

## Membership 2020 Annual Report

### By the Numbers

2018	2019	2020
143 Family	125 Family	86 Family
38 Individual (must be 13+)	33 Individual (must be 13+)	52 Individual (must be 13+)
3 Two seniors 65+	2 Two seniors 65+	
6 Individual senior 65+	6 Individual senior 65+	8 Individual senior 65+
19 Family Social	12 Family Social	3 Family Social
4 Social (25 and older)	4 Social (25 and older)	2 Individual Social (25 and older)
8 Canadian Canoe/Kayak Olympians	4 Canadian Canoe/Kayak Olympians	2 Canadian Canoe/Kayak Olympians
		5 Former Banook Presidents (Family)
		1 Recreational (new category for 2020)
<b>Total # of Membership's</b>	<b>Total # of Membership's</b>	<b>Total # of Membership's</b>
221	196	105
<b>Total # of Members</b>	<b>Total # of Members</b>	<b>Total # of Members</b>
520	538	294

At first glance, the decline in the number of memberships and members may be alarming, but in light of the challenges faced in the 2020 summer season, these numbers are excellent. In fact, we had as many members as we were possibly able to accommodate within the operational restrictions placed on us due to COVID-19.

To put these numbers in context, keep in mind that:

- as of late March when we would normally begin membership registration, Nova Scotia was just beginning to feel the full effect of the COVID-19 pandemic;
- between March and late May we didn't know if we would be able to offer any membership or programming in 2020;
- once we were given the green light to open up membership and programming and activity camps, it was under very strict conditions which, amongst other things, forced us to put caps on the number of children in camps, the number of paddlers we could allow in programs and sadly, even on the number of families we could allow on the premises and lawn at any one time;
- we were well into the summer season before there was any indication that there may be regattas;

- we were unable to offer any social events or volunteer opportunities for the members outside of paddling programming;
- ADCKC and CKC fees were charged to all paddlers regardless of competitive status (a change from previous practice, making registration more expensive for recreational paddlers); and
- the pandemic created a financial challenge for the Club and many of its members.

Nothing about the 2020 season was business as usual. The Club and its members were forced to face and accept new challenges, rules and restrictions that affected every aspect of the Club's operations. Some members struggled with this, as did the Board and the staff. Overall however, we tried to maintain a positive outlook and experience for the members and at the end of the summer season we received wonderful feedback from several families.

### **New Registration System**

We were very excited to roll out a new registration system designed by CKC that was supposed to offer consistency in the registration experience across different Clubs, as well as efficiencies in the collection of fees and data and it was supposed to eliminate the need for using Padtrac for race registration. None of these outcomes were achieved with this system this year. Not all clubs used it as we had understood they would, the program didn't work as anticipated, and the program didn't sufficiently account for differences in membership structures across different clubs and we still had to use Padtrac. This resulted in a user experience that was more cumbersome than necessary and often confusing from the perspective of the member and the administrator.

In fairness to the system, 2020 was its "beta test" and some hiccups should be anticipated. We provided lots of feedback on the problems we encountered and hopefully the system will be improved upon over the winter in preparation for next spring/summer. If not, we will have to consider whether we continue to use it.

### **Closing**

I am very proud to have been a part of the Board that led Banook through the 2020 season. We had fewer staff to rely on and the volunteers stepped up, above and beyond, to make the summer season (and spring and fall) happen. What they achieved is more than I would ever have anticipated back in April or May. We have no idea what 2021 will hold for us, but I am confident that Banook will continue to offer as much as is possible in the way of programming and membership opportunities within the constraints posed by the pandemic.

Cheryl Canning  
Outgoing Membership Director