

Y-CON 2022 AGM

FINAL REPORT



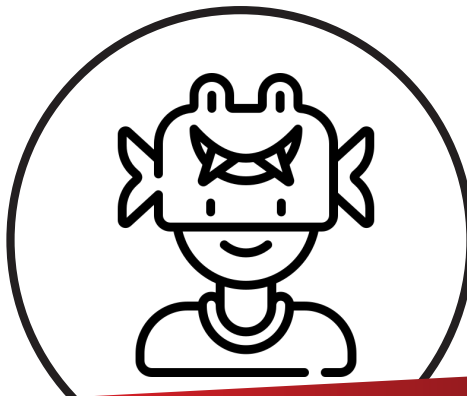
2022 Convention Highlights



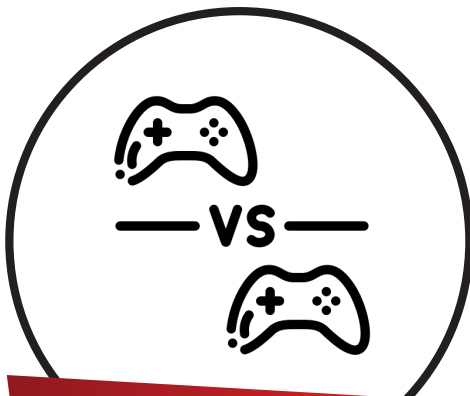
448 ATTENDEES
+53% from 2019



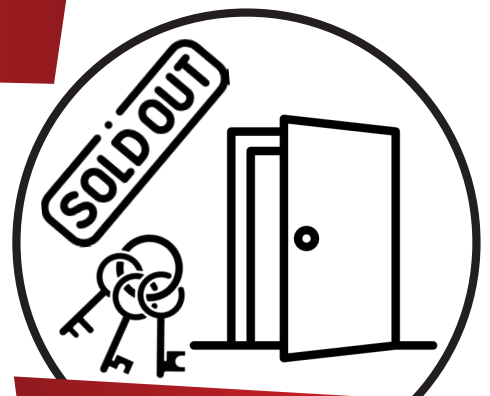
16 VENDORS
+9 from 2019



27 COSPLAY
ENTRANTS



3 GAMING
TOURNAMENTS



SOLD OUT
ON SITE
ESCAPE ROOM



Message from the President

To say it had been a tough couple of years since having to cancel Y-CON 2020 would be an understatement. So many events had to pivot and navigate the COVID-19 pandemic.

I cannot say how proud I am of the board of directors, executive committee, volunteers and everyone involved in making the return of Y-CON possible. Thank you to the board of directors for putting faith in me to take on the role of President. It has been an absolute pleasure and a great learning opportunity for me as well.

To see the smiles on everyone's faces again connecting over gaming, cosplay, miniature painting and more was priceless. This event was community building at its finest.

I am excited to build off the momentum into 2023 which is already booked and planned for June 2nd - 4th at the Rodd Grand Hotel Yarmouth. The board of directors is extremely pleased with the turnout of 448 attendees - up 53% (292 attendees) from our first year in 2019.

We also were able to hold two separate one day events - called "Games Days" - throughout the 2022 year at the Yarmouth County Museum and Jacob's Loft as smaller events to continue and build momentum to the big three day event in June.

The amount of positive comments and feedback we've received about the event has been almost overwhelming and so greatly appreciated. We have learned a lot from Y-CON 2022 and look forward to another year of planning to make Y-CON even bigger and better in 2023.



Signage outside our venue, the **Rodd Grand Hotel & Convention Center**

Malcolm Seaboyer

President

Y-Con Science Fiction Association



Presidents, 2022 Final Report

I began the Y-CON 2022 year by stepping up from the role of Vice-President to President of Y-CON Science Fiction Association. I have greatly enjoyed this role as it has been a great learning experience too for me to grow and expand my skill set. It was an absolute pleasure planning Y-CON 2022 with the board of directors and executive committee. Our team brought the event roaring back with a tonne of positivity and community building during the weekend of June 3rd -5th 2022.

Some of my tasks for Y-CON 2022 included:

Presidential Tasks

- Updating our RSJC account and transitioning roles from our past President Dean Martin
- Bank account transfer
- Working with our treasurer and Vice-President to create and maintain the Y-CON 2022 Budget and bank account
- Apply for funding from the provincial government, municipal governments and the marketing and promotions advisory committee.

