



WCA Annual General Meeting – MINUTES (DRAFT)

Tuesday, March 12, 2024 @7:00pm – 8:30pm, online.

Meeting Participants: Approximately 25 WCA members attended the AGM, including board/committee members Gary Ataman (Chair), Bill Ness (Outings), Christopher Mayberry (Communications), Barb Young (Treasurer), Erik Thomsen (board member), Terry Brayman (board member), Lachlan McVie (board member), Matt Eberly (CCR & WCA YouTube), and Tom Connell (Conservation / Secretary).

Time	Topic
7:00 pm	AGM

1. Chair Welcome (Gary Ataman)
 2. Approve 2022 AGM minutes (Tom Connell)
 3. Committee reports:
 - a) Membership (Gary)
 - b) Nastawgan (Gary)
 - c) Treasurer Report WCA & CCR (Barb Young)
 - d) Outings (Bill Ness)
 - e) Communications (Chris Mayberry)
 - f) Conservation (Tom Connell)
 - g) YouTube (Matt Eberly)
 - h) Website (Jeff Haymer)
 - i) Volunteers Looking for Treasurer and Membership positions (Tom)
 - j) Election of directors –no change
 4. Other new business (Gary Ataman)
- Adjourn Meeting (Gary Ataman)



The meeting started at 7:05 with 25 members in attendance.

Gary outlined the agenda and there was no objection or comment

1. Chair Welcome (Gary Ataman)

Gary provided an overview of the WCA org chart, and introduced the various individuals holding different responsibilities. Gary's remarks provided a summary of the WCA's history, and an overview of core activities (outings, Nastawgan) and some specific initiatives underway (conversion of map library to digital with Erik Thomsen's lead), clarification of website functionality re sign-ups, supporting Nastawgan through selective advertising, and increasing popularity of zoom presentations and YouTube video postings.

2. Approve 2023 AGM minutes (Tom Connell)

The motion to approve the 2023 AGM minutes was carried without objection (Ataman/Mayberry).

3. Committee reports;

(a) Membership (Gary Ataman)

Gary expressed appreciation to Emmy Hendrickx for her contribution to the WCA over many years including as Membership Secretary. The WCA will be recruiting a new lead for membership. Gary provided an overview of the current distribution of members by location, individual versus family, and organizational members. See report for details.

(b) Nastawgan (Barb Young)

Barb provided an update on Nastawgan, and thanked Aleks Gusev and Sue Wi-Afedzi for their great efforts in support of Nastawgan. Barb highlighted the ongoing cost pressures as a challenge, offset in part by the introduction of advertisements of interest to WCA members.

(c) Treasurer Report WCA & CCR (Barb Young)

Barb provided an overview of the current situation of WCA and CCR (generally in a decent position), and an overview of the financial statements was provided. The MyCCR website will be on the CCR balance sheet for \$1 given the write-off of goodwill, and the generally difficulty coming up with a relevant valuation for the site. Sue also acknowledged the assistance of Pat McGrail on tax arrangements.

A motion to waive the audit requirement passed without objection (Barb Young/Donna Kurt).



(d) Outings (Bill Ness)

Bill presented the Outings Committee report, and noted the cessation of outings during the pandemic, and variable recovery of outings activity in 2022 and 2023. 2024 seems to be off to a good start based on the number of listings in the system currently. See the Outings Committee report for further details.

(e) Communications (Christopher Mayberry)

Christopher presented his report, outline the continuing stable click-through rates, and invited anyone interested to get involved.

(f) Conservation (Tom Connell)

In presenting his report, Tom encouraged WCA members to identify any local conservation-related issues they might get involved with, and consider having WCA take position or add its voice to any causes that may be reasonably connected to WCA areas of activity.

(g) YouTube (Matt Eberly)

Matt provided an overview of WCA YouTube activity, and our continuing progress to monetize material from both WCA and MyCCR being posted on YouTube. See Matt's report for further details.

