



HVCA BOARD OF DIRECTORS REPORTS 2019-2020

MEMBERSHIP

The membership director and subcommittee are responsible to investigate, plan and execute membership opportunities which add value to community members through membership perks, sports/events, and community support. The HVCA collects an annual membership fees which aids in offsetting our costs of a board.

Summary of 2019-2020

- **Board added value discussions**
- **Membership awareness/sales and raffles at events**
- **Survey**
- **Membership strategic plan**
- **HVCA postcard advertising**

Board added value discussions

The HVCA held membership committee meetings where multiple possibilities were examined for potential “added value” options for the board to consider. These discussions considered:

- Changing what we do (how we obtain members and what we offer members)
- Amenities/ Businesses to consider
- Targeting audience groups
- Implementation tactics

Based on these discussions a community survey was created.

Survey

A survey was created and filled out at events by participants. The survey asked what they value in a membership and what would make them renew their membership annually. This insight aided in the creation of the strategic plan.

Membership strategic plan

The strategic plan used the insight from the board added value discussions and the community survey to create focus areas. The plan had two focus areas:

- Create awareness through communications and branding
- Add value for our members through local discounts, event raffles and privileges

Outcomes for the plan include new event proposals that target new audiences, website updates, building a band tactics, and monies allocated to membership perks from local businesses. It was decided that at events The CA will require payment for items (example – food, beverages, etc.) with members receiving these items for free or at a reduced cost. Motions to the board include a purchase of a square card reader, monies for branded items, and continuing with membership baskets at events.

Membership awareness/ sales and raffles at events

The membership director attended events with a membership booth, generating interest in the Community Association as well as new members. This year was the first year memberships were sold at events and it was very successful. The membership booth hosted raffle baskets which were donated from local businesses.

HVCA postcard advertising

COVID did impact the outcome of membership initiative however the board attempted at reaching out to community members via online and by posting advertisements around the community. The postcards welcomed neighbours to become members and focused on a community culture.

PLAYGROUNDS

The Playground director and subcommittee are responsible for holding regular subcommittee meetings to discuss the needs and ways and means to enable the Hidden Valley Community Association to build or re-build and/or maintain Playgrounds and Open Spaces within the community that is aligned with the HVCA's H² Spaces Strategic Master Plan. The sub-committee participates and fundraising initiatives to support these revitalizations as well as helps to determine what these park spaces will look like.

The Playground Directorate has accomplished the following things listed below during the 2019-20 term.

Parks Space Revitalizations

Developed H² Spaces: Our Community Parks Strategic Master Plan

This two-year master plan project has evaluated and assessed all of our existing 15 playgrounds and created a road-map for our community to develop formal revitalization plans for our park spaces.

To-date, with the support of members of the HVCA Board, the Playgrounds Director has spearheaded the following components of H² Spaces:

- Collected demographic data pertaining to both Hidden Valley and Hanson Ranch;
- Hosted 8 community engagement sessions (300 residents to-date) to collect feedback on what community members want to see in these park spaces;
- Retained Mount Royal University to perform systematic data observations of all 15 playgrounds to determine if they are actually being used, who is using them and when;
- Obtained operational funding from the City of Calgary as well as grant funding from Parks Foundation Calgary for financial support of the conceptual design and formalization of the HVCA's H² Spaces Master Plan document;
- Retained Ground Cube Landscape Architects for the creation of the H² Spaces Master Plan;
- Raised \$500 by hosting the HVCA's first ever fundraising event, the "Harvest Bake Sale" in which proceeds contributed to the creation of the H² Spaces Master Plan;
- Secured approval from the City of Calgary to proceed with revitalizing park space HID527 on Hidden Hills Way;
- Secured \$XXX through fundraising and HVCA Board support for the revitalization of HID527;
- Launched the H² Spaces website www.h2spaces.org so our community can be kept informed and up-to-date with regards to park space revitalizations.

Traffic Safety

- Successfully advocated for the installation of temporary curb extensions at the crosswalk located on Hidden Valley Drive and Hidden Park/Hidden Green NW;
- Liaised between Hidden Valley School Council and the HVCA for regular school traffic blitzes to help alleviate traffic congestion in front of the school during bell times.

