





WCA – 2025 AGM – AGENDA

**Tuesday March 11, 2024, 7 pm
Virtual Zoom Meeting**

Link to Join:
<https://us02web.zoom.us/j/84199861336>
Meeting ID:841 9986 1336

~ Welcome to all participants ~

Agenda

1. Approve agenda and 2024 AGM minutes (Tom Connell)
2. Chairman's Message (Gary Ataman)
3. Committee reports;
 - a) Membership (Gary)
 - b) Nastawgan (Gary)
 - c) Treasurer Report WCA & CCR (Barb Young/Kathy Turner).
 - d) Outings (Bill Ness)
 - e) Communications (Chris Mayberry)
 - f) Conservation (Tom Connell)
 - g) (i) Website (Jeff Haymer) and (ii) YouTube (Matt Eberly)
 - h) Election of directors
4. Other new business (Gary Ataman)
5. Adjourn Meeting (Gary Ataman)



1. Approve AGM 2024 Minutes of Meeting – Tom Connell

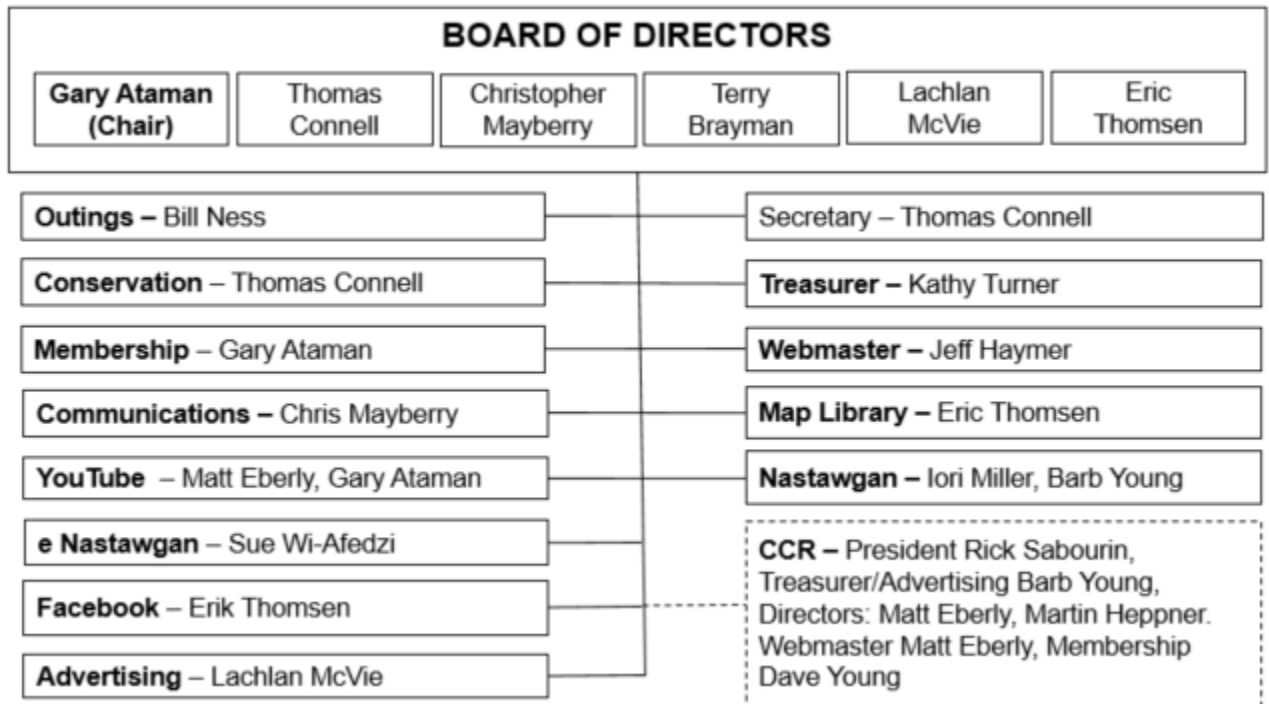
- Move to approve the minutes from the 2024 AGM.

Minutes from the 2024 AGM website are posted to the WCA website forum.





