jesse

BCFJ is a mental health awareness campaign. We adjusted this year's roll out a bit to work within Provincial Health Officer (PHO) Orders. We are happy to take part in spreading the message especially with the challenges this year.

## Governance (Lauren Syverson)

The 2020-21 Annual Report contained the optimistic statement that a CRFMHA policy manual would be in place for the past season. At that time, the project seemed to be very much achievable. Since then, the work of Board members has been focused on providing girls with the opportunity to be active while ensuring the safety of all participants. This left little time for much else and most policy work was on hold over the past year.

As noted last year, the CRFMHA operates under the rules, policies and procedures established by Hockey Canada, BC Hockey and VIAHA. Moreover, the Board has the mandate to develop and tailor policies and procedures specific to the unique circumstances of the CRFMHA. At present, CRFMHA policies are in place for:

- Volunteer Screening and Credentialing
- Player Protection
- Registration
- Player Evaluation
- Ice Allocation
- Scholarship Program



As well, this year saw the approval of a revised Player Evaluation Policy and multiple versions and updates to the Return to Play Policy.

The CRFMHA Board has been restructured to provide for increased dialogue and efficiency of time (more details on the changes are contained in the reports of the President and Vice-President, Administration). Going forward, it is anticipated that it will be possible for the Board to return to the task of ensuring that any gaps that are present in policy are addressed.

Sincere thanks to all of those who worked so hard to keep girls on the ice!

## **PUBLIC RELATIONS**

### **Officer's Report (Lisa Parkes)**

After the flurry of activity for the Public Relations group in CRFMHA's first year of operation, 2020-21 was a quieter year. Our Public Relations Committee is very lucky to have a terrific group of energetic volunteers, including several of our juvenile-aged members who have stepped into board roles and performed like pros!

We were unable to hold our much-anticipated first annual awards banquet for all of our players and volunteers, and instead held two much smaller but very well-received events - a graduating player ceremony outdoors on July 16, and an awards and scholarship ceremony on October 23. We were thrilled to be able to recognize the first group of players graduating from our minor ranks, and those players and volunteers so deserving of scholarships and awards during our first year of operation.

While our ability to participate in any kind of public events and recruitment campaigns was obviously seriously curtailed by COVID-19, our Committee kept up an active social media presence, and managed to continue to hold try hockey events for new-to-hockey players, key to introducing new kids to our sport! Also, with our logo and brand now set and widely recognized, we continued to develop branded merchandise so our members and their families could show their Reign pride!

We look forward to being able to get together to do many more things that fall under the Public Relations umbrella as COVID-19 restrictions finally ease in the not-too-distant future.

### **Director of Communications (Lexxi Smith)**

#### **Email**

This email address ([communications@crfmha.ca](mailto:communications@crfmha.ca)) is mainly used for information regarding social media posts and website submissions. Members of the board and CRFMHA families can

submit information to this email that they would like to be put on social media and the website. Emails regarding changes to the website and upcoming Goalline seminars are sent to this email.

### Website

Our new website, hosted by Goalline (Stack Sports) launched on May 1, 2020. It is organized with information for “groups” on the top line (Players, Coaches, Managers, HCSP, Board of Directors) and “programs” on the second line (Teams, Events, Tournaments, Development, “Try Hockey”, Awards etc). There are direct links to our [charitable donations page](#) and the [“Reign Gear” official team store](#) on the homepage. The information for the website is sent to the communications email then distributed onto the corresponding section on the website using the formation functions through Goalline. The site was upgraded to facilitate on-line registration for the 2021-2022 season and additional enhancements to support team functions are pending.

### Social Media

#### Facebook Account - Victoria Girls Hockey

Our facebook page also serves a platform where we announce events, reminders and share new information about the association or teams. The facebook page has gained 88 new followers and 62 new page likes this year.

#### Statistics:

Total page likes - 416

Total page Followers - 478

#### Top 3 Geographics of followers:

250 Victoria, BC, Canada

28 Sooke, BC, Canada

22 Brentwood Bay, BC, Canada

Our most popular posts have reached anywhere between 3000-4500 people, with around 150 post clicks and 150 engagements, such as likes. These posts were associated with Esso Fun Day and milestone announcements. Other posts that were frequently engaged with included NHL/NHLPA First Shift program announcements and award ceremony congratulation posts.

