

Minutes Board Meeting

Springwater Sports Heritage

Township Administration Centre

October 18, 2018

7:00-9:00 pm

ATTENDEES

Directors

Larry Simpson, Chairperson

Darrin Robertson

Linda Collins

Brenda Quinlan

Ex Officio

Lou Belcourt, Inductee

Recording Secretary

Faye Stone

Regrets

Trish Campbell

Jennifer Coughlin, Council

Denise Ritchie-McLean

Debbie White

Rachel Yawny

Ron Belcourt -Township Resource

PREP ITEMS

DESCRIPTION/VERSION

COMMENT

| | | |
|-----------|--|-------------|
| Minutes | 2018,4,30 Board Minutes | Distributed |
| Minutes | 2018,8,8 Induction Committee Minutes REV | Distributed |
| Documents | Constitution V2 2018,2,13 | Website |
| Budget | 2018 Budget | Distributed |
| Document | 2017 Primary & Short Term Objectives | Distributed |

1. Confirmation of a Quorum and Call to Order

Moved by: Linda Collins

Seconded by: Darrin Robertson

THAT the meeting of the Springwater Sports Heritage Board of October 18, 2018 has a quorum present and will come to order at 7:04 pm

Carried

2. Conflict of Interest Disclosure

- *The Board was asked to declare if they have any known or potentially perceived "Conflict of Interest" related to this meeting's agenda*
- *No "Conflict of Interest" was voiced by the Board members present*

3. Opening Remarks

- *Larry welcomed everyone*
- *The meeting focus was stated as*
 - *Committee Updates*
 - *2018 Induction Deliberations*
 - *Succession and Chairpersonships*
 - *Primary and Short Term Objectives*

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4. Approvals

4.1. 2018,4,30 Board Minutes Approval

Moved by: **Darrin Robertson**

Seconded by: **Linda Collins**

THAT the Board minutes of April 30, 2018 be approved as distributed

Carried

4.2. 2018,8,8 Induction Committee Minutes Approval

- **4.15. Media Actions**

"Linda will approach Janine Peck to act as a contact to work with Media at the event"

- *Corrected from "Larry" to "Linda"*
- *"REV" added to file name*

Moved by: **Linda Collins**

Seconded by: **Brenda Quinlan**

THAT the Induction Committee Minutes 2018,8,8 REV be approved as distributed

Carried

5. Standing Committees Reports/Approvals

5.1. Facilities & Displays

5.1.1. Chairperson's Report

- *No Chairperson at this time*
- *Recently after careful consideration, a potential new Director/Chairperson for this vacant position chose not to join the Board at this time*
- *To highlight the importance of filling this position Larry presented a list of current items requiring attention*

ACTION: Fill this Chairperson vacancy with a dedicated and qualified Director

- *Springwater Administration Centre Storage*
- *Elmvale Community Arena Renovations (if/when happening)*
- *New Township Recreation Complex*
- *Opportunities with the Simcoe County Museum*
- *Management of Community Displays*
 - *Elmvale Community Arena*
 - *Township Administration Centre*
 - *Bounce Back Physiotherapy*

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- *Consider “Interactive Kiosks” (need for user friendly/of industrial quality)*
- *Other potential community locations for TV/Kiosks and Memorabilia displays (temporary/permanent)*

5.2. Finance

5.2.1. Chairperson’s Report

- *Lou reviewed the current Township Trial Balance, SSH Financial Statement and 2018 Induction Comparison*
- *Documents were sent to the Board Members prior to the meeting*
- *See **APPENDIX A1, A2 & A3***
- *Use of the Township as SSH “bank” has been cost effective and efficient*
- *Outstanding/unused budget item this year was the proposed township display case*
- *Balance \$ 24,200.00*