(h) Website (Jeff Haymer)

In Jeff's absences, Gary provided a summary of some of the current issues relating to WCA website functionality, including Nastawgan indexing and search capabilities.

(i) Volunteers Looking for Treasurer and Membership positions (Tom Connell)

Volunteers were invited for two open positions: Treasurer and Membership secretary, as well as for committee participation generally. WCA members are asked to contact Gary for more information on any of the open roles.

(j) Election of directors – no change

The WCA currently has a full complement of board members (6), but members were invited to contact the Chair about interest in future board involvement. A motion of ratify the board membership extension of three board members (Ataman, Connell, and Mayberry was adopted unanimously (McHenry/Beakbane).



4. Other new business (Gary Ataman)

Gary mentioned the recent development concerning Paddlers' Co-op at Palmer Rapids, with that organization needing to raised \$250k by June 1st in order to buy the property. There was some discussion of the importance of the Palmer site and the Co-op specifically as one of the best places to introduce people to whitewater paddling, and also as a place for paddlers to gather. A future WCA board meeting will discuss WCA support. WCA members are encouraged to look into supporting this organization themselves.

A motion to adjourn was adopted at 8:30pm (Ataman/Mayberry).



Welcome by the Chairman





WCA – 2024 AGM – AGENDA

Tuesday March 12, 2024, 7 pm
Virtual Zoom Meeting

Link to Join:
<https://us02web.zoom.us/j/81987875405>
Meeting ID: 819 8787 5405

Time Topic

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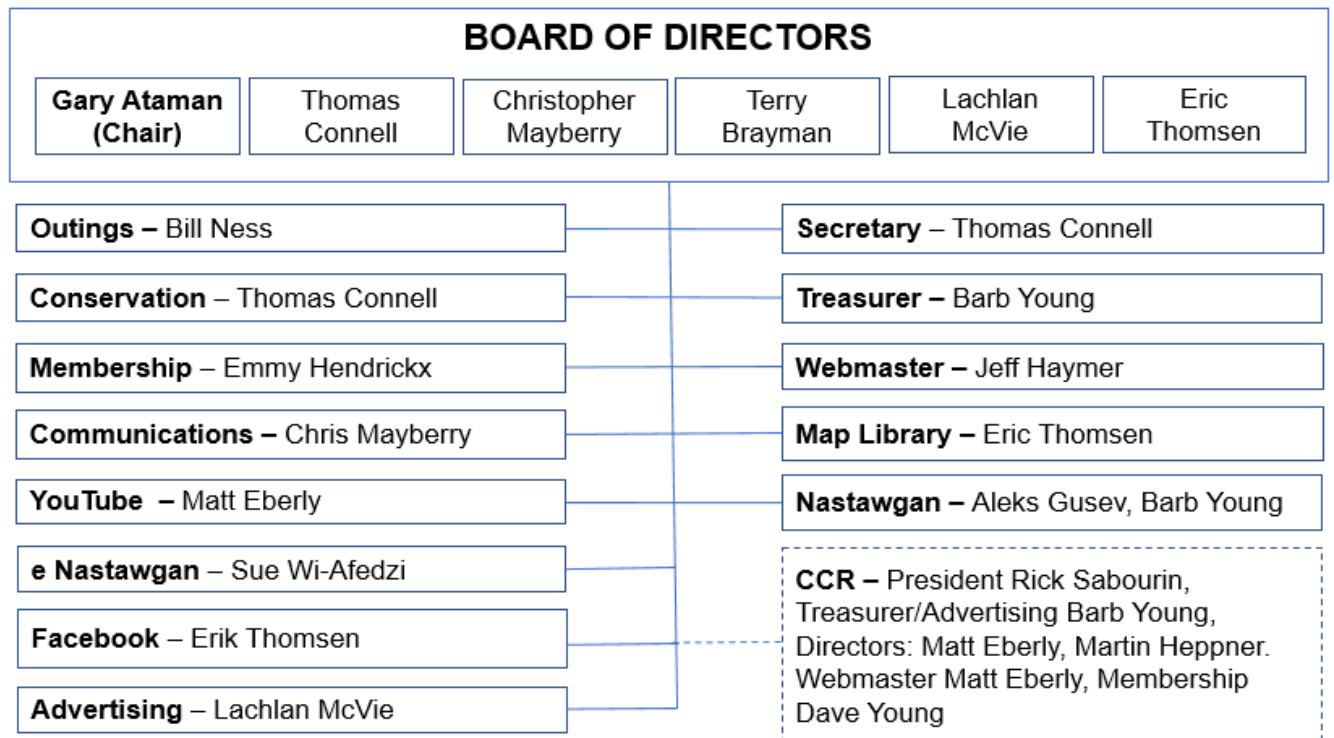


