

CMA ONTARIO

01

YEAR IN REVIEW 2020



02

Agenda

1. Call to Order: Steve Kassay, President
2. Motion to Open the Meeting: Steve Kassay, President
3. Opening Remarks from the President: Steve Kassay
4. Confirm Quorum: Brian Allen, Secretary
5. Election Results: Brian Allen, Secretary
6. Approval of the Minutes of the November 9, 2020 AGM: Brian Allen, Secretary
7. The Year in Review: Steve Kassay, President
8. Review of the Annual Report and Financial Statements of the Association: Sam Arraj, Treasurer
9. Proposal to Add By-law Article 6.4 of the By-laws
Article 6
6:4 Every Director shall either be a Member in good standing or shall become a Member in good standing of the Association upon their election to the Board in order to serve as a Director.
10. Proposal to Revise By-law Article 9 of the By-laws
CURRENT WORDING: Article 9
9:1 By-laws of the Association can only be amended at a Members' Meeting by a Special Resolution of the members voting at least 75% in favour.
PROPOSED REVISIONS: Article 9
9:1 By-laws of the Association can only be amended by a Special Resolution of the Members, voting at least 75% in favour: (a) at an official Members' Meeting; or (b) at the Board's discretion, by a secured Members-only voting process conducted online.
11. Other Business: Steve Kassay, President



Our History

MAKING ONTARIO COUNTRY MUSIC **MATTER**

03

Founded in 2008, The Country Music Association of Ontario (CMAOntario) was formed with the desire to support the country music industry and our emerging artists in Ontario. Today, our volunteer Board of Directors is comprised of a group of individuals committed to the continued growth for the Association and the community it serves.

The Country Music Association of Ontario (CMAOntario) is a not-for-profit organization incorporated without share capital under the Corporations Act (Ontario) on March 25, 2010.



Our Mission

The Country Music Association of Ontario (CMAOntario) is an Ontario-based, province-wide, not-for-profit organization. The objective of the CMAOntario, through the leadership and experience of our Board of Directors, is to celebrate, foster and support the growth and development of Ontario's country music community and all those associated with the Ontario country music infrastructure – provincially, nationally and internationally.

The CMAOntario works continually with passion and dedication to develop opportunities and initiatives to expand the infrastructure necessary to help Ontario country music artists and small and medium-sized enterprise compete in today's ever-changing competitive marketplace.

Through its programs, CMAOntario:

- educates and encourages creativity;
- celebrates the unique achievements and contributions of the Ontario industry;
- provides its members with a hub for information and resources;
- facilitates connections and communications among members and between them and industry leaders and stakeholders

05



-42.2%

Overall Revenues

Overall revenues decreased to \$181,887 from \$314,851, representing a 42.2% decrease.



-43.4%

Sponsorship Revenues

Total sponsorship revenue decreased to \$94,750 from \$167,440.

2020 in Numbers



06



-7.7%

Membership Revenues

Membership revenues decreased by 7.7% to \$22,715 from December 2019 to December 2020.



-2.3%

Number of Members

Total number of members decreased 2.3% to 603.

2020 in Numbers



Social Media

07

+3.9%



Facebook

+7.9%



Instagram

+3.5%



Twitter

Twitter engagement was consistent with 358.5K tweet impressions and 699 mentions. The top Tweet earned 9.2K impressions with 242 engagements. A Facebook post on April 22 about the CMAOntario Awards (Francophone Artist/Group of the Year nominees) reached 16K people organically (31K overall) and elicited 958 reactions. In 2020, Facebook Page Reach grew 121.9% with an estimated reach of 151,511. Instagram posts on the day of the Awards reached 2K contributing to an annual estimated reach of 8,558 (+11%).



Programs & Initiatives

2020's worldwide COVID-19 pandemic and province-wide shutdowns of large gatherings forced the CMAOntario to either postpone (from May to October) or cancel several planned programs and events (R2i Conference, Showcase and Performance Opportunities, Legacy Revival, etc). Continuing limitations on social gatherings, international travel restrictions, and ongoing concerns for the health and safety of performers and audiences, made for a challenging year. However, the decision was made to proceed with the CMAOntario Awards, and pivot to a new, safe and socially distanced format.

For CMAOntario, this meant the ability to support Ontario artists at a time when music events had been all but wiped out, as well as retain select sponsors, generate income from ticket sales, present appealing fully-live programming in a safe environment, continue engagement with audiences while attracting potential new audiences, facilitate job prospects for production crews during a peak unemployment period, and maintain a presence in Ontario's music landscape.