5.3. Induction

5.3.1. Chairperson’s Report

- *205 Tickets purchased, 7 not sold, 6 guests, 12 Inductees, 10 sponsors*

5.3.2. Deliberation/discussion re the Board’s Induction Feedback (email request)

- *Board Members provided their valuable input prior to the Board Meeting to identify the following list of items to consider*
- *The following items were briefly addressed.*
 - *Item 5.4. “Initial Evaluation Process Critique Comments” from 2018,4,30 Board Minutes*
 - *2020 Critical Path*
 - *2020 Nomination Guidelines*
 - *Digital Submissions*
 - *Avoids photocopying*
 - *Available electronically to Board/Selection Committee*
 - *Aids in preparation of material for Induction Ceremony*
 - *Available for future use*
 - *Provides long term storage solution*
 - *Assign Committee Member to assist potential Nominators (assistance/guidance, uniformity, avoids duplication, materials upfront...)*
 - ***Discussion:*** *This process is to be encouraged but the issue of a conflict of interest at scoring time was noted. It was agreed that*

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compiling a list of highly qualified candidates should be considered and developed by the Board. However, it was agreed to continue with the format of Nominations being originated and received from the community.

- *Evaluation Process*
 - *Also note above from previous Minutes*
- *Announcements (manner/form, successful/unsuccessful, public)*
 - *Review and continue with 2018 practice*
- *Promotion (nomination submissions, deadlines, updates, announcements, press releases)*
 - *Review and continue with 2018 practice*
- *Patrons (secure early, promote upfront, option to spread out payment, other recognition/appreciation).*
 - *Appears Sponsors are very committed*
 - *Review and continue with 2018 practice*
- *Tickets (deadlines [phases, payments], online [who/numbers], real/virtual, distribution)*
 - *Requires change to current system*
 - *Payments must be made earlier to avoid last minute activity and dropouts*
 - *Consider online payment*
 - *Discuss if tickets needed or can be done online*

ACTION: Larry to meet with Township to explore payment and ticket options and report to Board and Induction Committee

- *Ceremony*
 - *Start/Finish Times*
 - *Timing was collectively noted as a significant concern*
 - *Tightening-up the agenda in all aspects was discussed*
 - *Reception*
 - *Start time and duration*
 - *Call to tables*
 - *Determine time and publish*
 - *Opening ceremonies*
 - *Need a working group to establish and enhance*
 - *Establish time and timing*
 - *Welcoming (emcee, other)*

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- *Determine who, times/timing and publish*
- *Blessing and meal*
 - *Blessing well done*
 - *Meal to be reviewed in a formal meeting with Barrie Country Club*
- *Induction*
 - *Establish time and timing*
 - *Guidelines to be developed and published*
 - *Review roll of emcee, presenter and Inductee*
- *Potential post Induction social time*
 - *Possible opportunity to further reconnect*
- *Promote times prior and during to aid attendees plans*
- *Food serving time*
 - *Very serious concerns and part of meeting with Barrie Country Club*
- *Venue*
 - *Meal serving too long*
 - *Alternatives to a sit down meal*
 - *Menu critique*
 - ♦ *Very appropriate*
 - *Audio/Visuals (content and sound/visual quality)*
 - ♦ *Need to have run throughs prior to event*
 - ♦ *Projection quality of main screen a serious concern*
 - *Change venue*
 - ♦ *To be considered*
 - *Book 2020*
 - ♦ *To be determined and approved by Board soon*
- *Bar*
 - *Eliminate*
 - ♦ *Most felt it should continue*
 - *Open/closed periods and timely reminders*
 - ♦ *Review and promote*
 - *Lineups*
 - ♦ *Review with Barrie Country Club*
- *Alumni*
 - *Critique 2018*
 - ♦ *The process of introductions needed fine tuning*
 - ♦ *Function need to be established*

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- *Larry sees this as an important part of the Springwater Sports Heritage Hall of Fame persona*
- *Promotion*
 - ♦ *Review process of getting news/announcements to Alumni*
- *Emcee reading Award wording*
 - *Covered above*
- *Presenters and Inductees*
 - *Covered above*
 - *Speech duration*
 - ♦ *guidance re time frames*
 - *Pre-approve speeches;*
 - ♦ *Board did not feel this was appropriate*
 - *Document guidelines*
 - ♦ *Covered above*

5.3.3. Induction Committee Actions

- *The Induction Committee will act upon the above affirmations and directions provided by the Board*
- *Where appropriate the Induction Committee will further deliberate*
ACTION: The Induction Committee we meet in the near future to commence activity related to the above issues identified and report to the Board.