Vendor Tasks

- Assisting with creating vendor package
- Reaching out to vendors across the province and beyond
- Selling vendor spots and organizing payments or refunds as needed
- Checking with vendors to see if they needed anything throughout the convention

Marketing Tasks

- Creating social media posts on our Facebook, Instagram and Twitter accounts
- Sharing updates in various Facebook groups
- Setting up Facebook ads
- Setting up radio ads on Y95
- Assist with creating the VIP swag bags
- Assist with setting up the EventBrite account which served as our ticketing platform for 2022
- Updating our website – yarmouthcon.com
- Design of Y-CON 2022 graphics and print material (posters, lanyards, social graphics etc...)
- Did radio interviews on Y95 (*The Weekender and interview with Wade Cleveland about Autumn Games day / Y-CON Comeback*) and an interview with Quinn Taggart & Gary Nickerson on their podcast “Outside my Window”



President, 2022 Final Report

Sponsorship Tasks

- Reaching out to local / provincial businesses and organizations to offer sponsorship opportunities
- Managing relations with sponsors that carried over from 2020 or came on board in 2022
- Sending and managing sponsorship agreements
- Managing money from sponsors

Venue Tasks

- Managing relations and communication with our host venue, the Rodd Grand Hotel & Convention Centre
- Assisted with creation of the floor plan
- Assisted with setup and tear down of the event

Gaming Tasks

- Supported and helped organize / promote gaming events as needed
- Provided support to our gaming coordinator
- Helped run the Pokémon TCG tournament
- Provided input on and helped purchase tournament and gaming prizes
- Assisted with planning the two, one-day gaming events “Games Days” we hosted at the Yarmouth County Museum & Jacob’s Loft
- Assisted with organizing the on-site Escape Room run by Lisette Gaudet from the Yarmouth County Museum

Guest Tasks

- Assisted guest coordinator with organizing guests, speakers and panels

Miscellaneous Tasks

- Assisted with hiring security for the event
- Worked at the front desk / registration
- Attended executive committee and board of directors’ meetings
- Assisted with hiring event photographer – Michael Carty Photography
- Assisted with overall schedule of events

Malcolm Seaboyer
President, Y-Con 2022



Vice-President / Graphic Designer, 2022 Final Report

After what felt like forever with the state of Y-Con in limbo due to the pandemic, when we finally pulled the trigger to go, it was all hands on deck to scatter and get things completed as efficiently and effectively as we could.

While as VP, I didn't have a specific Coordinator role of my own based on the roles this past year, I did fully take on a support role to assist all the other board and executive members complete their tasks to ensure a successful event.

Vice-President related tasks:

- Attending meetings with our President, Malcolm at the venue to review potential setup, contractual obligations, and iron out any details before the main event in June.
- Part of the discussions for finance involving the Treasurer and President
- Assisted in paperwork for funding for the event from local governing bodies
- Attended all required meetings prior to the 2022 Convention

Marketing related tasks:

- Assisted in the creation and posting of social media posts on all active platforms
- Took part in a Y95 Radio Interview highlighting special features for the upcoming convention
- Assist with assembling VIP swag bags
- Creation of event brochure and correspondence with local printing company
- Creation of the Sponsorship and Vendor packages
- Assisted with the website updates
- Assisted in many areas of design for the event

Games Day/Gaming related tasks:

- Assisted in set-up/tear down for both the Museum event and the Jacob's Loft event
- Created table signs for the main event which were numbered and had indicators of whether more players were needed, it was a 'teaching game', etc
- Assisted in establishing prizing for what was needed



Vice-President / Graphic Designer, 2022 Final Report

Sponsorship related tasks:

- Creation of 2022 Sponsorship package
- Assisted the President with connecting with some local businesses re: Sponsorship

Venue/Main Event related tasks:

- Created final draft of the floor plan for use during the convention
- Assisted in set-up of aspects of the event and tear-down as well
- Created certificates used in prizing in the Costume Contest as well as Miniature Painting
- Main responsibility was to print all things that needed printing which varied from chits for the canteen to use for debit amounts, printing event signage designed by Malcolm and myself, etc
- Filled in at registration desk
- Runner for some vendors/other coordinators to get what they needed
- Made sure I was available for volunteers to access the main room when needed as key holder

Kellie Ann Perry

Vice-President, Y-Con 2022



A few critters featured from a vendor, **Sew WILD Designs**



Treasurer, 2022 Final Report

As of August 19, 2022 , we have a balance of **\$6591.61** in our CAD bank account.