2. WCA Chairman's Message – Gary Ataman



- Club founded in 1973; 52 years old this year.
- 2024 saw the ramp up of trips.
- Zoom presentations help fill the gaps during the winter months.
- Introduced canoe related ads in Nastawgan to off set increase printing/postal cost.
- Gave a \$10k donation to Paddler Coop (not for profit organization) to purchase the property at Palmer Rapids to ensure on going public access to the river. Entered into an agreement with Paddler Coop to promote more WCA outings at the facilities and group discounts. Should be a win/win effort.



3a. Membership - Gary

- 484 as of Dec 31, 2024
 - a. 406 Canadians (8 provinces, 2 territories)
 - b. 71 US (29 states)
 - c. 5 European
 - d. 2 Other (New Zealand, Cayman Island)
- Including 26 guest members.





3b. Nastawgan Report– Gary

- Nastawgan has a New Editor and Chief, Iori Miller.
- 4 issues published.
- We need membership content.



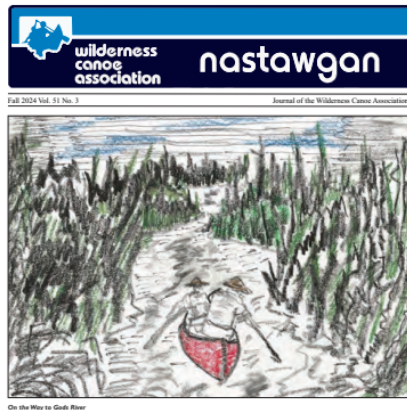
Sideways In The Yukon
By Chris and John Lepard

In the summer of 2023 John and I would be celebrating 50 years of canoeing – more than 40 years with more than half north of 60. We had paddled about 22,000 km together. To mark the occasion, we decided on a serious trip to the Hart River in the northern Yukon. We had paddled the Hart in 2016 and it had been a great trip. The Hart is part of the Peel River system. Most groups fly into Elliott Lake and navigate down Hill Creek for about 24 kilometres where it joins the Hart. From here it is a 200 kilometre trip to the confluence with the Peel. Take out is another 30 km down the Peel. We planned on a month-long leisurely trip with lots of time to explore, hike, and just soak in the grandeur of the wilderness.



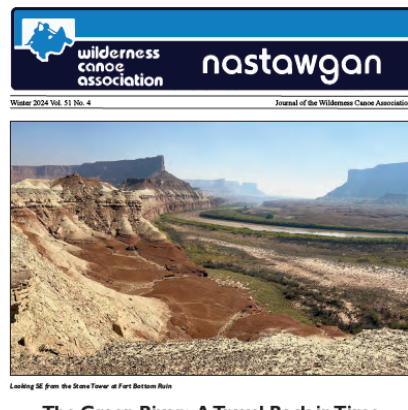
**The River that Gives Life:
A Journey Down the Bloodvein River**
Story and Photos by Erik Thomson

East of Lake Winnipeg and north of Lake Superior, in the central boreal landscape of the Canadian Shield, runs an ancient wilderness river of incredible natural beauty and great human heritage. Over its course of more than 300 kilometres (km), the Bloodvein River meanders over more than 100 rocky rapids and waterfalls as it passes through a forest landscape of extreme contrast: rich, green and verdant meadows of jack pine and black spruce; black and barren expanses of sand ravaged by fire. Bright and aspen



The Gods River Sketchbook
In memory of Pete Spiller
RIP 1943 to 2020
by Jonathan Berger

Pete and I met at Camp Wabun in the early sixties. He was a year or two ahead of me as a camper and then a year or two ahead of me joining the camp staff. Luck would have it, by summer of 1964 we joined forces to staff the Cree A Section of 14-year-olds. Pete was head staff and I was the guide. We were a great pair. Both of us attended what would come to be the New England liberal arts colleges. He went to Wesleyan. I went to Middlebury. We both loved sports. Pete rowed crew and I played



The Green River: A Travel Back in Time
Written by Heather Ataman
Photographs from various trip members

The headwaters of the Green River begin in Wyoming's Wind River Range. At 1,170 kilometres long, the river winds its way through Wyoming and Utah with a small section flowing through Colorado. The Green is the chief tributary of the Colorado River. On our route, except for the first two days, the river rarely winds its way through the canyons dotted with the ruins of the Anasazi people, and the more modern engineers and settlers of the past few hundred years. We canoed close to 200 kilometres over 12 days on the Green River, with numerous stops to explore the remnants of past occupants of this desert land known as the Colorado Plateau. This plateau covers a large portion of the southwest and given the area its distinctive tablelands or mesas. Over millions of years, the Green River has carved through the plateau and created some of the most breathtaking canyons in the United States.