5.3.4. Approve more than one Inductee Pin per Inductee

- *In 2016, while preparing to introduce an "Inductee Pin" and developing the procedural guidelines, it was decided that a Multi-Inductee would only receive one pin.*
- *While preparing the schedule and script for the 2018 Induction Pin presentation a small number of Board Members decided it would be expedient and appropriate to present an Inductee Pin each time a Multi-Inductee was Inducted*
- *The Board discussed the practice again and approved the following*

Moved by: **Brenda Quinlan**

Seconded by: **Linda Collins**

THAT each Multi-Inductee receive an Inductee Pin each time they are Inducted

Carried

5.4. Promotion

5.4.1. Chairperson's Report

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- *Chair was not present to report*

5.5. Sports Heritage

5.5.1. Chairperson's Report

- *Chair was not present to report*

5.5.2. Social Media Report

- *It was noted that this function might be better placed under the umbrella of the Promotion Committee*

ACTION: Trish and Deb to discuss and provide the Board with their recommendation

5.5.3. Projects

5.5.3.1. Corby Adams

- *Corby has provided the Committee with access to a very large amount of memorabilia re his career*
- *Trish and Barb are in the process of sorting through this material and preparing it for inclusion on the website. This process requires input and expertise re the website storage and management functions. Brenda Stanley and Larry have been working to prepare the website for this content. It is their intention to develop a template for content additions and retrieval that will be used for future consignments of Heritage content.*

5.5.3.2. Homer Barrett memorabilia

- *Volunteers were requested to take the lead in this project*
- *Board will have access to this material for a year*
- *Template being developed by Trish and Barb re Corby's material will act as a guideline for Homer*

ACTION: Volunteers contact Larry if interested

5.5.3.3. School Sports Heritage

- *Need to find a champion to undertake this valuable resource*

ACTION: Trish to add to Heritage's agenda

6. Ex Officio Members Reports

6.1. Inductee Representative Report

- *Lou shared that he is considering retirement.*
- *He noted that he would like to continue to be involved in projects and noted his area of interest may be in writing.*
- *Lou reported that he has discussed his replacement with various Alumni over the past months and would share those results with the Board when completed*

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6.2. Council Representative Report

- *Municipal election imminent*
- *Results may impact present Board representative*
- *It was noted that a Deputy Mayor can and has sat on Committees including SSH*

7. Ad Hoc Committees

7.1. Active Elite Report

Linda and Brenda noted that they have extended the Active Elite roster from three to ten individuals over the last few years. They are always looking for new additions and request continued input.

7.2. Succession Report

- *Some potential Directors/Chairpersons are being explored*
- *Facilities Director/Chairperson being pursued has declined for the present*
- *Review current three year succession plan*

| 2018 Three Year Succession Plan As of October 18, 2018 | | |
|---|-----------------------|----------------|
| 2018,2019,2020 | 2018, 2019 | 2018 |
| | Larry Simpson | Deb White |
| Darrin Robertson | Denise Ritchie McLean | Trish Campbell |
| | Brenda Quinlan | Linda Collins |

- *Not all members were present to confirm succession placement at this time. A few did share that they were becoming more extended in other involvements and would make the decision re continuing on the Board in the near future.*
- *Review committees requiring chairpersons now and in the near future*

| COMMITTEE | CHAIRPERSON |
|--------------|------------------|
| Facilities | TBD |
| Financial | Lou Belcourt |
| Induction | Darrin Robertson |
| Promotion | Deb White |
| Heritage | Trish Campbell |
| Active Elite | Linda Collins |
| Succession | Larry |

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| | |
|------------|-------|
| Technology | Larry |
|------------|-------|

7.2.1. Actions

- *Identify and recruit Director/Chairpersons to meet the required leadership for each Committee*
- *Recruit Director/Chairperson positions while being mindful of: person's interest, related experience, commitment, gender balance, geographic representation*
- *Expand Committee Membership. **Forward potential candidates to Larry***

7.3. Technology Report

7.3.1. Website

- *Added Bulletin Board on Home Page*
- *2018 Inductees added and require some additional input including photos*
- *Main and Sub Menus enhanced*
- *Linda & Brenda adding Active Elite*
- *Currently working with Brenda Stanley to improve user friendliness and aid in finding desired material*