1. WCA Chairman's Message – Gary Ataman

Thanks to all the board members and volunteers



WCA Governance Structure





1. WCA Chairman's Message – Gary Ataman

- Club founded in 1973, 51 years old this year.
- 2023 saw the ramp up of in-person trips carried into spring 2024.
- Zoom presentations help fill the gaps during the winter months.
- Nastawgan printer issues solved with new printer as of Feb 2023. 3 issues published.
- Introduced canoe related ads in Nastawgan to off set increase printing/postal cost.
- YouTube channel became eligible and was monetized on 29 January 2024. Expect to make ~\$500 in 2024.
- Librarian (Erik Thomsen) is working of digitizing 18 boxes of maps and trip information.
- Remember, when signing up for an event, participants must;
 - Sign off on the online waiver
 - Follow all WCA guidelines

Event Acknowledgement:

Read link and click on acknowledgment checkbox

- [I have read and fully agree with the WCA Release of Liability and Waiver of Claims document](#)
- [I have read and fully agree with the WCA Guidelines for WCA Outings document](#)

See YouTube video https://youtu.be/qC_PZ5bcj4A?si=Kog9qqEjGoefi76w



2. Approve AGM 2023 Minutes of Meeting – Tom Connell



wca_2023_agm_minut
es_0.pdf

- Minutes posted on WCA website: <https://wildernesscanoe.ca/content/2023-annual-general-meeting>
- Moved to approve the minutes from the 2023 AGM.