CMAOntario Awards

The 8th Annual CMAOntario Awards was the first ever, live drive-in country awards show.

Despite a pandemic, the association was able to respond quickly to the needs of its members by pivoting from its original plan of an indoor event to a drive-in style presentation, executing the activity safely and efficiently while still providing a platform for members to perform live in front of potential new fans, industry insiders and media personnel, earn income, and boost mental health and social well-being.





CMA ONTARIO

YEAR IN REVIEW 2020

CMAOntario Awards

Celebrating the talent and
achievements of Ontario's country
music industry

The 8th annual CMAOntario Awards took place on Sunday, October 4 in a live drive-in style format at The Raceway at Western Fair District in London.

Hosted by Jason McCoy, the awards show featured appearances from today's top Ontario country stars, including a guest performance by Saskatchewan emerging artist Kalsey Kulyk. Accolades were bestowed among 17 categories spanning talent and industry, with Meghan Patrick leading the night with three wins, followed by Tim Hicks, James Barker Band and The Reklaws with two wins each. This year marked the second presentation of the Francophone Artist or Group of the Year award, presented to Franco-Ontarian country act Les Rats d'Swompe.

Awards were interspersed with performances by Tim Hicks, James Barker Band, The Reklaws, The Abrams, Eric Ethridge (who performed a duet with wife Kalsey Kulyk), Genevieve Fisher, Kelsi Mayne, Les Rats d'Swompe, Nicole Rayy, Ryan Langdon, and The Western Swing Authority. For the grand finale, fellow CMAOntario performers joined Jason McCoy onstage for a special rendition of his song "We Are One".

An audience of 225 vehicles, represented by a diversity of fans, artists, industry members, and media, got a first-hand look into some of the brightest new country acts emerging from Ontario.





Recognizing **artists that have impacted** the Ontario county music industry, both past and present.



11



Artist of the Month

by Joshua Murray

A spotlight on Ontario's emerging and breakthrough artists.



Ontario Pioneers

by Larry Delaney

A look back at Ontario legends who have paved the way for today's artists.



Video of the Month

by Patrice Whiffen

A highlight of the latest videos and newest releases by Ontario artists making waves in country music.



In The Country

by Dave Woods

In-depth conversations with some of the best Country music artists around.

Advisory Councils

12

Industry Advisory Council



Francophone Advisory Council



In 2020, CMAOntario initiated discussions to expand the current team to include two new Advisory Councils - an Industry Advisory Council and a Francophone Advisory Council. Both councils bring together a distinguished and diverse group of industry peers, all united by their shared passion and commitment for supporting Ontario's Country Music industry. As CMAOntario works to develop and celebrate the country music sector in Ontario, our Advisory Councils will provide critical insight and support to deliver programs and initiatives that are most impactful to our members and set an even more ambitious agenda in 2021 and beyond.

Industry Advisory Council

- Andy Hawke - Sr. Project Manager, Anthem Entertainment
- Dale Peters - Founder, Dale Speaking
- Derek Schwartzenruber - Schwartzenruber Music Service
- Kelsey Assad - Agency Associate & Project Manager, PAA
- Lindsay Hyslop - Marketing, Anthem Entertainment

Francophone Advisory Council

- Kristine St-Pierre - Artist
- Nicole Lefaive - Ariko
- Reney Ray - Artist



Looking Ahead

13



Commitment to Diversity, Equity and Inclusivity

CMAOntario is committed to creating a culturally sensitive environment for our stakeholders that is diverse, inclusive and promotes positivity.

Network Building with Provincial MIAs

CMAOntario continues to engage with provincial music industry associations across the country and is currently working to launch an emerging artist cross promotion.

Virtual Programming

With continuing challenges in light of COVID-19, CMAOntario is exploring virtual options to present programming in 2021 that aligns with its mandate and objectives.



Leading Us Through 2020/21

Executives:

Steve Kassay

President

Jennifer Goheen

1st Vice President

Ken Boyer

2nd Vice President

Sam Arraj

Treasurer

Brian Allen

Secretary





15



Leading Us Through 2020/21

Directors:

Michel Bénac

Patrick Duffy

Steven Ehrlick

Stacey Lee Guse





Sponsors & Partners

CMAOntario's activities and initiatives would not be possible without the on-going generous support from our major contributors as well as a number of music industry organizations and private corporations.

