



Executive Director - Annual Report  
 Annual General Meeting  
 November 20, 2020

<b>MCA Director</b>	Twila Cruickshank – Executive Director
<b>Accomplishments</b>	<p>Our ability to pivot in the face of change was our greatest accomplishment this year. Although we had a 50% decrease in membership, we have been able to manage our expenses, find creative ways to stay engaged with our members, partner with other organizations (i.e.: triathlon/x-ski/speedskating), and identify new opportunities with our Stakeholders to improve education, training, and development.</p>
<b>Issues Resolved</b>	<ul style="list-style-type: none"> <li>-New Provincial Race license allows participants a discounted option if competing in MB only.</li> <li>-Day Licenses allow for non-member participation &amp; eliminate insurance costs for clubs.</li> <li>-New Digital licenses eliminate need for hard-card memberships.</li> <li>-Youth Development Committee formed to create a more holistic approach to youth programming &amp; community coach development.</li> <li>-Website: Phase 1.0 (new structure) complete. Phase 2.0 (content update in progress). Spring launch.</li> <li>-Seasonal Technical Director position was approved in 2019 to assist club organizers with race hosting – currently on hold due to COVID-19’s impact on event organizing.</li> </ul>
<b>Goals for Next Year</b>	<p>2021 will be a re-building phase for MCA programming, events, and activities.</p> <p>Over the next several weeks the MCA board and staff will be meeting to review our ongoing strategy and budget for the coming year. We have some ideas that we will share with you during our presentation today. We would love to hear from you.</p>

