

# WILDERNESS CANOE ASSOCIATION

## Minutes of the AGM, March 3, 2012

**Present:** Aleks Gusev (Chair), Allan Jacobs, Geri James, Mary Perkins, Dave Young and approximately 30 members of the WCA.

Geri James, the event organizer, welcomed members to the 2012 AGM and to the Koffler Scientific Reserve. She apologized for the difficulties which people had experienced with online registration for the event. She commented that the time of year was not particularly conducive to a good turnout but that those who made the effort to attend enjoyed a fine opportunity to socialize and to plan summer trips. Geri indicated that certain matters of business are required by our constitution and she introduced the morning's agenda.

Geri also introduced Prof. Arthur Weis, Director of the Koffler Reserve who also welcomed members and gave a brief overview of the Reserve. It is an 880 acre research lab for ecology and environmental studies. The building in which the meeting is being held was the 11,000 ft.<sup>2</sup> "summer cottage" of the Koffler family prior to its donation to the University of Toronto in 1995. In summer, when the Reserve is at full activity, more than 30 scientists are at work on over 100 projects. Researchers come from all over the world to this unique facility and, in addition, groups come from local universities to attend courses and natural history workshops which are offered during the summer months. Dr. Weis spoke to the group at greater length following the business meeting and also conducted a tour of the facility.

Geri commented that she learned of the Koffler Reserve by taking a free guided hike and that the Reserve is letting us use the facility free of charge.

### Minutes of the AGM, 2011:

**Motion:** Bernadette Hardaker/Gary James

*To accept the minutes of AGM 2011*

Carried

**Chairman's Report:** Aleks thanked members for turning out for the meeting and outlined some of the activities of the WCA Board and officers over the last year. He thanked Doug Ashton for once again organizing a highly successful participation in the Outdoor Adventure Show.

He thanked Jeff Haymer for organizing our participation in the MEC Paddlefest.

Aleks thanked Mary Perkins for coordinating our participation in the Palmer River event. There was good attendance and, under the leadership of Paddler Co-op, there was a greater focus on family and less on whitewater.

Aleks thanked Martin Heppner, in absentia, for organizing the Wine and Cheese Evening as he has done for so many years.

The Fall Meeting, organized by Jon McPhee, was held at Boundless. The facility was judged excellent but the unfortunately-poor turnout, well short of the "guaranteed minimum," resulted in a substantial financial loss. On Jon's recommendation, we are returning to MKC in 2012.

The Pub Night was poorly attended and a mutual decision between the Board and the pub owner was made to discontinue it.

Aleks thanked Allan Jacobs for developing an initiative to make outdoor education students aware of the WCA through a program of reduced membership in the hopes of attracting younger members to the Association.

Aleks gave an overview of the functions of the Board. Meetings are held 8 to 9 times per year to plan the operations of the Association. The advent of telecommunications (Skype) has permitted members living as far afield as Québec to participate as directors.

Aleks commented on his "personal journey" over the several years he has served as Chairman. He feels he has gained many good relationships and considerable rewards from that involvement. The acquisition of the CCR website was an early event in his tenure and he feels it has served us well and is a good area to exploit further in generating advertising revenues. He described some of the features of the site and stated that it was one of the cornerstones of our acquisition of a Trillium Grant of \$56,000.

Nastawgan has gone from black and white to color and is available in a digitized version. Archiving of past articles is in progress and will permit researching the considerable resource of past newsletters.

Aleks' commitment to the WCA is scarcely lessening with his retirement from the Board as he takes over as senior editor of Nastawgan. He commented that Toni is slowing down somewhat and wishes to concentrate on writing a book but will continue to be photo editor for the newsletter and mentor to Aleks.

In closing Aleks thanked Geri and Gary James for their efforts in organizing the event and Prof. Weis for hosting us. He expressed appreciation for the mentorship of George Drought.