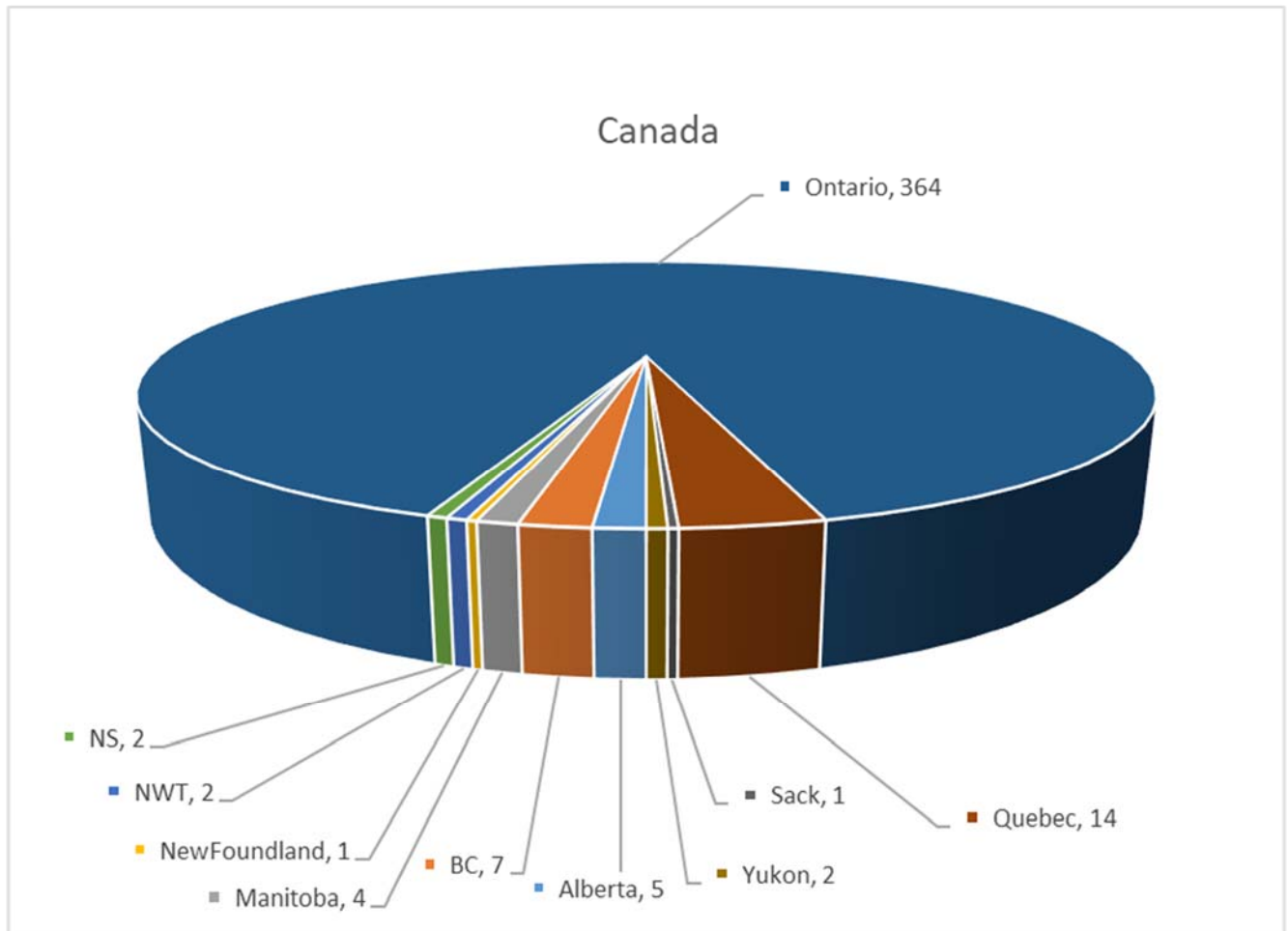
3a. Membership – Gary

- Emmy Hendrickx is stepping down as our membership secretary after 15 years.
- 487 as of Dec 31, 2023
 - a. 402 Canadians
 - b. 82 US
 - c. 6 European
 - d. 3 Other (New Zealand, Cayman Island, Israel)
- Plus 23 guest members and 65 family members.