3c. Treasurer Report WCA & CCR – Barb Young/Kathy Turner

- Barb Young is transitioning to Kathy Turner
- Review by Barb Young
- After review moved to waive the professional audit of our 2024 financial reports.

AGM Treasurer's Report

We had total revenue of \$31,028 in 2024, which is generated primarily through membership. Our major expense remains the Nastawgan, which was \$16,018 for the print version and \$784 for the digital version. Our ending bank balance was \$37,374. This includes deferred income (donations from the Wevrick family) of \$9,094, which is used to cover speaker expenses for our annual Mike Wevrick Wine and Cheese. As well, we have a liability of \$8,655, which is the amount we have received in prepaid memberships. Subtracting the deferred income and our liabilities from our bank balance we have \$24,668 for our operations. This year we gave Paddler Co-op \$10,000 towards the purchase of the Palmer Rapids property. Of this, \$4,000 came from the Wevrick fund with the family's permission and the balance was from our general funds. We also paid CeraIT \$5,000 towards the update of the WCA website. A further \$17,148 will be paid in 2025 for the completion of the update. Due to these two additional expenses, we had an operating loss of \$3,279.

CCR had no major expenses for the year 2024. Our advertising revenue consists of 10 ads on the home page, which accounted for an annual income of \$4,000, along with Google AdSense revenue of \$713. The major expense of \$2,713 is for website hosting and maintenance provided by CeraIT. We had a net income of \$1,570.

I would like to thank Pat McGrail and Rick Sabourin who continue to be incredible supports. I would also like to welcome and thank Kathy Turner who has stepped up as the new treasurer for the WCA. I will remain the treasurer for CCR.

Submitted by Barb Young

Appendix 1 -- WCA Financial Report for 2024

Appendix 2 -- CCR Financial Report for 2024



3d. Outings and Insurance - Bill Ness

2024 Outings Committee Report

This last year saw an upturn in the number of outings and other events in the WCA's Outings program. In 2023 we had overall 36 outings and in-person training activities along with 6 Zoom presentations for a total of 42 outings & events compared to 31 Outings activities the previous year

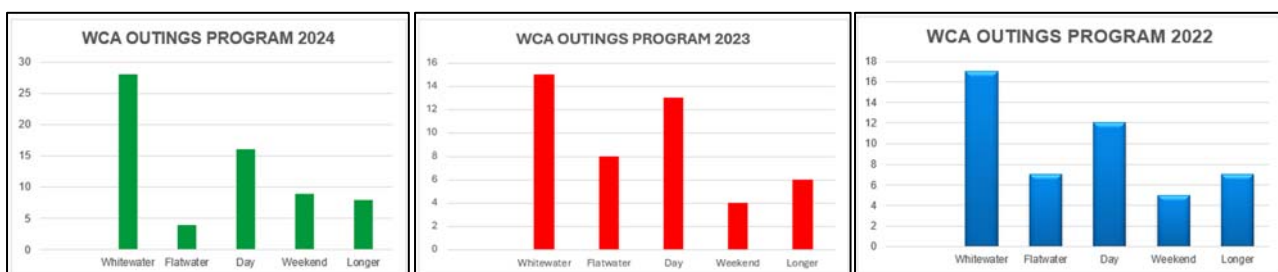
Below is a summary of the types of outings last year with a 2023 and 2022 comparison. Traditionally moving water trips have predominated, with moving water vs flatwater showing roughly a 60/40 split as you can see in the '23 and '22 numbers. However, last year saw a significant deviation with us hosting 28 moving water trips compared to only 4 flatwater outings. We would strongly encourage our experienced members who enjoy lake paddling to organize some canoe trips for the club. It is important for the WCA to be able to offer a broad range of canoeing opportunities, including very easy flatwater offerings for those new paddlers who have joined us to get experience and develop basic canoeing skills.