#### Instagram Account - @vicgirlshockey

Our Instagram has become more popular this year with a lot of new followers and browsers. Over this year we have gained 307 new followers. Our instagram platform is used to share new information regarding the association such as announcements for new programs or reminders for upcoming events. This account also serves as a place

to share news about our teams and players.

Statistics:

Total Followers - 482

Total Following - 194

Total posts - 225 (not including stories)

Twitter Account - @VicGirlsHockey

Twitter is our least used account out of our social media platforms. Most of our followers are parents and other associations. Most of our interactions and engagement on the account is from our announcements about new programs or congratulation posts. This year we have gained 100 new followers on twitter.

Statistics:

Following - 118

Followers - 180

### **Brand, Identity and Marketing (Ken Jones)**

This was an interesting season from a brand prospective, with an opportunity to produce Reign 'gaiter' face coverings as an association-wide order through HomeTown Team and Corporate Sales, with CRFMHA receiving a portion of the sale as a fundraiser. Many players and coaches were seen displaying Reign branding on their faces, while staying safer from COVID-19.

Another fundraiser and brand awareness piece was an Association order of Reign SummerSkates. High-quality hockey skate lace slide-on sandals. Reign logos will be seen on many feet this summer and CRFMHA received a portion of sales. SummerSkates will literally be walking billboards for our brand.

A partnership with [www.coolhockeystuff.ca](http://www.coolhockeystuff.ca) was established before the holiday shopping season and the Reign brand is now available to be produced on their products and ordered online.

Limited new options were added to the ["Reign Gear" Official Team Store](#) at the start of the season. Multiple team orders of the sublimated hoodies were processed, along with a steady sales period pre-holidays for HomeTown. We would like to expand the range of selections available to our membership. We also plan to involve players in the design and procurement process as part of our commitment to mentorship.

This COVID-19 season team photos needed to be a collection of headshots, rather than the typical group photo, so in order to control the quality of these important brand touch-points,

the Photoshop and graphic design of the photos was controlled by the Director of Brand, Marketing and Identity and provided back to Gordon Lee for printing and distribution to Reign teams.

Many arenas now have Reign display cases in high traffic areas, with some including the opportunity to add current news content when available/needed. Look for these advertisements in the SEAPARC Leisure Complex, Archie Browning Sports Centre, Panorama Recreation Centre, Juan de Fuca Arena and Oak Bay Recreation Centre. We also have a display case at Pearkes Recreation Centre to be unveiled soon. THANK YOU to these facilities for providing space for promotion of CRFMHA!

A 10' x 10' event tent with CRFMHA and Reign branding wrap has also been developed and will be seen at future events promoting the association. The tent includes a 10' logo wall for video interviews and other media opportunities. It will be hard to miss when events are happening in Victoria once again!

### Promotion (Veda Smith)

Many of the typical avenues CRFMHA uses for promotion were simply not available this season as a result of the pandemic. As such, we could not participate in the PISE Family Sport and Recreation Festival, Victoria Day Parade, Gorge Canada Day Parade and Picnic, UVic Thunderfest, UVic Club and Course Union Days, WHL Royals games or Santa's Light Parade. We look forward to the return of those events in the future!

As mentioned above, we were able to quietly advance promotion in the facilities with installation of display cases, but while the facilities remain closed, these are still low visibility.

### Reign Merchandise ("Swag Committee")

We developed a "Swag Committee" to collaborate and work together on creating new merchandise for Reign members. The committee is composed of the Directors of Equipment, Brand-Identity-Marketing and Promotion due to the overlap in those portfolios.

### Video Challenge

A creative video challenge was created as a way to promote CRFMHA online, while also safely including current CRFMHA members in the video production during COVID-19. Members sent in a video of themselves in their Reign swag receiving a pass and then giving a pass. The individual videos were combined to make one video with individual players passing the puck to each other. The idea of this came from a popular trend with university hockey teams during the early stages of COVID-19. The video was then posted on our social media for the public to view.

### Graduating Player Gifts

Graduating players will receive a graduation gift from CRFMHA as a way to congratulate them for both their hard work and involvement in the Association. The gift this year is a custom-made bangle bracelet with a crown charm, hockey skate charm, and a custom number charm with each player's hockey number.

### Graduating Player Photos

Graduating player photos were retrieved from each graduating player and the Association photographer (Gordon Lee) and passed on to Mike Goldsworthy (@captured\_sports) for the creation of a graduating player collage. These will be posted to our social media to acknowledge the career of each player.