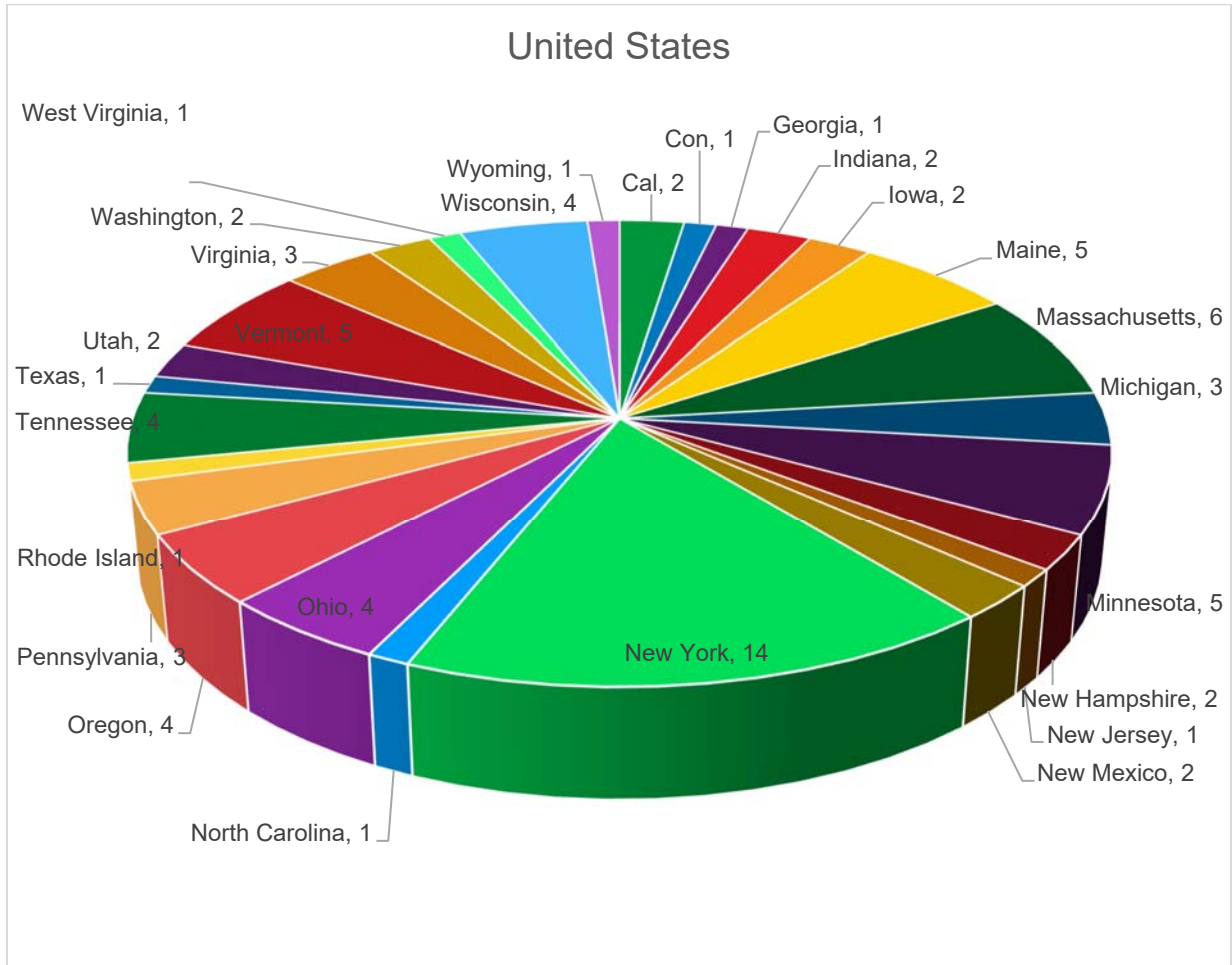


- **Canada**
 - **402 members**
 - **8 Provinces**
 - **2 Territories**





- **United States**
 - **82 US members**
 - **28 States**



- **European**
 - **5 Germany**
 - **1 Switzerland**



3b. Nastawgan Report– Barb Young

- Thanks to Sue Wi-Afedzi for continuing to produce the digital version of the eNastawgan
- Circulation per issue is between 500 and 550
- Three issues produced in 2023 (Winter/2022, Spring/2023, Summer-Fall/2023)
- Continuing rising publication cost is a challenge
- Selective use of advertising has defrayed costs

3c. Treasurer Report WCA & CCR – Barb Young

- Review by Barb Young



3b - Treasurer's
Report AGM for year



3c1 - WCA Financial
Report 2023.pdf



3c2 - MyCCR
Financials.pdf

- After review moved to waive the professional audit of our 2023 financial reports.