Trip duration leans to day events, as expected, since they require minimal work to organize and participate in. However, there were also several weekend activities that allow members to get to know each other better. As well, the club continues to offer several longer duration trips to more distant areas. While our more local day and weekend trips form the backbone of our Outings offerings, we value the more remote northern trips that our highly experienced organizers make available to our members. These present unique opportunities for WCA'ers to expand their paddling horizons.

Our Outings program is an important part of our club, allowing members to get together on lakes and rivers, forming lasting paddling friendships. A strong and varied Outings program also creates a sense of value in being part of the club, as well as a reason for paddlers not yet part of our community to join us.

Organizing trips is not a difficult task and provides opportunities for organizers as well as members to get out and do trips that they might not have otherwise been able to do. It's a rewarding experience for everyone. If you have long-time favourite canoeing places or new destinations that you'd like to explore, please organize a trip with us. Alternatively, put together an educational event or host a presentation of someplace your journeys have taken you recently. With your help we can re-build our Outings program back to its pre-pandemic levels.

We would like to thank all our virtual event presenters and outings organizers who have made this Outings program possible. We sincerely appreciate your enthusiasm and dedication to the WCA.





WCA Outings & Events Calendar For 2024

Mike Wevrick Lecture Series- Wine & Cheese Social. Adam Shoults presentation.	Presentation. Route Less Travelled-into the Hood & Beyond. Iva Kinclova.	Mad River Whitewater Creemore to Glencairn. Andy Hueton
Wilderness Survival & First Aid Course. Luigi Salerno, Doug Ashton.	Lower Petawawa River. Joe Tobin	Fall Gathering at Palmer Rapids Paddler Co-op
Friday the Thirteenth Canoe Museum Visit. Chris Mayberry	Lower Madawaska River. Jennifer McCallum	Franklin, Mink, McCoy Islands, Georgian Bay. Julie Lorinc
Montreal canoe on Ramsay/ Bisco Lakes. Mark Crofts	Mad River Creemore to Glencairn. Andy Hueton	East Branch Spanish River. Nathan Pray.
Mad River Summer Whitewater. Andy Hueton	Dumoine River. Joe Tobin	Palmer Rapids July First Weekend. Chris Mayberry
Arctic Trip. Iva Kinclova	Lower Madawaska River. Joe Tobin	Lower Madawaska River. Joe Tobin
Kids or First Timers Saugeen River. Chris Mayberry	A Trip into the Wild. Iva Kinclova	Trent-Severn Canal. Iori Miller
Bazin River. Iori Miller	Lower Madawaska River. Joe Tobin	Minesing Wetlands. Tom Connell
Black River. Bill Ness	Upper Salmon River. Iori Miller	Moirs River. Bill Ness
Mad River. Andy Hueton	Upper Head River. Brendan Elliott	Mad River. Andy Hueton.
Spring Run on the Nith. Nathan Pray	Mad River Whitewater Andy Hueton	Upper Credit River Barb & Dave Young
Saugeen River Run. Chris Mayberry	Securing the Future of River Access in Palmer Rapids Educational Webinar. Gary Ataman	Black River Washago. Bill Ness
Creeking on Toronto's Rouge River. Matt Eberly	Southern Ontario Early Spring Fun. Chris Mayberry	Canadian Wilderness Medical Training. Iori Miller
WCA AGM	Swallowed by the Fall. Presentation by Dawne & Dave Robinson	Jeff's Paddling Maps Educational Workshop Jeff McMurtrie



3e. Communications – Chris Mayberry

The WCA Monthly Roundup is an important tool to remind people about outings and upcoming events. Looking at the monthly charts, the open rate hovers around 70%.

The February Roundup included a variety of informative content, including:

- upcoming events and outings (AGM, medical training, 10 outings)
- Fall gathering *save the date*
- link to Nastawgan on-line
- notice for RA Canoe Camping online seminars
- notices for upcoming outdoor shows
- Paddler Co-op notice re Directors
- ORCKA webinar on Mississaugas of the Credit
- notice for ice safety course

Christopher will be handing the Roundup role to a successor for 2025. This role typically requires a few hours compiling the notice for issuance at month-end.