One of the vendors from 2019 event requested a refund of their \$50 fee, this leaves Y-Con with a net income of **\$4308.97**.

Y-Con Gaming and Comics Convention Income Statement			
Period from September 1, 2021 to August 31, 2022			
REVENUE			
	Sponsorship	\$1870.00	
	Grants & Donations	\$5210.00	
	Vendor Sales	\$1535.00	
	Ticket Sales	\$7437.36	
	Games Day	\$282.00	
	Total Revenue:		\$16,634.36
EXPENSES			
	Bank & Filing Fees, Event Insurance	\$594.34	
	Cube Payment Mgmt	\$135.70	
	Canteen	\$561.25	
	Game Days	\$538.01	
	Hospitality, Meetings & Volunteer Banquet	\$1056.08	
	Marketing	\$837.67	
	T-shirts	\$839.37	
	Donations & Postage	\$519.49	
	Venue & Staffing	\$3738.81	
	Prizes	\$1118.16	
	Stationary	\$659.61	
	Vendor Refund	\$50.00	
	Signage	\$230.00	
	Domain, Website, Hosting & SSL	\$534.96	
	Total Expenses		\$11,413.45
NET INCOME			\$4920.91



Treasurer, 2022 Final Report

With cash and inventory we have assets totaling **\$6751.61**. Our current liabilities are **\$0**. This gives us an owner's equity of **\$9612.44**. We will have approx \$4000 in expenses over the 2023 winter to keep the lights on.

BALANCE SHEET August 31, 2022	
ASSETS	2022-08-31
CURRENT ASSETS	
Bank Balance	\$6703.55
Cash	\$160.00
Accounts Receivable	\$0
Inventory	\$0
Prepaid Expenses	\$0
Short-Term Investments	\$0
Total Current Assets	\$6833.55
FIXED (LONG-TERM) ASSETS	
Long-Term Investments	\$0
Office Supplies	\$232.45
Convention Supplies	\$866.01
Promotional Assets	\$1463.37
Signage	\$299.00
(Less Accumulated Depreciation	\$0
Intangible Assets	
Total Fixed Assets	\$2860.83
OTHER ASSETS	
Deferred Income Tax	\$0
Other	\$0
Other	\$0
Total Other Assets	\$0
Total Assets	\$9724.32

LIABILITIES AND OWNER'S EQUITY 2022-08	
CURRENT LIABILITIES	
Accounts Payable	\$0
Domain	\$0
Hosting	\$0
HST Payable	\$0
Accrued Salaries and Wages	\$0
Unearned Revenue - Rollover Vendor Sales	\$0
Other - Rollover Sponsorship	\$0
Total Current Liabilities	\$0
LONG-TERM LIABILITIES	
Other	\$0
Other	\$0
Venue	\$0
Total Long-Term Liabilities	\$0
OWNER'S EQUITY	
Owner's Equity	\$9724.38
Total Liabilities and Owner's Equity	\$9724.38

Our budget for Y-Con 2022 was initially \$8050.00. After receiving a \$2000 grant from the province, we increased the budget to \$10050.00. Actual spending for the year was \$11,910.80 for a spending average of \$1860.80. However, income without grants was 11424.36 and expenses were 11413.45.

Judith Rozee

Treasurer, Y-Con 2022



Events Coordinator, 2022 Final Report

In this letter you will find the final report from the events Coordinator and a review of the efforts for Y-Con 2022 prepared by Kayla Fells.

Tasks and responsibilities:

- Organized the Cosplay event
- Organized the Miniature Painting Contest
- Organized the Guests Panels
- Organized the Auction/Raffle
- Organized the screenings of movies (If applicable)
- Events at the convention

After the initial review and feedback from the post-mortem for the 2019 convention the decision was made to update some of the events and expand the popular events. For Miniature Painting – moving this to more of a one-day event so minis are there but we are not liable for them throughout the whole weekend, judging was better this year still looking to review our options. We will look into once again having the mini painting camp for more painting options.