## Special Events (Caeleigh Ryalls)

### Graduating Players Ceremony

We held our first annual Graduating Players' Ceremony on July 16 at Pioneer Park. This event was hosted outdoors to comply with COVID-19 restrictions. We hosted a small, well attended event for the graduating players and their family members and presented the graduating players gifts.

### Annual Banquet

We had intended to host the 1st CRFMHA Awards Banquet at Mary Winspear Centre on April 4, 2020. However, this was cancelled due to restrictions on social gatherings. We hosted a modified event for presentation of awards and scholarships only on October 23 at Oak Bay Recreation Centre, when the PHO Orders at the time allowed for physically distanced gatherings of up to 50 people. At this time, we are expecting the 2nd Annual event will also be modified.

### Annual Holiday Ice Festival

No event was held due to the restrictions on social gatherings due to the pandemic.

### Citizenship Event

Our 2nd annual citizenship event was called "Reign Down Compassion" and we were successful at raising a significant amount of cash, gift cards and other needed items to support a local family.

## Recruitment and Mentorship (Maegan Thompson)

Following the resignation of Jennie Carson in September, this portfolio was covered by Maegan Thompson in a Coordinator capacity.

### Esso Fun Days

The CRFMHA template for Esso Fun Days is to host a 6-week program in May/June and 1-day programs in August (during Try-out weekend); October (IIHF World Girls Ice Hockey Weekend); and December (in Association with our Holiday Event).

Hockey Canada revoked all sanctioned programs in March 2020, so the May/June event was cancelled. Although programming had recommenced in July, we needed to repurpose the ice reserved for the August event to accommodate physically-distanced try-outs. We were able to use ice on Thanksgiving weekend from our cancelled Tournament to host a 3-day event on October 10-11-12. The Holiday event was also cancelled.

Esso Fun Days continues to be a significant attraction for beginners and we have been approved to host 2 simultaneous events in May/June, both of which are FULL with a waiting list.

### NHL/NHLPA First Shift

We were fortunate to receive approval and support from NHL/NHLPA First Shift program to host our second First Shift program in January - March 2021. This program was FULL and although it was run late in the season, we had three of the players register for the remainder of the season! We expect many of their First Shift teammates to join us in 2021-2022. We have applied for another NHL/NHLPA First Shift program next season.

## HOCKEY OPERATIONS

### Officer's Report (Ian Fleetwood)

Following the resignation of Maegan Thompson in December, this role was covered by Ian Fleetwood

We began the season with some uncertainty about the duration and scope of programming. In August, as the season was about to begin, viaSport and BC Hockey enhanced safety protocols, which we adhered to. At that time, the incidence and prevalence of the coronavirus remained relatively low on South Vancouver Island, compared to elsewhere on the Island and in BC. Our governing bodies delivered resources to support program delivery.

Administratively, we adapted to modifications in ice contracts and morphed operations to fit a changing template throughout the season. We faced challenges with our try-outs and with recreational coaching, some related to the pandemic but others not. Unfortunately, we lost several members from the Hockey Operations Committee over the course of the season, so there will need to be a strong focus on rebuilding the Committee in order to maintain programming next season.

### Coaching (Glenn Wagner and Melanie Murray)

Following the resignation of Bruce Tuck in September, this portfolio was jointly managed by Glenn Wagner (Director of Recreational Hockey) and Melanie Murray (Director of Competitive Hockey).

#### Coach Selection (Competitive)

Interviews were held for the U15A Head Coach position. The other two competitive Head Coach positions were filled by acclamation. The Head Coaches then participated in the selection of the Assistant Coach positions.

#### Coach Selection (Recreational)

Coach selection for the recreational levels (U7 to U21) was performed through recruitment, application and review. It was somewhat fluid in the early part of the season as CRFMHA intentionally postponed formation of “teams”, due to uncertainty regarding the pandemic. In the first month of the season, players were assigned to “squads”. In order to optimize the number of teams in each Division in order to support formation of VIAHA Leagues, significant numbers of age exemptions were processed, many involving movement of a parent-coach.

There was difficulty recruiting a head coach for the U21 team this year, and the one parent who agreed to be interim Head Coach until a replacement was found ended up coaching the entire season as nobody else stepped forward.

Approximately three quarters of the way through the season, the two U18 teams were amalgamated due to low numbers and some coaching staff were assigned new roles.