3f. Conservation - Tom Connell

The Conservation Committee is focused on (1) canoe route preservation and access; (2) promotion of environmentally responsible wilderness travel; and (3) support for suitable wilderness conservation and environmental causes. The conservation committee currently has two active members (Larry McHenry and Tom Connell), and welcome anyone else interested in general involvement or working on a specific issue.

Areas of activity over the last year:

- We provided an updated submission management plan proposal for Bigwind Provincial Park, raising concerns about the impact of developments on the local wildlife habitats; this was somewhat aligned with concerns expressed by other environmental groups such as Ontario Nature and Wilderness Committee.
- We established a Conservation Tab under the WCA member forum list, and are using this to highlight environmental news of interest to WCA members. We are also updating the Conservation page on the WCA website, and archiving old material and using the space provide links to organizations of potential interest to WCA members.
- Research and posting information relating to the possible exploitation of boreal region rivers in Ontario (Albany, Attawapiskat) and Quebec (Kipawa) for hydro power.
- The WCA was a signatory to an Ontario Nature letter on the need for Ontario provincial government action to protect wetlands.
- Ongoing outreach to organizations that share interests with the WCA, including CPAWS, Friends of the Riviere Dumoine, Ontario Rivers Alliance, Waterfront TO and Don't Mess with the Don (re Don River), ORCKA, Get Kids Paddling, etc.
- Identify opportunities for WCA participation in the 2025 opening of the new naturalized Don River mouth flowing into Toronto Harbour.
- Undertaking to cross-promote webinar programs with Ontario Recreational Canoe & Kayak Association (ORCKA); conservation lead is WCA member Lee Benson.
- Webinars for WCA members by Friends of Wabikimi (Caribou monitoring) and CPAWS/Friends of Dumoine (Wilderness protection). Some WCA members engaging in on-site voluntary activities such as Dumoine trail head and campsite improvements.

For 2025, we will continue to engage with conservation organizations, focus on selected issues, and arrange events (both webinar and outings) with conservation themes. Will be looking for issues of interest to WCA members in Ontario and further afield (across Canada).



3g. (i) Website - Jeff Haymer

Over the last year, a number of website issues have been addressed. These including:

- error messages appearing on the website (without affecting underlying functionality)
- restoring Nastawgan directories/search for WCA and CCR sites, and updating Nastawgan indices
- deleting the "Ghost Items" from the Conservation section of the Forum, generated by a spurious member ID that was detected and disabled

We are currently in the middle of a website update project

In 2024 we launched the project to update our website from Drupal 6 to Drupal 10, which is in effect a catch-up investment that will improve site functioning. The board reviewed the merits of rebuilding the website versus the update, and opted for the update in light of the incremental capacity to manage a more extensive project, and the potential for delays and other uncertainties. The board did not identify any alternatives that would address the issues of interest on a turnkey basis, other than our current contractor CERAIT. In the process we also looked at functions on other similar sites, and concluded that the WCA site had very specific requirements that are well-addressed in the current specification. We are not building in any material changes to website functionality to the current upgrade, but are generating ideas that can be addressed subsequently (such as a more refined membership function).

The board agreed to move ahead with the update project, with the budgeted expenses being distributed between December through May. Target completion is May 2025, and total cost is \$22,000 including HST. Add Jeff's input here



3g. (ii) YouTube Channel – Matt Eberly



Wilderness Canoe Association

@wildernesscanoeassociation · 1.68K subscribers · 342 videos

If you share our love for wild places and the canoe as a means of exploring them, then we ...more

wildernesscanoe.ca/join_wca and 3 more links

Customize channel

Manage videos

2024 YouTube Channel Report

This Report is in reference to the channel @wildernesscanoeassociation on YouTube. You may also find a summary report on Social Blade here:

https://socialblade.com/youtube/channel/UC_dgYg7NV2FIkOdKG2ru6pw

As of Tuesday 25 February 2025, the channel has accumulated 342 videos and 1,687 subscribers. We generally post videos casually, based on the opportunity of recording Outings or Trips, and sometimes formal presentations as they occur. Nearly all the content has been produced either by me; Matthew Eberly, or Gary Ataman. An assortment of other members have also made recordings, and edited videos. The channel became monetized on 28 January 2024 and is generating approximately \$450 annually from 64,000 views.