7.3.2. Website Usage Report

- *2018 monthly usage report to date, 2018 September daily report and comparative Annual report from 2015 to 2018 (to date.) **APPENDIX B1, B2 & B3***
- *Current number of visits has increased 233% from 2015*

7.3.3. Kiosk

- *Ran on the screens at the 2018 Induction*
- *Performance has been great but system down on Saturday of the Fall Fair*
- *Potential usage of assets needs to be explored*

ACTION: Signup patrons to generate revenue

8. Follow Up 2017 AGM

8.1. Committee Chairpersons

8.1.1. 2018 Objectives

ACTION: Committee chairs to complete and forward to Larry

8.1.2. Build Committee Membership

ACTION: Ongoing priority for all Committees

8.1.3. Board Communique Updates

- *It's important that Board Members act on the value and importance of communicating their SSH activity and achievements*

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ACTION: Committees to provide Board with updates of their activity and accomplishments

8.2. SSH Intensive Evaluation

- *Board Members reflections:*
 - *SSH is now five years old*
 - *Over these five years an infrastructure and directions have been established*
 - *At some point it would be appropriate to critique SSH's objectives, practices and procedures*

ACTION: Comments from Board Members are to be forwarded to Larry for discussion at a later date.

9. Next Meeting

- *At this point the next Board get-together could be the SSH Annual Meeting*

Moved by: Linda Collins

Seconded by: Lou Belciourt

THAT the next Springwater Sports Heritage Board Meeting will be at the call of the chair.

Carried

10. Adjournment

Moved by: Brenda Quinlan

Seconded by: Darrin Robertson

THAT the Springwater Sports Heritage Board Meeting of October 18, 2018 adjourn at 9:36 p.m.

Carried

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APPENDIX A1

| | | | |
|---|----------|--------------------|-------------|
| System: 2018-10-17 9:31:06 AM | | Page: 3 | |
| User Date: 2018-10-17 | | User ID: smcnabb | |
| DETAILED TRIAL BALANCE FOR 2018 | | | |
| Corporation of the Township of Springwater | | | |
| 2018-10-05 | 288,971 | PMTRX00001802 | Purchases |
| 2018-10-05 | 288,990 | PMTRX00001803 | Purchases |
| Account: 1-550-111-532358 | | Totals: | |
| | | Ending Balance | \$12,740.66 |
| | | Net Change | \$12,740.66 |
| | | Totals: | \$0.00 |
| Description: Transfer to Reserves - Sports Heritage | | | |
| Account: 1-550-111-727600 | | Beginning Balance: | |
| Trx Date | Jrnl No. | Orig. Audit Trail | Posting No. |
| 2018-05-01 | 278,787 | GLTRX00029632 | 6502 |
| 2018-05-01 | 278,788 | GLTRX00029642 | 6513 |
| Account: 1-550-111-727600 | | Ending Balance | \$200.00 |
| | | Net Change | \$0.00 |
| | | Totals: | \$200.00 |
| Accounts: 6 | | Beginning Balance | |
| Grand Totals: | | Net Change | \$13,942.56 |
| | | Ending Balance | \$21,450.00 |