### **Report of the Treasurer/Auditor - Barb Young/David Guttman**

Barb and Dave presented the year-end financial reports for the WCA (included as Appendix 1) and CCR (included as Appendix 2).

In addition to the comments included with the reports, both made verbal comments and answered questions. In 2011, some money was withdrawn from the WCA ING account to cover operations. Interest and management charges owed to the WCA from CCR were only partially paid due to inadequate CCR revenues. Dave expressed concern that repetitions of this practice could endanger the WCA tax exemption. If revenues are still insufficient next year he recommends waving either interest charges or management fee. He noted that each event in 2011 lost money (it was pointed out that this was unintentional, not policy). Newsletter costs have risen and are now approximately \$3000 per issue. Website costs have been written off because (at least from an accountant's perspective) they have no intrinsic value.

In response to a question about WCA support for other programs in 2011, Barb responded that \$1000 was used to support Palmerfest and a donation of \$250 was made to the Canadian Canoe Museum in honor of Kirk Wipper.

The final report concerning our Trillium Grant has been deferred to 2012. Therefore, the final payment of \$13,800 is still to be received.

We are now a little over three years into paying off the purchase of the CCR website using Google AdSense revenues for the purpose.

A member questioned what our insurance actually covers. Bill Ness responded that this needs clarification with respect to whether, in addition to general liability, directors' liability and organizers' liability is also covered. He thinks that our insurance carrier may have changed and questioned what effect this might have on coverage. He undertook to investigate this further. The member commented that coverage for multiple different activities is important. Bill responded that he knows, specifically, that biking is excluded and commented, tongue-in-cheek, that in the event of a mishap, death is much cheaper than disability. Jeff commented that our insurance only covers members and that nonmembers participating in WCA events need special registration.

With respect to CCR, Allan Jacobs commented that there is considerable value which doesn't show on the books. David responded that for the site to have commercial value an effort needs to be made to increase revenues.

### **Committee Reports:**

**Outings:** Bill Ness presented the annual statistics concerning WCA outings, educational events and social events (included as Appendix 3).

A member questioned whether other events apart from canoeing are welcome and received an enthusiastic "yes."

Gary James commented that workshops used to be a valued offering which he felt would be good to bring back.

Luigi, a new member, stated that one personal reason for joining the WCA was to learn and to improve his skills. Bill commented that a good range of outings ideally offers the opportunity for progression for learners.

Bill raised another issue that professional instructors have offered instructional outings for compensation, upsetting some members who feel that outings should remain a voluntary activity. Bill speculated that the charging of a fee might impact our insurance coverage and stressed the importance of ensuring that professional instructors have their own insurance coverage. He suggested that, in future, any such offering should be posted on the general bulletin board, rather than in the outings section.

Jeff Haymer commented that, if the Board decides, as a matter of policy, that the WCA should be offering instruction, then a qualified professional should be hired to do it but that this is separate and distinct from the outings program.

**Membership and Communications:** Emmy was unable to attend the AGM and Aleks gave a general overview of the membership situation. It has tended to fluctuate over a range from about 450 to 550. We would like to attract increased numbers of younger members and he welcomed any suggestions in this regard. To that end, a WCA presence on Facebook is in the process of being established.

**Conservation:** Jeff McColl read his conservation report to the meeting (paper copy on file). He highlighted the fact that we are a small organization and that

networking to accomplish conservation aims is extremely important. He felt that the most significant accomplishment 2011 was the reversing of canoe registration requirements which he described as a coordinated effort by multiple groups. He expressed the hope that the Drummond report may reverse some of the damage done by the Green Energy initiative to local rivers.

**Other Business:**

Allan Jacobs updated the membership on the CCR website. Approximately 1400 new members have been added; there have been 400,000 visitors and 36 million hits. Approximately 1000 routes per year are being added. Marilyn continues the ongoing process of renovating the site. Policy decisions are needed and the process has been facilitated by the appointment of the new CCR Board.

