



**ANNUAL GENERAL MEETING MINUTES**  
**March 18, 2025**

**1. WELCOME AND CALL TO ORDER**

Allyson Tonelli, Chair of the Board of Directors of Sport Tourism Canada, called the meeting to order at 8:02AM MT.

The meeting scrutineer advised that 16 individuals were present at the meeting with 16 individuals qualified to vote.

**2. APPROVAL OF THE AGENDA**

Zanth Jarvis motioned to approve the agenda. Janet Guthrie seconded the motion.

Motion was approved unanimously.

**3. APPROVAL OF THE MINUTES OF THE ANNUAL GENERAL MEETING March 13, 2024**

Nolan Thiessen motioned to approve the minutes from the 2024 STC AGM. Garrett Ball seconded the motion.

Motion was approved unanimously.

**4. REPORT OF THE CHAIR**

Allyson Tonelli, STC Board Chair, welcomed all attendees to the 2025 AGM. She stated that the AGM is an opportunity to reflect on the past year, celebrate our collective achievements, and look ahead to the future of sport tourism in Canada. She added that 2024 was particularly special for her, as it marked her final year as Chair - but as she prepares to step, she does so with immense pride in what has been accomplished during her 2-year term in the role.

Allyson highlighted several achievements in 2024:

- As part of STC's membership clean-up process, Kim Beggs was contracted as STC's Business Development & Membership Experience Lead.
- STC aligned its membership period with the calendar year—creating better consistency with fiscal and operational planning.

- Sport Events Congress (SEC24), which was delivered in partnership with Inventa, Tourism Winnipeg, and Travel Manitoba, was one of the standout successes of the year. It was an exceptionally successful event that reaffirmed STC’s leadership in convening and advancing Canada’s sport tourism industry.
- STC’s commitment to recognizing excellence was also evident with the STC PRESTIGE Awards. An impressive 53 nominations were received across 8 categories. A significant revamp of the program, led by Board members Janet Guthrie and Lori Talling alongside Sheena, introduced new categories, refined criteria, and expanded the number of award categories to 10 for the 2025 installment of the PRESTIGE Awards.
- Internally, STC underwent key operational changes, including transition in the finance department with the addition of Jenn Delaney of Insight Accounting. STC also moved its finance systems to QuickBooks Online for improved efficiency.
- Two new member benefits were launched - a searchable Membership Directory (including detailed profiles of all members) and the STC Playbook: Insider Series. Additionally, Integra Design was engaged to refresh the STC website.
- STC relocated its head office from Kingston to Ottawa in May, positioning the organization for stronger engagement with national stakeholders.
- Strategic planning was a core focus, with STC embarking on a thorough process to help define our future direction.
- STC conducted a Focus Group series, gathering valuable feedback from members to ensure that the organization’s priorities align with their needs.
- STC’s EIA program had a record-breaking year for STEAMPRO assessments and a strong performance in consulting projects. These results reaffirm the trust that event organizers and destination partners place in STC’s expertise.

Allyson stated that CEO, Sheena McCrate’s leadership has been instrumental in expanding STC’s presence and influence. From presenting at the Canadian Collegiate Athletic Association AGM and meeting with the Minister of Sport, Carla Qualtrough, to addressing members at the Federal-Provincial-Territorial Community of Practice meeting, STC continues to be a respected voice in sport tourism. And in December, Sheena was a speaker at TIAC’s Tourism Congress, participating in a panel discussion on emerging and key sectors in Canadian tourism. Her contributions further underscored STC’s thought leadership in the broader tourism landscape.

In concluding her time as Chair, Allyson extended her gratitude to her fellow Board members, Sheena, and STC’s dedicated contractors. She acknowledged members for their passion, collaboration and innovation and thanked them for their collective efforts to make sport tourism a powerful force in Canada.

## **5. FINANCIAL REPORT / APPOINTMENT OF AUDITORS**

Jennifer Delaney, Chief Financial Officer, provided a comprehensive financial report, including:

- An overview of the 2024 audited financial statements.
- The Frouin Group conducted the audit for the seventh consecutive year. It was a successful audit, completed with no issues – specifically there were no unusual transactions, no internal control matters, and no disagreements with management.
- Successful finance-related initiatives in 2024 included:
  - The success of SEC24 reaffirmed the value of STC membership for both existing and new members and solidified the organization’s relevance in the industry
  - The membership renewal period changed to bring all members in line – all memberships now renew annually on January 1
  - Federal funding assisted in the development of a Sport Socio-Environmental-Economic Impact Model (SEEIM)
  - The EIA (Economic Impact Assessment) program was a significant contributor to the overall success of STC

Garrett Ball motioned to approve the 2024 audited financial statements. Lori Talling seconded the motion.

Motion was approved unanimously.

Zanth Jarvis motioned to accept the appointment of Frouin as auditors for 2025 fiscal year. Nolan Thiessen seconded the motion.

Motion was approved unanimously.

## **6. APPROVAL OF THE ACTS OF THE DIRECTORS**

Allyson Tonelli, STC Chair, requested a motion to approve the acts of the directors and officers of the STC during the previous year.

Zanth Jarvis motioned to approve the acts of the directors and officers. Susan Eymann seconded the motion.

Motion was approved unanimously.

## **7. BY-LAW AMENDMENTS**

Allyson Tonelli, STC Chair, stated there are no proposed amendments to the by-laws at this time.

## **8. ELECTION OF DIRECTORS**

Nolan Thiessen, Chair of the Nominations Committee, introduced the slate of candidates for appointment to the Board. They are as follows:

- Janet Guthrie (City of Leduc)
- Michelle Collens (Sport Hosting Vancouver)
- Cindy Medynski (Explore Edmonton)
- Zanth Jarvis (Tourism London)
- Colby Pridham (Events East)
- Kevin Eshkawkogan (Indigenous Tourism Ontario)
- Moira Lassen (Arctic Winter Games International Society)

Michelle Collens motioned to approve the slate of candidates. Linden Leung seconded the motion.

Motion to appoint the slate was approved unanimously.

Allyson Tonelli thanked the outgoing board members, Scott Pritchard and Pam Lacroix on behalf of STC.

## **9. FURTHER BUSINESS**

No further business was presented.

## **10. ADJOURNMENT**

Nolan Thiessen motioned to adjourn the 2025 AGM. Colby Pridham seconded the motion.

Motion was approved unanimously. Meeting was adjourned at 8:27AM MT.