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APPENDIX A2

2018 FINANCIAL STATEMENT

Springwater Sports Heritage

as of October 17, 2018

| | INCOME | EXPENSE | TAX RTN | AR/AP | NET | BUDGET |
|-------------------------------|-----------|-----------|----------|-------|------------|--------|
| BOARD | | | | | | |
| Sundry | | | | | | |
| CASH 2016 Membership | | 50.00 | | | | |
| To Date | 0.00 | 50.00 | 0.00 | | -50.00 | -600 |
| FACILITIES | | | | | | |
| Displays | | | | | | |
| To Date | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | -5,000 |
| FINANCE | | | | | | |
| Revenue | | | | | | |
| Maple Syrup Festival | 500.00 | | | | | |
| Private Donation (CA) | 500.00 | | | | | |
| To Date | 1,000.00 | 0.00 | 0.00 | 0.00 | 1,000.00 | 8,000 |
| HERITAGE | | | | | | |
| Expense | | | | | | |
| To Date | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | -500 |
| INDUCTION | | | | | | |
| Venue | | | | | | |
| Barrie Country Club (deposit) | | 904.00 | 89.92 | | | |
| Barrie Country Club (final) | | 11,274.96 | 1,121.51 | | | |
| Subtotal | 0.00 | 12,178.96 | 1,211.43 | 0.00 | -10,967.53 | |
| Sponsorship | | | | | | |
| Sexton's | 2,000.00 | | | | | |
| Currie Truck Centre | 2,000.00 | | | | | |
| Will Marshall Insurance | 2,000.00 | | | | | |
| Powell Jones | 2,000.00 | | | | | |
| Diamond Head Sprinklers | 2,000.00 | | | | | |
| Subtotal | 10,000.00 | | | | 10,000.00 | |

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APPENDIX A2 (cont.)

| | | | | | | | |
|-------------------------------------|------------------|------------------|-----------------|----------------|--|------------------|------------------|
| Tickets | | | | | | | |
| Sales (\$50X205) | 10,250.00 | | | | | 10,250.00 | |
| Printing | | | | | | | |
| Georgian Copy & Printers (Tickets) | | 158.20 | 15.74 | | | | |
| Georgian Copy & Printers (Programs) | | 605.12 | 60.20 | | | | |
| Subtotal | | 763.32 | 75.94 | | | -687.38 | |
| Plaques | | | | | | | |
| Costco | | 830.35 | 82.60 | | | -747.75 | |
| Banners | | | | | | | |
| Signz N Designz | | 666.70 | 66.32 | | | -600.38 | |
| Video | | | | | | | |
| Whatis Media (payment 50%) | | 425.00 | | -425.00 | | -850.00 | |
| To Date | 20,250.00 | 14,864.33 | 1,436.29 | -425.00 | | 6,396.96 | 4,000 |
| PROMOTION | | | | | | | |
| Expense | | | | | | | |
| To Date | 0.00 | 0.00 | 0.00 | 0.00 | | 0.00 | -1,700 |
| WEBSITE/KIOSK | | | | | | | |
| Expense | | | | | | | |
| Heart of Business 2018,2,6 | | 293.74 | 29.22 | | | | |
| To Date | 0.00 | 293.74 | 29.22 | 0.00 | | -264.52 | -4,000.00 |
| TOTAL | 21,250.00 | 15,208.07 | 1,465.51 | -425.00 | | 7,082.44 | 200 |

Township Statement October 17, 2018

7,507.44

Difference between Township & SSH

-425.00

RESERVE ACCOUNT

GAIN/LOSS

BALANCE

| | | |
|----------------------------|-----------|------------------|
| Trans to Reserve Dec 31/14 | 19,533.59 | 19,533.59 |
| 2015 Net Gain/Loss | -2,396.74 | 17,136.85 |
| 2016 Net Gain/Loss | 1,246.66 | 18,383.51 |
| 2017 Net Gain/Loss | -1,490.55 | 16,892.96 |
| 2018 Net Gain/Loss to Date | 7,507.44 | 24,400.40 |

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APPENDIX A3

INDUCTION COMPARISON as of October 18, 2018

| | | INCOME | EXPENSE | TAX RTN | AR/AP | 2018 | Budget | Difference | 2016 |
|--------------------|------------------|-----------|-----------|----------|---------|---------|--------|------------|---------|
| INDUCTION | | | | | | | | | |
| Venue | | | | | | | | | |
| | Subtotal | 0.00 | 12,178.96 | 1,211.43 | 0.00 | -10,968 | 12,000 | 1,032 | -11,305 |
| Sponsorship | | | | | | | | | |
| | Subtotal | 10,000.00 | | | | 10,000 | 10,000 | 0 | 10,000 |
| Tickets | | | | | | | | | |
| | Sales (\$50X205) | 10,250.00 | | | | 10,250 | 10,500 | -250 | 10,550 |
| Printing | | | | | | | | | |
| | Subtotal | | 763.32 | 75.94 | | -687 | 800 | 113 | -746 |
| Plaques | | | | | | | | | |
| | Costco | | 830.35 | 82.60 | | -748 | 1,000 | 252 | -831 |
| Banners | | | | | | | | | |
| | Signz N Designz | | 666.70 | 66.32 | | -600 | 1,200 | 600 | -1,170 |
| Video | | | | | | | | | |
| | Whatis Media | | 425.00 | | -425.00 | -850 | 1,000 | 150 | -1,000 |
| Sundry | | | | | | | | | |
| | | | | | | 0 | 500 | 500 | |
| Pins | | | | | | | | | |
| | | | | | | | | | -1,292 |
| To Date | | | | | | | | | |
| | | 20,250.00 | 14,864.33 | 1,436.29 | -425.00 | 6,397 | 4,000 | 2,397 | 4,206 |

