



Canadian Baton Twirling Federation

La Fédération Canadienne de Baton Sportif

## Past-President's Report– 2023 Fall Conference

The primary responsibilities for the Past-President position are to advise/assist and to conduct the elections process.

Unrelated to my position as Past-President, I am also the CBTF.CA website administrator. CBTF does not pay for any website design or content administration – that has been provided on a volunteer basis.

### *Recommendations*

1. From the Nominations Committee: Update the CBTF Policy Manual with a specific policy regarding the communication of nomination information to the respective Provincial Heads once the nomination period has closed for a position. The Committee recommends that the communication be done only at the conclusion of the nomination period, and not as a series of updates during the nomination period.
2. For the CBTF website: The site would benefit by publishing more Canadian-focused content during the August IBTF competitions.

### *2023 Elections*

The 2022-23 Nominations Committee consisted of myself (Chair), Dana Peteleski, and Karen Gratton.

As this is an odd-numbered year, the following Executive positions are scheduled for election: President, 2<sup>nd</sup> Vice-President, Secretary

And, on the Technical Committee: Judges Rep, Coaches Rep, Athletes Rep, Group Events Rep, SDP Rep / Badge Officer, Sanction Officer

In addition, the following positions are scheduled for appointment by the Board: WBTF Judges Rep, WBTF Technical Advisor, Media Library Coordinator

Nomination forms for the elected positions were posted on the CBTF website and announced on the CBTF Facebook page shortly after Canadians.

As Past-President, I contacted the incumbents for all positions to obtain their consent to be nominated. The nomination period was open until August 19 for Coaches Rep and Judges Rep, and until August 31 for all other positions.

The relevant CBTF policy for the election process:

- The Athletes Rep will be selected by the Athletes Commission this coming fall. Shawna Spencer will not be seeking re-election.
- If there is no nominee for a position, nominations are taken from the floor at the AGM.
  - If nominations are received, the process below (for a single nominee or for multiple nominees) is followed.
  - If no nominees are received, the Board may either appoint someone to the position or leave the position vacant.

- If there is exactly one nominee for a position, that nominee is elected by acclamation to the position without a separate election vote.
- If there is more than one nominee for the Judges Rep or Coaches Rep positions, those elections will be held online from August 24 through September 7, and the result will be announced at the AGM.
- If there is more than one nominee for any of the other positions, an election vote is held at the AGM.

## 2023 Nominations

Nominations received by the respective nomination deadlines:

Position	Nominee
<b>Judges' Representative</b>	Kim Genton
<b>Coaches' Representative</b>	Maureen Johnson (incumbent)
<b>President</b>	Joanne Moser (incumbent)
<b>2<sup>nd</sup> Vice-President</b>	Beth Jamieson (incumbent)
<b>Secretary</b>	Cindy Dietrich (incumbent)
<b>Badge Officer</b>	Sara Mougeot (incumbent)
<b>Group Event Representative</b>	Leisha Strachan (incumbent)
<b>Sanction Officer</b>	Sue Mephram (incumbent)

## Other Duties

Website user volume in 2022-23 was essentially unchanged as compared to the same period in 2022-2023, but the number of session and pageviews for those users were both up significantly:

	2022-23	2021-22	2020-21	2019-20	2018-19	2017-18	2016-17
<b>Total users</b>	12,176 (-4%)	12,727	7,458	8,496	10,723	8,905	11,477
<b>Total sessions</b>	31,486 (+22%)	25,766	15,122	18,183	28,026	21,222	29,047
<b>Total pageviews</b>	117,829 (+36%)	86,699	56,019	70,380	130,934	91,122	128,119

As is typical, the site experienced a significant increase in traffic during our two national competitions – in the 2022-23 season, this was the NC/WC Qualifier in May and the Canadian Winner/Championship in July. We do not see any similar increase in traffic during the WBTF or IBTF

Advertising revenue for the site was also up. The CBTF website earned \$132.03 in advertising revenue for the period Aug 1 2022 through July 31 2023 (compared to \$78.85 in advertising revenue for the previous year). These funds partially offset the cost of operating the website: domain name registration and website hosting.

The CBTF social media presence:

As of:	Aug 31 2023	Aug 31 2022	Aug 9 2021	Jul 12 2020	Aug 31 2019	Aug 31 2018
<b>Facebook</b>						
<b>Followers</b>	2,003 (+12%)	1,796	1,789	1,695	1,517	1,279
<b>Likes/Reactions</b>	2,995 (+79%)	1,675	1,589	1,558	1,473	1,295

Respectfully submitted,  
Jeff Johnson