#### Player Selection (Competitive)

The Director of Coaching was responsible for the on-ice portion of the player selection process. This included developing the selection criteria, staffing (on-ice and evaluators), developing the evaluation plans and record keeping. Once the initial evaluation period concluded, the Director of Coaching assisted the Head Coaches of the three teams in making their final selections based on team composition numbers brought forward by the VP of Hockey Operations.

### Coaching Numbers

A total of 56 coaches (Head Coaches and Assistant Coaches) were rostered this season. Rostered coaches require the mandatory training and certification for their particular level of play. In addition, 21 volunteers were registered as “On-ice Helpers”

### Coaching Survey

A survey was circulated to obtain feedback from the players and their parents regarding their views on the coaching this year. The results were generally very favourable. Individual feedback will be provided to each coach who was reviewed over the Spring and Summer.

### Competitive Hockey (Melanie Murray)

Competitive team (aka Rep team) Tryouts were held during the final weekend in August 2020 at Archie Browning Sports Centre. We hosted tryouts for three age divisions, U13A (20 players), U15A (26 players) and U18A (24 players).

As the Director of Competitive Hockey I worked closely with the Director of Coaching, Bruce Tuck to organize, plan and carry out the tryout weekend. Due to COVID-19 restrictions, we had to split the players in each Division into two groups, which meant twice the number of ice sessions for the evaluators, coaches and other volunteer helpers. Despite this, we managed to offer 3 ice times for each age group over the 3-day weekend.

The three team’s rosters were finalized the following week during additional ice sessions held at Oak Bay Recreation Centre.

After the final selections were made, 6 players who were not selected requested to receive written feedback from the evaluators under the Player Selection policy. One player also pursued an appeal under the association’s Appeal policy and was successful.

Unfortunately, due to the continuing pandemic, there was no season of Competitive hockey games, no tournaments and no championships this season. There were only a small number of scrimmages and exhibition games played within local cohorts according to viaSport Phase 3 conditions, before the PHO Orders required the teams to revert to practicing only under viaSport Phase 2 conditions. It was a challenging year for the Competitive teams, as the coaches and players had to adapt to non-contact skills drills for the rest of the year. I’m sure everyone is looking forward to a regular season next year and a return to playing games.

### Recreational Hockey (Glenn Wagner)

Team formation was somewhat fluid in the early part of the season. CRFMHA intentionally postponed formation of “teams”, due to uncertainty regarding the pandemic. In the first



month of the season, players were assigned to “squads”. In order to optimize the number of teams in each Division in order to support formation of VIAHA Leagues, significant numbers of age exemptions were processed. The players approached for potential Under Age exemptions were identified by the Head Coaches of each team as having the skill set to compete at the next age bracket. Unfortunately, the majority of players moved up were identified from the C2 team of each Division, which led to an imbalance for the short season of game play in November, with the C1 team of each Division generally having stronger players.

By Week 6 of the season we had two teams in each division from U11 to U18, with single teams in U7 and U21, and three teams in U9. Recruitment to the U7 Division was difficult due to COVID-19 restrictions preventing the NHL/NHLPA First Shift and Esso Fun Days programs from occurring in the Fall. Numbers in U7 remained low through much of the season, but did increase after an Esso Fun Days session in October. By Week 18 of the season, team numbers had risen from seven (7) to 14 players.

In Week 13 of the season the two U18 teams were amalgamated due to reduced numbers and low turnout. The primary reasons provided for some players leaving or not attending ice times were the ongoing COVID-19 restrictions and concerns about personal health and safety.

Player recruitment for the U21 team started off slowly, but picked up steam through October. By Week 8 of the season there were 15 players on the team. This number started to decline once COVID-19 restrictions interrupted the season, completely shutting down the U21 team for one and a half months. The initial restriction on adult sports included U21 hockey, but this was later revised. However, the strong recruitment for this team is very promising for future seasons.

The lack of games due to only a limited period in viaSport Phase 3 conditions was difficult on all players and coaches this season. Adaptation and emphasis on having fun were key to making this season a success.

### **Development (Courtenay Jacklin)**

With on-ice training suspended, CRFMHA started Spring/Summer 2020 Development with a four-week online training program featuring strength & conditioning seminars with Mary Claire Geneau (University of Toronto, U-Sports), stickhandling sessions with [Taylor Woods](#) (Toronto Six, NWHL), and workouts with Sarah Kaufman ([ZUMA Martial Arts](#)). The CRFMHA also worked with [Third Space Movement](#) to organize online yoga classes for CRFMHA players and their families.