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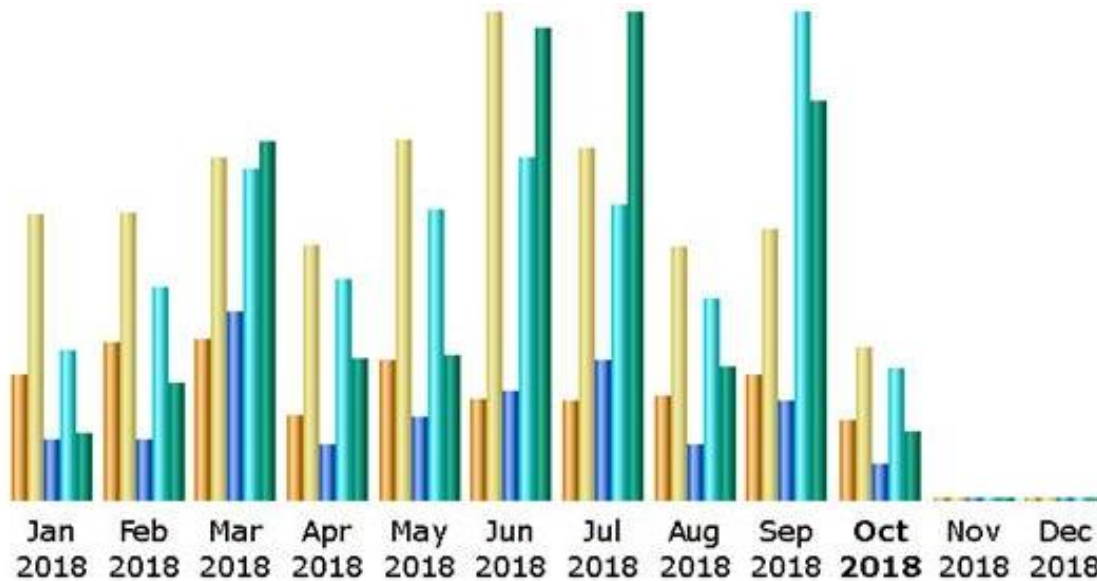
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APPENDIX B1

2018 WEBSITE USAGE REPORT

(as of Oct. 18)



| Month | Unique visitors | Number of visits | Pages | Hits | Bandwidth |
|--------------|-----------------|------------------|----------------|----------------|-----------------|
| Jan 2018 | 891 | 2,006 | 7,532 | 18,345 | 757.90 MB |
| Feb 2018 | 1,105 | 2,027 | 7,591 | 25,812 | 1.33 GB |
| Mar 2018 | 1,133 | 2,394 | 23,053 | 40,401 | 4.00 GB |
| Apr 2018 | 594 | 1,800 | 6,738 | 27,062 | 1.58 GB |
| May 2018 | 976 | 2,528 | 10,240 | 35,723 | 1.62 GB |
| Jun 2018 | 712 | 3,418 | 13,450 | 41,856 | 5.25 GB |
| Jul 2018 | 699 | 2,487 | 17,007 | 36,162 | 5.43 GB |
| Aug 2018 | 723 | 1,774 | 6,723 | 24,554 | 1.49 GB |
| Sep 2018 | 886 | 1,906 | 12,169 | 59,561 | 4.46 GB |
| Oct 2018 | 568 | 1,066 | 4,393 | 16,107 | 774.74 MB |
| Nov 2018 | 0 | 0 | 0 | 0 | 0 |
| Dec 2018 | 0 | 0 | 0 | 0 | 0 |
| Total | 8,287 | 21,406 | 108,896 | 325,583 | 26.66 GB |

