

Minutes of the **Annual Meeting of Members** of Standardbred Canada, held in the Britannia Room of the Hilton Mississauga/Meadowvale, Mississauga, Ontario on **Saturday, February 3, 2018**.

1. Call to order

The Chair of Standardbred Canada, Joanne Colville, called the meeting to order and welcomed everyone present. A moment of silence was observed for those lost during the year.

2. Notice of meeting & identification of members

Ms. Colville advised that Notice of Meeting had been properly sent by first class mail via the December 2017 and January 2018 issues of TROT Magazine and posted on the Standardbred Canada website on January 26, 2018. There was a quorum present in accordance with By-Law #1 Article 5.1 and Ms. Colville declared the meeting duly constituted for the transaction of business.

3. Introduction of Directors

Ms. Colville introduced the Standardbred Canada Directors in attendance at the meeting.

4. Introduction of Chairs and Officers

Ms. Colville introduced the other Chairs and Officers of the Board.

Chair – Joanne Colville
Vice-Chair – Jackson Wittup
Breeders Chair – Diane Bertrand
President and Chief Executive Officer – Dan Gall
Chief Financial Officer – Chris Ferraz
Corporate Secretary – Caren Stockwell

5. Minutes of Annual Meeting of Members of January 28, 2017

MOVED by Ann Straatman, **Seconded** by Tony Zuethoff
To approve the minutes of January 28, 2017 as presented. **CARRIED.**

6. Business arising from minutes

There was no business arising from the minutes of January 28, 2017.

7. Approval of 2016/2017 audited financial statements

Mr. Ferraz reviewed key points with respect to the audited 2016/2017 financial statements. He noted that the report from the auditors was clean and unqualified and no adjustments were made.

Summary of the audited financial statements:

- Net profit of just over \$50K
- Revenues were up 9% from year prior (\$5.14M)

- Expenses up 12.2% from year prior (\$5.09M)
- Increase in horse sales revenue from 2016 (due to a combined yearling sale), crossing over year end but has been reconciled over last 2 months
- Expenses and reference for the 2017 World Trotting Conference/World Driving Championship ended; net neutral
- Net assets \$4.62M
- Cash and cash equivalents - \$5.96M
- Continued investment in Gaitway
- Overall a successful year financially

MOVED by Dr. Maurice Stewart, **Seconded** by Richard Veilleux
To approve the audited 2016/2017 statements as presented. **CARRIED.**

8. Appointment of auditor for fiscal 2018

MOVED by Dr. Maurice Stewart, **Seconded** by Bill McLinchey
To approve the firm Grant Thornton as auditors for fiscal 2017/2018. **CARRIED.**

9. Report of the Chair of the Board

Ms. Colville introduced the members of the 2018 Executive Committee.

Joanne Colville (myself as Chair)
Jackson Wittup (Vice Chair)
Diane Bertrand (Breeders Committee Chair)
Kent Oakes
Ian Fleming
Mark Horner

Ms. Colville made the following remarks to the membership.

I am honoured to once again be the Chair of Standardbred Canada and I thank my fellow Directors for entrusting me with this position. The Standardbred Canada Board of Directors has put in a lot of work and effort over the last year to not only ensure our financial stability but to listen to our members and try our very best to move forward the industry in times that have been somewhat uncertain. We strive to provide excellent service to you, our members, and believe that our 2018 strategic plan will make sure that we continue to do so. In keeping with our mandate, we have directed management to concentrate on executing strategic objectives that fall under these 4 long term objectives - Customer/Member Value, People, Financial, Industry Growth & External Communications and Technology.

Over the last 2 days we have had Board and Committee meetings and we know that there is a lot of work ahead of us. We have every confidence in SC management that will follow through with the tactics that are put in front of them for this year.