From July to August 2020, the CRFMHA held on-ice development sessions instructed by a variety of volunteer and professional coaches, including Canadian National Women’s Team player, [Micah Zandee-Hart](#) of Saanichton, BC.

On-ice development sessions continued throughout the 2020/21 season. During Fall 2020, the CRFMHA hosted two online mental fitness seminars led by [Sara Wegwitz](#). During Spring 2021, the CRFMHA piloted a 9-week instructor development program where CRFMHA U18 players learned coaching techniques and technical skating skills from professional power skating coach, Mena Westhaver ([PowerWest Athletics](#)) and assisted in a power skating class for U7-U15 players under Mena's leadership.

During March 2021, CRFMHA hosted Ella Matteucci ([PWHPA](#) - Team Sonnet, Toronto), [Whitney Dove](#) ([NWHL](#) - Boston Beauts) and [Kelty Apperson](#) ([SDE](#), Sweden) for online Q&A sessions on women's professional hockey. CRFMHA also organized an online Q&A and off-ice skills sessions with Katie Wilton ([Duncan Hockey Skills and Development](#)) and Karissa Savage ([Savage Goalies](#)), who started their own businesses after finishing their university hockey careers.

### Goaltending (Reg Gladstone)

Goaltender Development clinics were held on:

- September 28 (Panorama)
- October 12 (Pearkes)
- December 27 (Q Centre)
- January 3 (Westhills)

We will consider moving to a model of goaltender development infolded to team practices as we continue to attempt to stimulate interest in the goalie position.

### Officiating (Teri Cotton)

Hockey Canada Officiating Program (HCOP) clinics were delayed as a result of the pandemic. As a result, there were no Officials available in the early weeks of the season. There was only a brief period during which games were sanctioned according to viaSport Phase 3 status. After we returned to Phase 2, no further games were played.

We had hoped to host an all-female HCOP clinic, but approval was delayed until it was no longer practical. We do plan to pursue this again next season as female referee development is part of our mission.

Sadly, in mid-November, our Referee-in-Chief, Steve Marsh retired from minor hockey after decades as a dedicated volunteer for numerous Associations and agencies, always performing at the highest level. Steve has been a mentor to dozens, if not hundreds, of young officials. We know that Steve will miss minor hockey as much as minor hockey will miss him. We wish him all the best in retirement.

Following Steve's departure, Teri Cotton was recruited and served in a Coordinator role for the remainder of the season.

## FINANCIAL

### Treasurer's Overview (Kelly Chaplin)

The 2020-21 season saw the Association reach a much more sound financial position. This was primarily as a result of a number of one-time start-up costs from the inaugural season that were not incurred in our second year, and the qualification for our first BC Community Gaming Grant from the Province of BC which provided significant additional revenue to help cover our costs.

In addition to the gaming grant, we were successful in securing additional grants, most notably ViaSport grants for gender equity and local sport relief. These helped to offset the decline in our fundraising activities which were limited due to restrictions associated with the pandemic, and also relieved our membership of the significant fundraising efforts required during our initial season.

The many changes to our season required by the pandemic resulted in savings on referee costs compared to budgeted amounts, but increased ice costs as cohort restrictions and capacity limits required us to purchase additional ice to give teams their allotted amounts. We also provided for numerous development opportunities with professional coaching throughout the season.

Substantial time and effort was required by our Treasurer and Registrar to ensure registration payment installments were made during the season. To streamline this process and to make payment tracking easier for both our members and Board, we will be transitioning to an online registration and credit card payment process for the 2021-22 season.

### Registrar (Laurie Wishart)

The 2020-21 season was an interesting year, affected in so many ways by the COVID-19 pandemic, but it is a pleasure to report that our registration numbers were closely comparable to the first season of operation: 212 being the final registration number. Five players transferred for the season to the BC Hockey U18 Female AAA team (Vancouver Island Seals).

Our Treasurer and Registrar found it very time consuming collecting fees via eTransfers (following up with families that forgot to pay on the scheduled dates involved many hours of work). Plans for a different "online" registration with credit card payment have been developed for use next season.

I appreciate the work involved in setting up our Recreational teams in a fair manner (trying to keep players close to home, trying to keep a good skill balance between teams). We had

multiple underage moves this past season (and a few overage requests) in order to accomplish those goals. VIAHA was supportive of our requests.

The parents, players, coaches, and board members were all very easy to work with and I certainly appreciated their support and kind words.

## External Funding (Brad Amson)

### Charitable Donations

Given the economic climate this season, we did not run a charitable donations campaign. We did receive a handful of sporadic charitable donations.