3d. Outings and Insurance - Bill Ness



3d - WCA 2023
Outings Committee Re





3e. Communications – Chris Mayberry



3e - WCA Comm'ns
Report CJMayberry 20



3f. Conservation - Tom Connell



3f - WCA
Conservation Commit



3g. YouTube – Matt Eberly



3g - WCA AGM
Report for YouTube.p

The screenshot shows the YouTube Studio interface. At the top, there's a search bar and a 'CREATE' button. The main content area is titled 'Video analytics' and includes tabs for Overview, Reach, Engagement, Audience, and Revenue. The 'Overview' tab is active, showing a summary of video performance. A key metric states: 'This video has gotten 986 views since it was published'. Below this, four boxes display: Views (986, 806 more than usual), Watch time (202.4 hours, 198.4 more than usual), Subscribers (+6), and Estimated revenue (\$13.40). A line graph compares 'This video' (blue line) to 'Typical performance' (grey line) over a 36-day period. On the right, a 'Realtime' section shows 19 views in the last 48 hours and a bar chart of traffic sources. The traffic sources table is as follows:

Top traffic sources	Views
Direct or unknown	36.8%
External	21.1%
Other YouTube features	15.8%
Channel pages	10.5%
Suggested videos	10.5%

The left sidebar contains navigation options: Channel dashboard, Your video (Swallowed by the Falls), Details, Analytics (selected), Editor, Comments, Subtitles, Monetization, and Settings.



3h. Website - Jeff Haymer

- Website functionality to email outing participants is being updated
- 2023 Nastawgan issues being added to website index
- WCA and CCR search functionality is ongoing area of focus; seeking to finalize statement of work with consultant (Cerait)

MAIN MENU

- Home
- Membership
- Nastawgan
- MyCCR

BENEFITS

- Partner Match
- Member Experiences
- Map Library
- Outings Insurance

CLUB ACTIVITIES

- Participant Resources
- Organizer Resources
- Outings
- Fall Gathering
- Mike Wevrick Lecture

CONNECTIONS

- Forums
- Bulletin Board
- Monthly Roundup
- Social Media
- WCA YouTube
- Paddler Rights
- Conservation
- River Levels
- Privacy Policy
- Contacts
- Help

Calendar of Events

February

S	M	T	W	T	F	S
					1	2
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

Upcoming Events

- 2024 WCA AGM
- Canadian Wilderness Medical Training (CWMT) Certification - Event Full Feb 1, Waiting List people accepted
- Southern Ontario Early Spring Fun
- Creeking on Toronto's Rouge River
- Lower Credit River

User

- My account
- Log out

New forum topics

- Lower Drowning River
- 2024 01 23 Board Meeting
- Assembly 2024 Wooden Canoe Heritage Association
- 2023 05 30 Board Meeting
- 2023 11 07 Board Meeting

SEARCH WCA SITE:

Bulletin Board

- Submit Bulletin Post

Outing

- Submit an Outing

Sharing the Wilderness Experience since 1973

Welcome to the home of the Wilderness Canoe Association. The WCA is a non-profit community of outdoors individuals and families with a passion for canoeing and wilderness canoe travel.

The Wilderness Canoe Association is where you will find friends with whom to share your passion for the outdoors. With first-class paddling adventure stories to enjoy in our quarterly journal, "Nastawgan", dozens of trips to participate in every year, and hundreds of experienced members to help you take your skills to the next level, you'll be living your paddling dreams in no time.

We have around 600 members in the club, made up mostly of Canadians (from 9 provinces and 2 territories), about 80 from USA (from ~30 states), about 10 from Europe and one member as far away as New Zealand.

We invite you to have a look at the list of club trips and events that members can participate in on our [Outings Page](#), as well as our [Calendar of Events](#), and [Nastawgan back-issues](#).

If you share our love for wild places and the canoe as a means of exploring them, then we invite you to [join us](#).

Contact us at info@wildernesscanoe.ca if you have any questions.

Fall Gathering

Every September, we get together for an active weekend at a venue in southern or central Ontario. It's a celebration of the past paddling season where we reconnect with old friends, swap tales of our latest adventures, do some local paddling and hiking, enjoy presentations of member's summer trips, and learn at skill-building educational workshops.

Our most recent Fall Gathering was at the Minden Wild Water Preserve, which has world-class whitewater paddling on a Pan-



3i. Volunteers - Tom

- Looking for Treasurer and Membership positions

3j. Election of directors –no change

4. New Business - Gary

Motion to Adjourn Meeting - Gary