The Cosplay Contest was held on Saturday (not Sunday as it was in 2019) This proved to be very popular and made the day brighter and allowed for more people to see the work our community cosplayers put into their work. The Cosplay Contest categories were updated ages, props and groups. We were not able to explore master vs journeyman vs novice for this year as we need more information from the community. This is something that will be reviewed again this year as people continue to develop the cosplay scene through Y-con. (Beginner/Novice, Expert, Youth group and prop structure) update physical form to remind about photos and that being in the parade requires consent to understand people will take photos.



Yip yip!



Events Coordinator, 2022 Final Report

The Raffle auction was successful, it was stated that we need to stay focused on local charities each year for the community.

There will continue to be work done in expanding the panels to include time and space for Fan run Panels, creating an application form for this to be reviewed once submitted as another way attendee can express and celebrate their interest and fandom and get involved in the convention as more than just attendees seeing a show; but are a part of the show.

The decision was made to remove films as we have a large number of events and without a strong interest it can be a time sink, both during the convention and in preparing for the convention for the 2023 season. This year many tasks were handled by the committee and team together and combined with groups. The raffle was attached to community work and sponsor contacts to not over tax the community support. Prizing was purchased in bulk for all prizing events through the gaming coordinator. However, budgets were discussed and set in advance.

I also developed and ran live action Among us throughout the weekend, which proved to be very popular with the younger demographic in particular. It was noted that this would be fun for the older attendees however many would want to play with other older members. A later game or an adult option would have been enjoyed.

For the Cosplay contest and parade the following task were completed and the event was successful:

- Updated the contest rules
- Creates entry forms
- Planned the scheduling of the event
- Determines and sources prizing
- Identify and recruits' judges confirmed (reached out to Kayla/Arra Leblanc for a return and Cassie who were unavailable this year.) Garren was a judge this year as well as the photographer
- The photographer who was judging was also enlisted to take photos for each cosplayer to have as a souvenir
- Expanded on the honorary mentions option for cosplayers

For the Miniature Painting Contest the following task were completed:

- Used the same rules as the previous year
- Updated the prizing and categories
- Updated the entry forms
- Worked with Sandra and Grant Kinsley and Danielle Mahood for judging



Events Coordinator, 2022 Final Report

For the Panels the following task were completed this was a collective team effort and was managed by the group, scheduling was taken over by Malcolm:

- Recruiting panelists to work to ensures a wide variety of topics
- Managed and reviewed the current descriptions from members of the committee and board
- Creating themed timelines in the schedule that can coordinate with other events like the DND panels to DND events in the gaming hall
- Create application form for fan panels
- Worked with a guest team for their members who would like to do a panel and review what would be needed
- Established a timeline for when panels can start and end each day allowing for more opportunity to fill while not running too late in the evenings for events

Kayla Fells

Event Coordinator, Y-Con 2022



An assortment of some of the spectacular Cosplayers featured at Y-Con 2022



Gaming Coordinator, 2022 Final Report

Invited on as the gaming coordinator in the fall of 2021 I had little experience with conventions and had a lot to learn, I endeavored to engage as early as possible and the first big event that I contributed to was the games day run alongside the (Letters from White Chapel) escape room at the Yarmouth Museum. This event was successful and demonstrated what our games library could look like for Y-Con. A big contribution for myself was arranging a gaming library with my games and contributions from other executive members, a special acknowledgment being made to Clifford Emberley as he too contributed a significant number of games from his personal collection. The visual presence of all those games at Y-Con made for an impressive display that communicated to attendees that we are pulling out all the stops for them. Being a first convention for me I took note of how attendees engaged and did a lot of learning for next year

In planning for the main convention time I assisted with the floor plan to accommodate events and gaming in a manner that would both present well to attendees, vendors and make best use of the space available. Gaming tables and spaces were broken down in the following sections: Games on Board was designated a row of tables closest to their staging area so that Emad Aziz could set up and run as many games as possible. This allowed for some truly unique gaming opportunities. The main gaming tables were numbered and signage was provided for the following purposes Table sponsorship, table numbering,

in addition to signs allowing players to identify their game as being “in progress” “wanting more players” or encouraging people to “ask about this game”. Other gaming areas included larger tables for RPGs and they were scheduled in with DMs that were available. There was a concern that role playing in the middle of the convention may suffer due to noise levels but the feedback from the DM’s was that while it was a challenge it wasn’t so bad that they wouldn’t consider doing it again. The tables closest to the gaming library were reserved for a “featured” game that was run by myself incorporating board games and technology. The Return to Dark Tower was a huge hit at the convention and it was never short of players jumping in, with games running all weekend.