I would like to publicly thank Brian Paquet, Track Director for Quebec. He has resigned from his position on the Board after many years of service to our members. Murielle Thomassin has been appointed as his replacement for the

remainder of the 2017 - 2019 term. Brian, with his extensive knowledge and experience in the industry, has brought forward his ideas, opinions and concepts that have helped to shape Standardbred Canada and our industry. Thank you Brian, and we wish you the best of luck in your future endeavors.

I would like to acknowledge and congratulate the 2017 O'Brien Award nominees, we are excited for everyone and look forward to celebrating our industry's biggest accomplishments with you tonight.

On behalf of the Board, we wish all the Best of luck in racing for 2018.

10. Report of the President & CEO

Mr. Gall addressed the membership with the following remarks:

2017 was a very interesting year for not only the horse racing industry but also Standardbred Canada.

Through a variety of many consultations with our members and internal and external stakeholders, the association, representing approximately 6000 members in Canada did our fundamental best in listening to and acknowledging our members needs, concerns and issues.

As a result of these consultations, Standardbred Canada began working on better serving our members and creating the added value that members have repeatedly asked for.

In 2017, through the Board's direction, we delivered for the fourth straight year no fee increases to our members. This is a direct result of acknowledging the challenges that our members are faced with year after year.

I am proud to announce that even as everything else is increasing in costs...the Board requested a 5th consecutive year for a fee freeze for 2018. This is a strong testament of how aware our Board is to the ongoing challenges facing our industry and our membership.

Even with the fee freeze, Standardbred Canada conducted a fee review to determine if any enhancements could be rolled out to our members. Throughout 2018 we will be releasing further information on how we can provide more value to our members. This started in December with the change to late start eligibility fees.

We are hoping for continued good news on this front in the upcoming months.

In 2017, we also merged two Ontario yearling sales into one with our partners from Forest City Sales. It proved to have excellent results and we

are proud to announce that the London Selected Yearling Sale and our partnership will carry into this year.

Last year we conducted a governance review led by the Garthson Leadership Centre and a list of recommendations were presented and accepted by the Board in November and we will implement approved recommendations throughout this 2017.

Last summer, Standardbred Canada hosted the 25th World Trotting Conference and World Driving Championship on Prince Edward Island. This included an industry symposium and it was an incredible week as we celebrated our industry with the world. Because of the incredible interest shown from a host of sponsors the event which was budgeted to cost the association ended up being a break even venture for SC. This was a true commitment from the province of PEI, Horse Racing Alberta, and so many other sponsors who came on board to support this initiative.

Standardbred Canada has also been facilitating and leading meetings with the all regulating bodies across Canada to work on the rules of racing with the goal of having consistent rules for our national sport across the country.

We also have struck a media task force with some of the leading sportswriters in the country to discuss how better to improve our sports coverage in Canada.

We have reached out to all Standardbred horse racing associations in Canada to begin quarterly teleconference calls to provide our industry leaders with updates about Standardbred Canada and to get feedback from them on shared best practices so that industries can begin talking in unison and sharing some of the great stories that are happening in each of their jurisdictions. This also includes areas of focus that the associations feel Standardbred Canada needs to be focussing on and addressing in the future.

2018 is going to be another busy and exciting year as we bring our computer upgrade project across the finish line and we will also be:

- Looking at launching a loyalty program for our members*
- Transitioning over to microchipping for our horses for identification*
- Execute our government relations strategy*
- Enhance awareness of the software program of TrackIT*

I have challenged the management team to prepare business cases to move the association forward as we continue to address and prepare the overall trending of the industry.

We have also engaged our Board in revising our strategic plan to ensure that Standardbred Canada remains on track and focussed for the next several years to come.

11. New business

Member Kent Oakes, thanked the SC Board, senior management team and Mr. Lee Drake for allowing the WTC and WDC finals to be hosted on PEI.

12. Termination

MOVED by Alain Veilleux, **Seconded** by Darren Crowe
To terminate the meeting. **CARRIED.**

Respectfully submitted,



Joanne Colville, Chair



Caren Stockwell, Corporate Secretary