### Sponsorship

With limited opportunity to acknowledge sponsors, our funding from sponsorship was reduced remarkably. We were sponsored by two local **Scotiabank** branches (Hillside and Belmont) based on applications by Lisa Parkes and Donna Perman. Meagan Thompson ran the **NHL/NHLPA First Shift** program, which includes sponsorship funding. Our younger players again benefited from the **Tim Horton's TimBits** and **McDonald's atoMc** programs, administered by Elise Gratton.

### Fundraising

Most of our typical fundraising opportunities rely on social situations or are planned in conjunction with competition. We could not do raffles, 50/50, silent auctions, tournaments, etc. Our annual bottle drive in September was fortunately at a time when PHO Orders allowed it. Thanks to Geoff Gair, with support from Kelly Chaplin, we hosted our second annual NHL hockey draft on officepools.com, which was successful. The efforts of our "swag" committee (Elise Gratton, Ken Jones, Veda Smith) also developed three separate products for sale, from which we received a portion of sales: Gaiters, Stickers and SummerSkates.

### Grants

Lisa Parkes submitted our **BC Community Gaming Grant**, with support from Kelly Chaplin and Ian Fleetwood, which was awarded this season for the first time.

Courtenay Jacklin developed an innovative coach mentoring program and strategy, which was funded by the **viaSport LeadForward Grant**.

The second installment of a 3-year grant supporting the launch of the Association from the **Daryl K Seaman Canadian Hockey Fund (Calgary Foundation)** was delivered to Sport BC on March 31.

Our Spring/Summer Development program was supported by the **VIHA Community Wellness Grant**.

We were selected in the initial iteration of the **viaSport Local Sport Relief Fund** due to our precarious financial position emerging from the inaugural season and the cost pressures of the current season.

CRFMHA was funded by the **Canadian Women and Sport “Women In Sport Encouragement” (WISE) Fund**.

The **KidSport “Play it Forward” Grant** was awarded to support ice time.

### **Ice and Facilities (Bruce Leibel)**

We acquired ice on 10 ice surfaces at 9 facilities administered by 6 municipalities and 3 private agencies with 3 ice surfaces unavailable for the entire season. The closure of Pearkes Gold Rink was expected and planned after an announcement in December 2019. The closure of JDF Arena was unexpected and announced in June 2020. Save on Foods Memorial Arena was converted to a temporary emergency shelter and did not re-open for the 2020-2021 hockey season.

Our overall ice allocation was below what we requested and the distribution was skewed toward early mornings and late evenings.

The ice portfolio was a challenge as a result of there being 3 ice surfaces unavailable; less than favourable ice allocation from facilities and a constantly changing season as a result of COVID-19. A positive, as a result of the pandemic, was the fact that we were able to pick up additional ice to the benefit of all teams following the suspension of adult programming.

We had very few “incidents” during the season, which was quite an accomplishment given the changing landscape as well as the various facility specific protocols.

Apart from a less than typical hockey season with very little game play, all teams received ice consistent with CRFMHA Ice Allocation Policy, and generally received more ice than was covered in registration fees.

### **Equipment (Elise Gratton)**

We were able to secure a central located storage unit generously donated by [Westshore U-Lock](#). This enabled us to centralize our jerseys, on-ice equipment and Association storage. (and clear out volunteer garages)!

Our Association sponsorships for Timbits and *atoMc* uniform programs for U7-U11 were successfully renewed this season.

We updated all of our first aid kits to meet the COVID-19 safety requirements. We also purchased pucks and cones to accommodate the growing needs of the Association.

We loaned out 20 gear sets to players new to hockey joining CRFMHA and Esso Fun Day participants. We simplified the loaner gear request process through a Google form and made strides to automate this further.

We received many gear donations in our most needed sizes (U10 and under) Our loaner gear space at Archie Browning was expanded to facilitate future Esso Fun Days.

We thank the Team Managers and Coaches for their flexibility and hope to streamline equipment delivery next season as restrictions for larger gatherings are lifted!

### Tournaments (Donna Perman)

Although we had acquired ice to host our annual Thanksgiving Tournament at Pearkes and were in the process of booking our Annual Fall Female Faceoff Tournament at SEAPARC, the pandemic restrictions led to cancellation of these events. We were also the approved host for the U15A BC Hockey Championships, but all championship events were cancelled by BC Hockey.

### Thanks to our Supporters!