Dave Young commented that maps are needed to provide a visual depiction of regions (which are currently described in words). He stated that digitized Nastawgans are available on the site and will soon be fully searchable.

Bill Stevenson commented that we should all be emissaries for CCR adds through our business contacts.

Three directors, Aleks Gusev, Allan Jacobs and Martin Heppner have completed their terms and are retiring from the Board. At present there is only one committed replacement, Diane Lucas, who was present at the meeting and was recognized by the members. Another member is away and is considering participation during her absence. One further director is needed and this will require a concerted and immediate effort to make a full complement of directors Young.

Bill King expressed the thanks of the membership to Aleks for his many years of devoted service as Chair and for his unprecedented contribution of energy and initiatives.

**Motion:** Gary James/Linda Gordon

*To reappoint David Guttman as WCA auditor for 2012/2013.*

Carried

**Motion:** Dave Young/Gary James

*To adjourn the 2012 AGM*

Carried

Bill King  
WCA Secretary

**APPENDIX 1****REVIEW ENGAGEMENT REPORT**

To the Directors of  
Wilderness Canoe Association Inc.

I have reviewed the balance sheet of the Wilderness Canoe Association as at December 31, 2011 and the statements of income and retained earnings for the year then ended. My review was made in accordance with Canadian generally accepted standards for review engagements and accordingly consisted primarily of enquiry, analytical procedures and discussions related to information supplied to me by the Treasurer. A review does not constitute an audit and consequently I do not express an audit opinion on these financial statements.

Based on my review, nothing has come to my attention that causes me to believe that these financial statements are not, in all material respects, in accordance with Canadian general accepted accounting principles.

Thornhill, Ontario  
February 2012

David Guttman

	2011	2010
<u>Assets</u>		
<u>Current</u>		
Bank	\$2973	\$2006
ING	<u>43560</u>	<u>48819</u>
	46533	50825
Website	9735	9735
CCR Inc- advances	18346	16916
-Interest		
Receivable	2509	2030
'-Management Fee Recievable	2400	2400
Prepaid Expenses (Note		
#3)	1636	665
Display Units	<u>1</u>	<u>1</u>
	<u>\$81160</u>	<u>\$82572</u>
<u>Liabilities</u>		
<u>Current</u>		
Accounts Payable	\$4559	-
Prepaid Memberships (Note #2)	<u>4955</u>	<u>6590</u>
	<u>\$9514</u>	<u>\$6590</u>
<u>Members</u>		
<u>Equity</u>		
Balance	<u>71646</u>	<u>75982</u>
	<u>\$81160</u>	<u>\$82572</u>

	2011	2010
<u>Revenue</u>		
Membership Dues	\$17210	\$14232
Income from Programs	4586	9301
Miscellaneous	5000	-
Interest Income	3050	2560
Management Income	2400	2400
Trillium (Note #4)	-	13800
	<u>\$32246</u>	<u>\$42293</u>
<u>Expenses</u>		
Program Costs	\$8913	\$11591
Administration	27669	\$11591
	<u>\$36582</u>	<u>\$26763</u>
Excess of Revenue Over Expenses	(4336)	15530
Retained Earnings - Beginning of Year	75982	60452
Retained Endings - End of Year	<u>\$71646</u>	<u>\$75982</u>

	<u>2011</u>	<u>2010</u>
<u>Income from Programs</u>		
Annual General meeting	\$375	\$1435
Fall Meeting	2636	5578
Wine and Cheese	1419	2288
Merchandise Sales	<u>156</u>	<u>-</u>
	<u>\$4586</u>	<u>\$9301</u>

<u>Program Costs</u>		
Annual General Meeting	\$814	\$2395
Fall Meeting	6000	5560
Wine and Cheese	1288	2754