The state overall is consistent with our content and general philosophy of the channel as informal, and not specifically intended to be necessarily appealing or successful on YouTube. As a result, 19% of the monetized playbacks and 13% of the revenue is coming from only one video (Review of the Trangia 27 stove), while the remaining videos are returning much smaller amounts.

This is in part because many of the videos are produced primarily to accompany, or as supplementary to myccr.com, which is likely the most heavily trafficked canoeing specific website on the internet. Five videos appear directly on the website and are in some cases used to track visitation to those pages where they are shown.

At least 60 of the videos have been prepared purely as convenient canoe trip planning information for specific rivers (by displaying individual marked rapids, portages, and other important locations, for example). We would simply like this useful information to be available on the internet regardless of the reality that the videos are not expected to attract many views or significant engagement.

When videos like this are posted, it has an effect which fundamentally undermines the success of the channel as a form of entertainment. However, the channel subsequently receives subscriptions from



paddlers who have come to it from myccr.com, or directly by way of the Google search engine. The forums on My Canadian Canoe Routes attract roughly 1 new user daily, and then on exploring the website, they encounter the YouTube channel. Approximately 40% of new subscribers cannot be accounted for as having viewed any specific video.

The point being that the YouTube channel and website, which supplement each other, together attract the kinds of people who own canoes, would like to go on canoe trips, and are interested in the useful information that is being presented for this purpose. They both contribute to the building of a relevant community, from which we enjoy operating the most successful canoeing related forums on the internet, and occasionally the sale of new memberships to the club.

Gary will ask how the channel can be made to generate more revenue or attract more subscribers and views. Generally, the videos are unrelated, and the only common element is the presence of the canoe itself, as a sport, lifestyle, or skillset. The channel is general interest in this way.

The topic of significantly greater interest on YouTube is that of the canoe trip experience, through video logging. This involves speaking directly to the camera, having it on pretty much all the time, and is a lot more work. Consider that this would potentially attract a much larger audience, but not necessarily of people who are interested in going on a trip, instead of just watching one.

Regardless, because there is sufficient interest in their topics, many of the videos generate enough impressions such that the channel enjoys at least 100 views per day, without any further work from us. All that is required for the channel to continue growing is just to post more videos about anything canoeing related.

Submitted by Matt Eberly



3h. Election of directors – (Tom)

- Chairman – (Gary for past 6 years)
- Communications (Chris for past 2 years)
- Member at Large (Terry for past 2 years)

4. New Business - Tom

5. Motion to Adjourn Meeting - Tom

Appendix 1 -- WCA Financial Report for 2024

Appendix 2 -- CCR Financial Report for 2024



Balance Sheet

As at December 31, 2024

	2024	2023
Current Assets		
Bank	37,374	52,839
Deferred Costs (note #3)	5,000	-
Prepaid Expenses (note #4)	429	429
Total Assets	42,803	53,268
Current Liabilities		
Accounts Payable	386	426
CCR Inc - advances		1,101
Prepaid Memberships (note #2)	8,655	9,570
	9,041	11,097
Deferred Income (Wevrick Fund)	9,094	14,224
Total Liabilities	18,135	11,097
Membership Equity	24,668	27,947
Total Liabilities and Equity	42,803	53,268



Statement of Operations

For the Year Ended December 31, 2024

Revenue	2024	2023
Membership Dues	21,719	21,600
Income from Programs	2,835	4,395
Interest Income		3
Advertising	1,334	800
Donation	<u>5,140</u>	<u>1,250</u>
	31,028	28,048
Expenses		
Program Costs	3,590	5,102
Administration	<u>30,717</u>	<u>17,236</u>
	34,307	22,338
Excess of Revenue Over Expenses (Expenses Over Revenue)	(3,279)	5,710
Membership Equity, Beginning of Year	<u>27,947</u>	<u>22,237</u>
Membership Equity, End of Year	<u>24,668</u>	<u>27,947</u>