2020/21 Re-election Goals

If re-elected for the 2020/21 term, Sarah P's goals are the following:

- Form the H² Spaces Project Team (HVCA Board members and community volunteers) for the revitalization of park space HID527 on Hidden Hills Way with an estimated completion date between Fall 2020 and Spring 2021;
- Host community engagement and fundraising for HID527;
- Obtain support from the City of Calgary to proceed with the removal of playground equipment at HID519 (Hidden Valley Heights or the "Duck Pond") and host community engagement for the revitalization of this space;
- Initiate the development of a fenced-in off-leash dog park

COMMUNICATIONS

During the year, the Communications Director has worked to create a unified HVCA voice when communicating to our residents. With this in mind, the Communications Director has been present on several sub committees such as Membership, Playgrounds, and Emergency Response. Within these committees, the Communications Director has created HVCA letterhead, media release forms, proof of concept designs for websites, logo creation, designed marketing collateral, and modified project plans to 'look' more like the HVCA.

Along with these duties, the Communication's Director has also been responsible for writing and compiling articles for the monthly HVCA Newsletter. This entails, sending notifications to our local government officials, our local groupies ie Girl Guides, 4h etc. Additionally, writing and proof reading the articles for submission to Great News Media monthly.

Goals for 2020-2021

To find and implement new membership management software to better set up the HVCA board for success in their initiatives of membership, fundraising and communication to its members. This process has been initiated by a pre selection of software we'd like to see demonstrated. The top 3 software companies have been contacted for demos.

FUNDRAISING

The fundraising director and subcommittee are responsible to investigate, plan and execute fundraising opportunities which raise funds for both operating costs and community projects. The HVCA can not rely solely on membership fees and bi-annual casino revenue to fulfill our mandate to deliver events and programs for the residence of Hanson Ranch and Hidden Valley. We thank every member of the community who supported our efforts to raise funds in 2019.

Fundraising summary for 2019

Westjet Gift of Flight raffle	\$5,900
Harvest Bake sale	<u>\$500</u>
Total funds raised	\$6,400

Rink Board Advertising

Multiple possibilities were examined for potential revenue generation through the sale rink board advertising to local businesses and corporations. Of the options of outsourcing, printing vinyl banners installed under clear lexan, and fixing decals directly to the existing board, it was agreed that we would print decals to be placed directly on the existing boards. This method for installation minimized cost to print and install.

Market comparisons were completed to determine the fair market price for the standard 3'x8' rink board. Template agreements were created and approved by the board, and a short list of installation / printing companies were vetted. Most of the background work is completed for the fundraising subcommittee to start selling advertising in 2020. Realistic revenues for the first year of active advertising sales, based on 1/3 of spots being sold, would be approximately \$7,000.

WestJet Gift of Flight Raffle

HVCA is lucky to have volunteers who work for organizations like WestJet which offer staff who volunteer the gift of Flight (two bookings on any regular scheduled WestJet flight) for the purpose of fundraising by sale or raffle. Under AGLC rules, the WestJet Gift raffle could have raised \$12,000. In 2019 the HVCA was able to sell approximately half of the tickets printed and raised \$5,900. Future raffles should be considered only if better support is organized from community volunteers in order to maximize the funds raised.

Facilities Rental

HVCA is currently investigating renting out the rink and ball diamond to individuals and businesses. Discounted rates will be considered for HVCA members. We believe this will not only raise funds for the HVCA but will increase facility utilization.

DAL/VP REPORT

A Director at Large is responsible for providing assistance to the formal Board directorates and subcommittees to ensure that core Board functions and responsibilities are completed. This may include providing coverage for executive functions such as recording Board meeting minutes in the absence of the Secretary, or Director functions, representing the perspective of Directors absent for subcommittee or other meetings.

Summary of 2019-2020

- **Assisted H2 Spaces Project**
- **Assisted Executive** - Strategic Planning session 2020, Board meeting minute-taking
- **Interim Vice-President** - coordinated attempted 2020 Soccer program
- **Interim Vice-President** - policy and procedure development, AGM development

Assisted H2 Spaces Project

As both DAL2 and (Interim) VP, worked with Playgrounds Director to ensure HVCA's Master Plan was completed as committed and rolled out to partners with supporting communication channels.

Assisted Executive

Provided Board meeting coverage as acting Secretary, and in a variety of administration (planning, consultation, review) activities in support of directorate activities.

Interim Vice-President

Accepted nomination from Board as Interim Vice-President (through the 2020 Annual General Meeting) to attempt to kick-off the revitalized Soccer Program (which was ultimately cancelled due to COVID-19). Completed a draft Ways of Working for further Board Development in 2020-2021. Evaluated and presented options for holding the 2020 (deferred) Annual General Meeting.