Outdoor Show	<u>811</u>	<u>882</u>
	<u>\$8913</u>	<u>\$11591</u>

Administration

Newsletter	\$15532	\$8693
Office	555	601
Website Expenses	6797	1722
Insurance	1485	1485
Dues- organizations	85	-
Professional	350	600
Bank charges	418	304
Special Programs	1000	-
IATS	217	208
Promotion	847	1158
Credit Card		
Commissions	<u>383</u>	<u>401</u>
	<u>\$27669</u>	<u>\$15172</u>

**Wilderness Canoe Association Inc.  
Notes to the Financial Statements  
December 31, 2011**

**Accounting Principles**

Revenues and expenditures are recorded on an accrual basis whereby they are reflected in the accounts in the program period in which they relate whether or not such transactions have been fully settled by the receipt of money.

These statements are non consolidated statements as they have not been consolidated with those of Canadian Canoe Routes Inc., a wholly owned subsidiary.

1. Wilderness Canoe Association Inc. (the "WCA") is a non profit corporation incorporated on July 6, 1981.

2. Prepaid Memberships

To: December 31, 2012	3215
To: December 31, 2013	1040
To: December 31, 2014	460
To: December 31, 2015	<u>240</u>
	\$4955

3. Prepaid Expenses

Outdoor Advertising	
Show	\$1265



Insurance	<u>371</u>
	\$1636

#### 4. Trillium Grant

In 2008 Wilderness Canoe Association received a Grant from the Ontario Trillium Foundation in the amount of \$56,100 to be spent on specific costs over 36 months as follows: Year 1- \$28000, Year 2- \$13800, Year 3-\$13800. An interim report covering the first reporting period showed disbursements amounting to \$17,313. No report is required for year 2. A final report due June 2011 has been deferred to 2012. Any unspent Grant funds must be returned to the Foundation unless the Foundation has given prior written approval for such funds to be spent on other items or activities that are consistent with the Grant's purpose.

5. CCR Inc.: The loan to the Canadian Canoe Routes Inc ("CCR"), a wholly owned subsidiary is due on demand and is secured by a registered senior security interest in CCR's assets, as per a general security agreement ("GSA"). The loan bears interest at the rate of 12% per annum, payable in monthly installments at the end of each month. At the end of the year, the amount of interest receivable was \$2509.

CCR Inc. is a wholly owned subsidiary of WCA, which owns all of its 100 common shares.

## **APPENDIX 2**

### REVIEW ENGAGEMENT REPORT

To the Shareholders of  
Canadian Canoe Routes Inc.

I have reviewed the Balance Sheet of Canadian Canoe Routes Inc. as at December 31, 2011 and the Statements of Operations and Retained Earnings for the year then ended. My review was made in accordance with Canadian generally accepted standards for review engagements and accordingly consisted primarily of enquiry, analytical procedures and discussions related to information supplied to me by the company. A review does not constitute an audit and consequently I do not express an audit opinion on these financial statements.

Based on my review, nothing has come to my attention that causes me to believe that these financial statements are not, in all material respects, in accordance with Canadian general accepted accounting principles.

Thornhill, Ontario  
February 2012

David Guttman

	<u>Assets</u>	
	2011	2010
<u>Current</u>		
Bank	\$1843	\$5150
Accounts Recievable	339	-
	<u>2182</u>	<u>5150</u>
 <u>Investments</u>		
Canadian Canoe Routes	20000	20000
Website	8198	8198
Less: Accumulated Depreciation	(3476)	(2296)
 <u>Incorporation Costs</u>	<u>1400</u>	<u>1400</u>
	<u>\$28304</u>	<u>\$32452</u>
	<u>Liabilities</u>	
<u>Current</u>		
Accounts Payable	\$435	\$291
 <u>Long-Term</u>		
Richard Munn (Note #3)	11034	11893
Wilderness Canoe Association	23255	21346
	<u>34289</u>	<u>33239</u>
	<u>Shareholders Equity</u>	
<u>Capital Stock</u>		
100 Common Shares	100	100
 <u>Retained Earnings (Deficit)</u>	<u>(6520)</u>	<u>(1178)</u>
	<u>\$28304</u>	<u>\$32452</u>