Schedules

For the Year Ended December 31, 2024

	2024	2023
Income from Programs		
Fall Gathering		1,795
Wine and Cheese	<u>2,835</u>	<u>2,600</u>
	2,835	4,395
Program Costs		
Fall Gathering		1,478
Wine and Cheese	<u>3,590</u>	<u>3,624</u>
	3,590	5,102
Administration		
Newsletter - Print	16,018	13,599
Newsletter - Digital	784	
Office	690	479
Promotion and Advertising	10,070	-
Website Maintenance	358	358
Insurance	1,715	1,711
Dues - Organizations	85	85
Bank Charges	36	35
Credit Card Commissions	<u>962</u>	<u>969</u>
	30,717	17,236



Notes to Financial Statements December 31, 2024

PREPARED WITHOUT PROFESSIONAL AUDIT

Accounting Principles

Revenues and expenditures are recorded on an accrual basis whereby they are reflected in the accounts of 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. ("CCR Inc."), a wholly-owned subsidiary

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

2. Prepaid Memberships

To: December 31, 2025	5,125
To: December 31, 2026	2,375
To: December 31, 2027	720
To: December 31, 2028	435
	<hr/>
	\$ 8,655

3. Deferred Costs

In December 2024, WCA entered into a contract for \$22,148 to upgrade its website platform. Progress payments of \$5,000 have been made, leaving a balance of \$17,148 to be paid in 2025. Completion is expected in May. When it is operational, the cost of the upgrade will be amortized over two years to be consistent with its tax treatment.

4. Prepaid Expenses

Insurance	\$ 429
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5. CCR Inc. is a wholly-owned subsidiary of WCA, which owns all of its 100 common shares.

11:44 AM
2025-02-27
Accrual Basis

REPRODUCTION OF THE CCR FINANCIAL STATEMENTS

Canadian Canoe Routes Inc.
Balance Sheet
As of December 31, 2024

	<u>2024</u>	<u>2023</u>
Assets		
<u>Current Assets</u>		
Bank	26,032	20,151
Accounts Receivable		400
Wilderness Canoe Association		1,101
	<u>26,032</u>	<u>21,652</u>
<u>Intangible Assets</u>		
Goodwill	5,000	5,000
Incorporation Costs	1,400	1,400
	<u>6,400</u>	<u>6,400</u>
Less: Accumulated Depreciation	<u>-6,400</u>	<u>-6,400</u>
	0	0
Website	<u>1</u>	<u>1</u>
	<u>26,033</u>	<u>21,653</u>
<u>Current Liabilities</u>		
Accounts Payable	2,713	-
Taxes Payable	218	121
Total Liabilities	2,931	121
<u>Shareholder's Equity</u>		
Capital Stock		
100 Common Shares	100	100
<u>Retained Earnings</u>	23,002	21,432
TOTAL LIABILITIES & EQUITY	<u><u>26,033</u></u>	<u><u>21,653</u></u>

11:44 AM
2025-02-27
Accrual Basis

Canadian Canoe Routes Inc.
Statement of Operations
As of December 31, 2024

	<u>2024</u>	<u>2023</u>
Income		
Advertising	4,000	4,000
Google Adsense	<u>713</u>	<u>623</u>
	4,713	4,623
Expenses		
Bank Charges	99	96
Website expenses	2,713	3,432
Office Expenses	113	113
Depreciation	<u></u>	<u>2,285</u>
Total Expenses	2,925	5,926
Income from Operations	1,788	-1,304
Income Taxes	<u>218</u>	<u>121</u>
Net Income (Loss) for the Year	1,570	-1,425
Retained Earnings - beginning of year	<u>21,432</u>	<u>22,857</u>
Retained Earnings	<u>23,002</u>	<u>21,432</u>

11:44 AM
2025-02-27
Accrual Basis

Canadian Canoe Routes Inc.
Notes to the Financial Statements
December 31, 2024
PREPARED WITHOUT PROFESSIONAL AUDIT

Significant Accounting Principles

1. Revenues and expenditures are recorded on an accrual basis whereby they are reflected in the accounts of the program period in which they relate whether or not such transactions have been fully settled by receipt of money.
2. The Company was incorporated September 7, 2007 and commenced operating January 1, 2008.
3. 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.