TREASURER REPORT (2020)

Since the previous Annual General Meeting (June 2019), the Board continued to execute the 2019-2020 budget through the end of the fiscal year (March 31, 2020). The Audited Financial Statements are presented as **Appendix 1**. Significant areas of expenditure since March 31 have included:

- Installation of basketball hoops in the rink area
- Beautification projects at the entrances to the community (including the Hanson Ranch entrance)
- Repairs to the Hidden Hut (improved lighting, stucco, paint, landscaping around the rink and hut)
- Completion of the Master Plan for playground spaces within the community (H² Spaces)

In the 2019-2020 fiscal year, the difference between the Association's Assets and its Liabilities narrowed significantly due to the Board's choice to support maintenance and programming in 2019. For the past two years, a larger share of operating expenses have been paid from the Casino Account, due to an expanded permitted use of proceeds. In prior years, Casino funding has been used mostly for funding larger projects.

Chart 1: Value of HVCA Bank Accounts, Fiscal Years ended March 31, 2015-2020 (Adjusted for inflation)

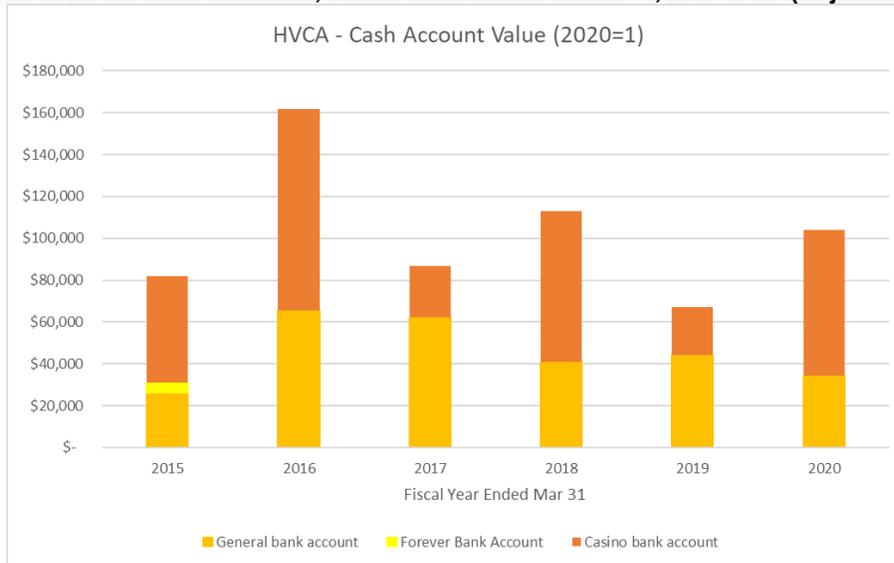


Chart 2: HVCA Annual Total Revenue and Expenses 2015-2020, Years ended March 31 (Adjusted for inflation)

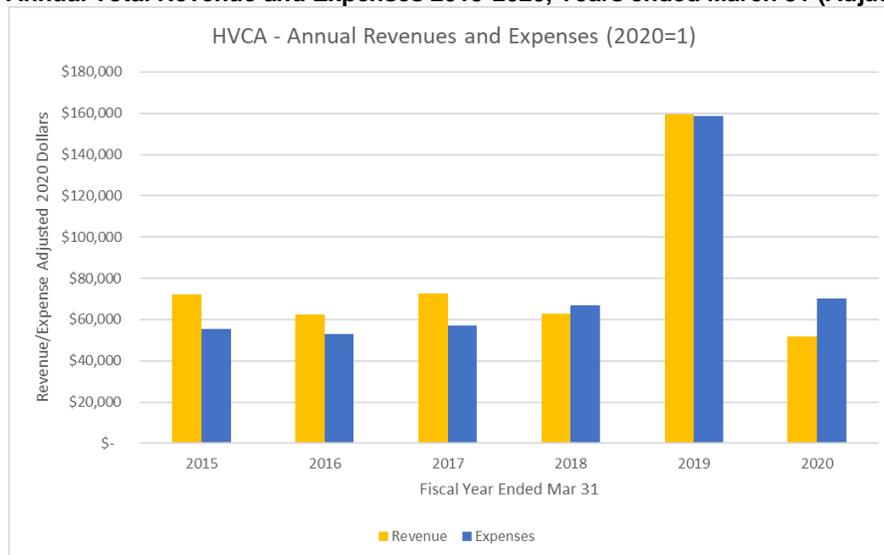
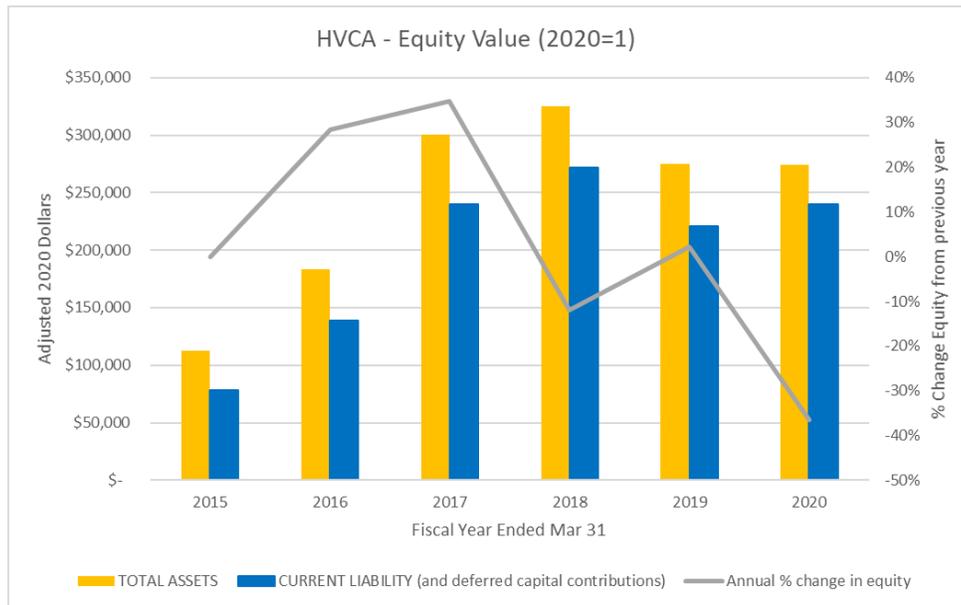