Slaight Music | Ontario Creates | Tourism London

- BAYSHORE BROADCASTING
- BELL MEDIA
- BLACKBURN RADIO
- PURE COUNTRY 93
- CCMA
- CFWC FM HOT COUNTRY 93.9
- CHAW COUNTRY 103
- CHCQ-FM COOL 100.1
- CKDK COUNTRY 104
- CKYY COUNTRY 89
- DESJARDINS
- FIELDING WINES
- HAVELOCK COUNTRY
- JAMBOREE
- JUST HUNT
- KX COUNTRY
- LONG & MCQUADE
- LUCKNOW'S MUSIC IN THE FIELDS
- METALWORKS
- MNP
- MRC DATA/NIELSEN MUSIC
- MUSIC ONTARIO
- NIAGARA FALLS CRAFT DISTILLERY
- P.A. SHOP
- ROGERS BROADCASTING
- RVEZY
- SEEDS & CO.
- SKELTON TRUCK LINES
- SOCAN
- WARNER MUSIC

Industry Partners

CIMA | IN THE COUNTRY | MUSIC BIZ FINANCE | UNISON

17

2020
AGM
Minutes

Minutes of the Annual General Meeting of the Country Music Association of Ontario held on Monday November 9, 2020 on the digital platform Zoom commencing at 7:15pm.

Steve Kassay acted as Chair of the meeting and Verle Mobbs as recording secretary.

1. Call to Order: The meeting was called to order by Steve Kassay and the agenda approved as presented.
2. Motion to Open the Meeting: by Brian Allen and seconded by Patrick Duffy.
3. Confirm Quorum: After the expiry of the required 30-minute wait to reach quorum, Secretary Brian Allen confirmed that quorum had not been achieved and as required, the AGM was adjourned.
4. A motion by Stacey Lee Guse was then made to reconvene the meeting without quorum under Bylaw 5:6, seconded by Joe McAuley. The meeting then proceeded with the members in attendance.

2020 AGM Minutes

5. Approval of the minutes of the June 15, 2019 AGM: On a motion by Brian Allen, seconded by Steven Ehrlick and unanimously carried, the minutes were adopted as presented.

6. Opening Remarks from the President: Steve Kassay welcomed everyone in attendance and thanked them for taking the time to attend this meeting. He then proceeded to provide an overview of the Association's activities in 2019. Steve Kassay confirmed the Year in Review report had been sent to the members via email, highlighting the work of the Association Board over the past year. Steve also acknowledged that despite the cost challenges the team faced with hosting the annual weekend event in Ottawa, we were fortunate to experience continued growth right across the board, including membership, revenues, socials and event attendance.

2020 AGM Minutes

7. Receipt of the Annual Report and Financial Statements of the Association: A clean audit report from Jamie Carson CPA was presented by Treasurer Sam Arraj for the year ending December 31, 2019. The financial statements were reviewed via screen sharing and noted. Sam remarked that in spite of the increased costs incurred by hosting the CMAOntario Awards weekend in Ottawa, it fulfilled the board's mandate to expand host city locations.

8. Other Business/Q&A: A member asked about plans and location(s) for the upcoming year; Steve confirmed that we are working toward city and venue options for our events in 2021 and that an announcement would be forthcoming.

No further business was raised.

2020 AGM Minutes

9. Announcement of the newly elected Directors: Brian Allen thanked the following individuals that stood for election this year.

- Andy Hawke, Anthem Entertainment
- Dale Peters, Dale Speaking - agreed to join committees
- Derek Schwartzenruber, Schwartzenruber Music Services - agreed to join committees
- Jennifer Goheen, Havelock Country Jamboree (incumbent)
- Kelsey Assad, PAA
- KT Timmermans, Country 103
- Michel Benac, Lafab Musique (incumbent)
- Sam Arraj, Seeds (incumbent)
- Steve Kassay, Durham Radio (incumbent)



2020 AGM Minutes

This year, the four incumbents were voted back in for the upcoming term: Jennifer Goheen, Michel Benac, Sam Arraj and Steve Kassay.

A number of the individuals that ran for the Board have agreed to become an active part of some Association committees in the coming year.

10. Motion to Adjourn: by Joe McAuley, seconded by Nicole Rayy. Meeting adjourned at: 7:45pm.