Matt H. leading players in an interactive game called **Return to Dark Tower**



Gaming Coordinator, 2022 Final Report

The War Hammer community was engaged and through individuals such as Jacob Melanson and Shaun DeRos an exhibition was arranged for Friday night of the convention. This was very successful as they not only demonstrated the game but also arranged to have new players join in and it was a popular event.

There were two tournament events planned first for Pokemon which was run as a huge success and secondly an event for Magic the Gathering. While the former went off with great success the latter ended up being cancelled due to lack of interest. There had been a pre-convention MTG draft held during the advanced registration evening and while it had some participants numbers were still low.

Other items that I contributed to were the selection of prizes for various events, transportation and set up of needed larger materials.

Matthew Hiltz

Gaming Coordinator, Y-Con 2022



Community (Games Day) Coordinator, 2022 Final Report

Below is the final report of the community coordinator which includes;

- Debrief on each games day,
- Constructive feedback on video games portion of Y-Con
- Positive feedback on video games portion of Y-Con

Games Day Debrief

White Chapel escape room at the Yarmouth Museum;

Positive feedback: A centered location for this interactive activity that also drawn from outside the usual gaming community was a great addition to Y-con. The theme around Halloween day seemed have been an idea enjoyed by the general public.

Constructive feedback: The level of difficulty of the escape room was too high and no group ended up escaping. Also, early in the morning time slots proved to be unsuccessful. Gaming type activities requires a later start time, at least after 10 a.m.

Video Games Day at Jacob's Loft;

Positive feedback: For a first official attempt at video games in this organization, the success was achieved and confirmed the need for video games at the main convention. Tournaments of Mario Kart and Smash Bros. were a success and need to be replicated on larger scale for Y-Con. Video game historical quiz was a success for a great sponsored price. Made an amazing community partner with Jacob's loft who ended up providing the location for free on top of providing gift cards

Constructive feedback: Attempt to do a tournament with mobile gaming but lack of interest. The quiz difficulty was a little high as the winning score was barely over 50% answer rate. The idea of having video games based board games solely for games day was not a particular success.



Community (Games Day) Coordinator, 2022 Final Report

Y-Con Convention (Video Game Section), debrief

Positive feedback:

- Drawing in a new “clientele” for the convention
- Presentation and location of the video games section had everyone dropping by at least once
- A center table for people to gather with visible main sponsor banner (Gator-byte)
- Mario Kart tournament was a huge success and drew in a lot of attention
- Smash Bros tournament was also a huge success and had a good group of people attending
- Variety of consoles offered with different technology for all group of age or skills
- Networking between work and schools made the video game sections more popular due to social media sharing
- Prizes given by sponsors were very relatable and appreciated by the attendees

Constructive feedback:

- Lack of surveillance on equipment by staff/volunteers
- Issues with certain participants due to age, accompanying adult or general attitude
- Issues with pre-set controls for Smash Bros. tournament. (have customs vs. all the same)
- Issues with attendees having food or drinks nearby the electronics when a center table was designed for same. Maybe have a large sign stating same
- Special station like Oculus or F-1 racing had their own issues. Oculus was rarely available and not crowd friendly. As for the F-1 racing game, I believe this would be resolved if the convention would restrict a certain young group age of youth to attend or without a guardian
- Requirement of better sound or T.V. equipment (borrowed TV by attendee Jacob Melanson to assist in the Smash Bros. tournament).
- Recruit one or two attendees well versed in electronics/video games to assist with tournament special rules and such.



Community (Games Day) Coordinator, 2022 Final Report

Summary

It should be noted that for initially not wanting to have video games included in Y-Con, due to previous members of the committee adamantly opposing against, it proved that it has its place in the convention. Not only does video games have its place but I believe it's one of the main piece of this amazing puzzle that the convention is. Keeping in mind that online gaming to a restrictive manner since the goal is to have a social event of course. I believe a small team of 3 people to run the video games side of things would help considerably to improve this facet of the convention. I look forward to be involved with innovative ideas with video games along with some creative new community events during the year leading up to the convention.