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APPENDIX B2

2018 SEPTEMBER WEBSITE USAGE REPORT

| Day | Number of visits | Pages | Hits | Bandwidth |
|-------------|------------------|-------|-------|-----------|
| 01 Sep 2018 | 34 | 109 | 237 | 10.21 MB |
| 02 Sep 2018 | 38 | 86 | 548 | 102.58 MB |
| 03 Sep 2018 | 62 | 157 | 1,262 | 57.97 MB |
| 04 Sep 2018 | 53 | 194 | 1,019 | 38.85 MB |
| 05 Sep 2018 | 65 | 428 | 1,691 | 44.70 MB |
| 06 Sep 2018 | 62 | 627 | 3,228 | 632.46 MB |
| 07 Sep 2018 | 60 | 567 | 2,946 | 336.91 MB |
| 08 Sep 2018 | 43 | 1,285 | 2,967 | 109.82 MB |
| 09 Sep 2018 | 52 | 317 | 1,324 | 75.86 MB |
| 10 Sep 2018 | 60 | 306 | 1,861 | 214.42 MB |
| 11 Sep 2018 | 56 | 353 | 2,633 | 173.39 MB |
| 12 Sep 2018 | 141 | 1,099 | 6,331 | 220.95 MB |
| 13 Sep 2018 | 90 | 550 | 2,806 | 388.96 MB |
| 14 Sep 2018 | 110 | 676 | 6,163 | 653.98 MB |
| 15 Sep 2018 | 99 | 662 | 5,084 | 358.25 MB |
| 16 Sep 2018 | 64 | 429 | 2,303 | 147.48 MB |
| 17 Sep 2018 | 77 | 835 | 4,836 | 268.20 MB |
| 18 Sep 2018 | 61 | 230 | 1,419 | 251.63 MB |
| 19 Sep 2018 | 53 | 336 | 869 | 41.88 MB |
| 20 Sep 2018 | 54 | 460 | 1,077 | 41.38 MB |
| 21 Sep 2018 | 39 | 283 | 1,412 | 109.15 MB |
| 22 Sep 2018 | 46 | 91 | 236 | 12.58 MB |
| 23 Sep 2018 | 45 | 152 | 670 | 38.24 MB |
| 24 Sep 2018 | 46 | 332 | 2,141 | 65.32 MB |
| 25 Sep 2018 | 53 | 213 | 534 | 14.08 MB |
| 26 Sep 2018 | 144 | 430 | 847 | 23.41 MB |
| 27 Sep 2018 | 58 | 172 | 631 | 14.44 MB |
| 28 Sep 2018 | 44 | 196 | 828 | 44.15 MB |
| 29 Sep 2018 | 57 | 397 | 1,060 | 43.30 MB |
| 30 Sep 2018 | 40 | 197 | 598 | 35.01 MB |

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APPENDIX B3

Annual Website Usage Report

(as of Oct. 18, 2018)

| ANNUAL WEBSITE ACTIVITY | | | | | | | | | | | | |
|--|-----------------|------|------------------|-----|----------|-----------|----------|---------|------|---------|-------|-----------|
| Year | Unique visitors | /Day | Number of visits | A/D | # Return | % + yr/yr | % + Base | Pages | /Day | Hits | /Day | Bandwidth |
| 2015 | 3,796 | 10 | 6,430 | 18 | 1.7 | na | Base | 44,597 | 122 | 239,562 | 656 | 5.18 GB |
| 2016 | 4,416 | 12 | 8,246 | 23 | 1.9 | 28 | 28 | 126,938 | 348 | 584,932 | 1,603 | 30.42 GB |
| 2017 | 7,558 | 21 | 15,368 | 42 | 2.0 | 86 | 139 | 87,784 | 241 | 303,671 | 832 | 18.54 GB |
| 2018 (Oct.) | 8,287 | 23 | 21,406 | 59 | 2.6 | 39 | 233 | 108,896 | 298 | 325,583 | 892 | 26.66 GB |
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