	<u>2011</u>	<u>2010</u>
<u>Income</u>		
Advertising	\$4789	\$6469
Google Adsense	<u>859</u>	<u>1080</u>
	<u>5648</u>	<u>7549</u>
<u>Expenses</u>		
Bank Charges	165	117
Domain Name Registration		354
Website Maintenance	2797	212
Office expenses	539	488
Professional fees	450	625
Sales Commisions	1011	1315
Interest	2509	2030
Management	2400	2400
Depreciation	<u>1180</u>	<u>1476</u>
	11051	9017
Net Income (Loss) for the Year	(5403)	(1468)
Deficit December 31, 2010	(1178)	351
Corporate Tax Payable (Recoverable)	<u>61</u>	<u>(61)</u>
Retained Earnings December 31, 2011	<u>(\$6520)</u>	<u>(\$1,178)</u>

Canadian Canoe Routes Inc.  
Notes to the Financial Statements  
December 31, 2011

1. The Company was incorporated September 7, 2007 and commenced operating January 1, 2008.
2. Authorized – unlimited number of Common Shares issued and fully paid – 100 Common Shares @ \$1 per share. The company is a fully owned subsidiary of Wilderness Canoe Association Inc.

3. In 2008 the company acquired the website Canadian Canoe Routes from Richard Munn for \$20000 with a deposit of \$5000. The balance of \$15000 was to be paid monthly at the rate of \$250 monthly in arrears during the period of 5 years (60 months). Monthly payments will be the actual amount of the Google revenues to a maximum of \$250. Payments of \$864.19 were made during the year.
4. During the year the Directors authorized payment of interest at 12% per annum on advances from Wilderness Canoe Association Inc. for the year 2011 (\$2509). They also agreed to pay a management fee to Wilderness Canoe Association Inc of \$2400 for the year 2011.

### **APPENDIX 3**

#### **OUTINGS COMMITTEE REPORT FOR 2011**

The WCA Outings Committee is composed of Bill Ness (Chair), and Mary Perkins. Their collective role is to encourage members to make available to others in the club opportunities to get together to paddle, ski, hike, camp, and just plain have fun together.

The WCA and the Outings Committee would like to thank all those who volunteered their time and enthusiasm to make these outings available to their fellow club paddlers.

In 2011, there were a total of 40 outings, social events and group learning activities offered. This compares to 56 in 2010, 47 in 2009, 49 in 2008, 53 in 2007 & 2005, and 58 in 2005. These activities are categorized as follows, with the four previous years in parentheses for comparison:

#### **Type of Outings:**

Flatwater: 10 (15,7,9,13)      Whitewater: 21 (25, 31, 24, 27)      Sea Kayaking  
0 (2,0)      Skiing: 4 (1, 5,2,5)  
Winter Camping: 0 (1,4,0,1)      Hiking 1 (1,1)      Nature 1 (3,1,1,1)

#### **Duration of Outings:**

Note: Does not include educational or social events:

Day: 19 (18,18, 14, 27)      Weekend: 12 (21, 25, 14, 21)      Longer: 5 (7, 4, 8, 5)

#### **Educational Activities:**

Winter Pool Sessions, Intermediate Whitewater Clinic, Whitewater Training Day, Introduction to Moving Water.

#### **Social Events:**

Paddlers Pub.

Attendance at last January's Paddlers Pub was an abysmal 18, with no participants from other canoe/kayak clubs or the general local paddling community, despite wide publicity.

Previous year participation figures were 21 in 2009 and 30 in 2010. The pub owner was reluctant to provide a free room to us again after the 2010 event, as he felt the numbers insufficient. This year's showing was considerably lower. Consequently, this event has been discontinued. Many thanks to Mary Perkins for her efforts in organizing this event.