Mario Gougeon

Community Coordinator, Y-Con 2022



Volunteer Coordinator, 2022 Final Report

Pre-Convention:

- Once the convention website was updated, a call out for volunteers went out on social media (Facebook specifically). On Day 1, we had a volunteer complete the application.
- After promoting the call out for volunteers several times, an email was sent to three core teachers at YCMHS to seek assistance finding some student volunteers. Several HS credits require community volunteer experience and many students are seeking opportunities to improve their resumes as well as the applications to post-secondary studies. This route resulted in a large number of volunteers signing up.
- Additionally, some family/friends of the Y-Con Executive signed up to volunteer as well.
- Individual text messages were sent to each volunteer who signed up to ensure we had a means of communicating important information leading up to the pre-convention volunteer meeting as well as providing answers to questions as they arose.
- T-Shirts were ordered and an error with promotional material was caught prior to t-shirt production.
- Once the schedule of events was live, a schedule for the volunteers was developed and each volunteer was contacted regarding their availability and suitability for each shift (i.e., their comfort level for the tasks required).
- Pre-convention volunteer meeting was an opportunity to bring everyone together to meet each other and to hear about the event, expectations, and the important role each person would play to help create a wonderful event. Those unable to attend the meeting were sent individual messages.



Volunteer Coordinator, 2022 Final Report

Convention:

- Volunteers were greeted as they arrived for their shift, provided their shirts, directed to where they could store their personal items, how to identify Executive Members, and an overview of the floor layout.
- Two volunteers had previous convention experience and their expertise and guidance was utilized often (Ms. Olivia Fells, and Clifford Emberley).
- Many volunteers were content to remain beyond their shift, reporting that they were enjoying their time at the convention and wanted to remain to help out where-ever and how-ever needed.
- Several volunteers posted photos and information on their Instagram accounts throughout the convention.
- Concern with the activity or inactivity of specific volunteers must be addressed in real time in order for change to occur.

Post-Convention:

- Thank-you's were sent immediately after the event and volunteers were notified that they would be contacted with a date for the volunteer dinner. Each volunteer was also asked for any feedback they had regarding anything about the convention that could improve it in any way.
- Several issues/concerns were identified:
 - » As the coordinator, who had never experienced this particular convention or any convention of this kind, it was challenging to know and understand what would be needed throughout the weekend as well as troubleshooting issues as they arose.
 - » Volunteer name tags would be essential moving forward (helps with learning each others' names, identifying who belongs in which area of the convention). Executive name tags may also be worth considering.
 - » Unsupervised areas were a concern therefore in 2023, numbers of volunteers required for each section of the convention will be important to ensure that each area is covered. If less is required, the volunteer can be reassigned.
 - » The date for the volunteer dinner should be selected prior to the initial volunteer meeting to ensure as many individuals as possible can participate.

Natasha Yorke-Phillip

Volunteer Coordinator, Y-Con 2022



Executive Committee Member Reflections

As a new member of the Y-Con Executive and learning a lot as the year unfolded, I have put together some highlights of the events surrounding this year's Y-Con 2022 and Games Days.

One of the highlights was the cosplay. It brought out so much creativity from the community. The decisions about the awards for the costumes didn't entirely make sense for me simply because one of the costumes was so complex and well done but I guess I wasn't part of the decision so maybe the breakdown of how the judging was going to be done could be share with everyone (even those not participating in the event) so we all know ahead of time.

The Mario Kart and Smash Bros tournaments were a clear hit both for the competitors and the audience. My suggestion though would be to have the event broken up into brackets, one for newer players and one for more experienced players. That way there would be less intimidation for the newer and younger players and they can gain experience with winning in a tournament which would encourage them to get better. The higher level competitors would just have a much more intense experience.

Games Days have been a success and everyone seems to really enjoy these events. I would suggest that we budget a bit more for evening events so we can have more pizza and maybe we have a small entry fee for the event that includes a drink and a slice (or two) for everyone attending.

The volunteers really enjoyed the event and cannot wait until next year. There are others interested in helping for 2023 because of how much of a positive experience everyone had and shared that when we all were back at school. We can definitely do a better job of monitoring the expensive electronic equipment more.

We need to have better boundaries for some of the littler kids that were dysregulating for others and for those unsupervised. Maybe we need some volunteers that specifically take shifts monitoring kids under a certain age but we don't want to be babysitters so I'm not entirely sure how we do that part.

All in all the year has been a blast and I'm really happy to be part of this great group.

Braxton Phillip

Executive Committee Member, Y-Con 2022