Chart 3: HVCA Assets, Liabilities, and Change in Equity, 2015-2020, Years ended March 31 (Adjusted for inflation)



The Board's Strategic Planning Session was held in Q1 2020. However, due to COVID-19 responses, the normally subsequent Budget Planning session, to agree an April to March operating budget based on the Strategic Objectives, was deferred. Because the Board could not meet face to face to finalize that 2020-2021 budget, an interim budget from April 1 through May 31 2020 was created with the expectation that a full budget meeting would occur in April (see Board Meeting Minutes, March 19, 2020).

When it became apparent that the June 2020 AGM would be postponed, the Board moved to finalize a working budget *forecast* based on data at hand, including projecting expenses, and expected restricted revenue, for the remainder of 2020 and into 2021. That forecast is attached as Appendix 2. The Board recommends that the Association and its incoming Directors consider the impacts of a prolonged period of social distancing on the primary means of cashflow -- provision of sports programs--and work with the forecast through the rest of this fiscal year. Additional sources of fundraising, operating grants, and the premise of using Casino funding to cover operating expenses will need to be pursued in the remainder of this fiscal year.

As of July 31, 2020, the Main Account is \$31,450.53, and the restricted Casino Account is \$63,939.98

- Expenses through March 31, 2021 that may be drawn from the Casino Account are expected to be approximately \$29,677.90, resulting in an estimated March 31, 2021 position of \$34,262.08. In August 2020, the Board committed \$20,000 from its Casino Account for parks revitalization (compared to \$25,000 in previous years).
- Expenses through March 31, 2021 that would be drawn from the Main Account are expected to be \$6525.00, against projected revenue of \$11,885, resulting in a projected position in the Main Account of \$36,810.53

The key challenges facing the Board following the Annual General Meeting will be continuing to deliver appropriate programming and events for the community under conditions of social distancing (while predicting and responding to residents' and members' needs and wants), maintaining existing HVCA assets, and ensuring cashflow that covers expenses – including planning for stretching the lifespan of depreciating assets.

Neill Coad, Vice-President (Interim)
August 24, 2020

Appendix 1. Audited Financial Statements: 2019-2020



Final signed audited
FS Hidden Valley 2020

Appendix 2. Budget Forecast (approved as of May 21, 2020)



april2020minuteswith
revisionsigned_6.pdf

BUILDING AND DEVELOPMENT

The (Building & Development / Beautification) director and subcommittee are responsible to report any bylaw violations observed around the community. This includes but is not limited to untidy property / graffiti / temporary sign infractions etc.

Summary of 2019-2020

- **Key objective, goal, work #1** Replace planter inserts at the entrance to Hidden Valley & Hansen Ranch
- **Key objective, goal, work #2** Coordinate cleanup – up keep of city managed property

Key objective, goal, work #1

Replace / maintain planters placed at the entrance to 14th street and at the entrance of Hansen Ranch.

Key objective, goal, work #2

Coordinate maintenance of city owned property