

Date: Sunday, February 28th, 2011
Location: TTFC – York University Campus, Toronto.

Officers & Directors in Attendance:

- Doug Smith President, Karla DelGrande Vice President, Norm Creen Treasurer, Don Ritchie, Secretary, Chris Lemassif, Al LePage, Bill Pearson, Lily Whalen, Mario Izzio

Officers & Directors Regrets:

- Annie Bunting

Members & Guests in Attendance:

- John Powell, Bob Moore, Duncan Greenshields, Sherri Watts, Gail Smith, John Pozhke, Jay Yakabowich, Paul Osland, Kiernan Antares

Agenda:

1. Proxy Count, Motion to accept 2009 AGM Minutes (Don)
2. President's Report (Doug)
3. Financial Report (Norm)
4. Athletics Ontario (Karla)
5. Merchandise (Al)
6. Throws (Bill)
7. Combined events (Don)
8. Sponsorships (Chris)
9. Racewalking (Lily)
10. Roadrunning 2011 (Jay)
11. Ontario Records (Duncan)
12. Executive Elections (Don)

General Administration:

- Chair opened meeting 4:17PM, welcomed Officers, BOD, Members and guests
- 37 proxies declared and verified the Secretary, for the Chair.
- Secretary directed meeting to review 2009 meeting minutes. Bill: identified minor edit - "metals" to medals and change to "Accounting practices by OMA".
- Motion to accept 2009 meeting minutes (Bill, Duncan. All)

President's Report (Doug):

This is my 20th anniversary AGM as a member of the Ontario Masters Board of Directors. A few years later, I became President (in 1994). I have never been more optimistic for the future of the association.

After years of negotiations, we have entered into a membership agreement with the Canadian Masters – leading all of the other Provincial Branches to form an affiliation with the national body. Currently, OMA members are also members of Canadian Masters Athletics, Athletics Ontario, and Athletics Canada.

Our new web site provides our members the ability to update their personal page. Soon we will be linking their results and rankings directly into their Profiles. We are still developing the Ranking/Results site, in conjunction with the CMA. It will be the final piece of the web site plan.

I want to thank Chris Lemassif for the years he spent developing and maintaining the web site that we just closed. Chris's efforts led us into the new era where we were able to process online entries and memberships for the first time.

The Ontario Masters Enews now reaches over 2000 master athletes. We had 784 members in 2010 – the most in our history. That included 226 brand new members. We already have close to 500 members signed up this year – including 69 new members. That is the most in our history, this early in the year.

We added some new events in 2010 and we are always receptive to feedback from the membership regarding our competitions.

President's Report Discussion:

- Membership last year was OMA record with 784. Already approaching 500 this year.
- OMA continue to be interested in added some new events or meets that will improve program for members.
- Motion to accept: (Lilly, Bill, All)

Financial Reports (Norm):

Ontario Masters Athletics Budget	2009	2010	2011
Revenue from memberships	27,000	30,546	39,000
Revenue from event registrations	22,805	20,225	20,225
Revenue from other sources	8,050	7,050	7,050
Total Revenue	\$57,855	\$57,821	\$66,275
CMAA membership payment	16,100	-	-
AO membership payment	3,860	11,670	20,000
Expenses from events	19,452	18,152	18,152
Expenses from other sources	13,150	26,350	26,350
Total Expenses	\$52,562	\$56,172	\$64,502
Reserve	2,893	1,156	1,326
Annual Surplus (Deficit)	\$2,401	\$493	\$448

ONTARIO MASTERS ATHLETICS BALANCE SHEET AS AT DECEMBER 31, 2010		
	2010	2009
ASSETS		
Current Assets:		
Cash (DUCA)	\$ 9,376	\$ 5,543
Short-term Investments:		
ING Bank	\$ -	\$ -
DUCA	50	50
Outstanding Deposit	1,430	1,448
PayPal Balance	4,389	3,419
Medals Inventory	8,348	7,572
Total Assets	\$ 23,593	\$ 18,031
LIABILITIES AND EQUITY		
Current Liabilities:		
Received for Future Events	131	-
Total Current Liabilities	131	-
Fund Balance:		
Surplus (Deficit), Current Year	5,431	3,614
Fund Balance - Beginning of Year	18,031	14,417
Total Fund Balance	23,462	18,031
Total Liabilities and Fund Balances	\$ 23,593	\$ 18,031

ONTARIO MASTERS ATHLETICS STATEMENT OF OPERATIONS BY SOURCE AS AT DECEMBER 31, 2010					
		ACTUAL	FORECAST	VARIANCE	LAST YEAR
NET REVENUE FROM MEMBERSHIPS:					
Revenue:	Membership Fees	\$ 29,450	\$ 30,546	(\$1,096)	\$ 24,089
	CMAA Rebate	1,849		1,849	300
		<u>\$ 31,299</u>	<u>\$ 30,546</u>	<u>\$753</u>	<u>\$ 24,389</u>
Expenditure:	CMAA Payment	1,320		(1,320)	15,238
	Athletics Ontario Payment	11,529	11,670	141	5,640
		<u>\$ 12,849</u>	<u>\$ 11,670</u>	<u>(\$1,179)</u>	<u>\$ 20,878</u>
	Net Revenue (Expenditure) from Memberships	\$ 18,450	\$ 18,876	(\$426)	\$ 3,511
NET REVENUE FROM EVENTS:					
Revenue:	Entry Fees	\$ 28,762	\$ 20,225	\$8,537	\$ 22,157
	Other Income			0	756
		<u>\$ 28,762</u>	<u>\$ 20,225</u>	<u>\$8,537</u>	<u>\$ 22,913</u>
Expenditure:	Track Rental	8,310	7,187	(1,123)	7,021
	Meet Director's Expenses		300	300	
	Medical Staff	3,572	1,970	(1,602)	2,799
	Officials	2,460	3,650	1,190	4,178
	Medals/Ribbons	4,993	2,370	(2,623)	1,882
	Administrative Expenses	6,955	1,550	(5,405)	723
	Supplies	1,659	1,125	(534)	1,678
	Club Payment			0	-
		<u>\$ 27,949</u>	<u>\$ 18,152</u>	<u>(\$9,797)</u>	<u>\$ 18,282</u>
	Net Revenue (Expenditure) from Events	\$813	\$2,073	(\$1,260)	\$ 4,630
NET REVENUE FROM OTHER SOURCES:					
Revenue:	Sale of Material	1,215	2,000	(785)	760
	Equipment Rental			0	
	Interest Income		50	(50)	
	OTFA Grant			1,215	
	Bell True Sport Foundation Grant		500	(500)	
	Sponsorship	4,000	4,500	(500)	4,000
	Donation			0	
		<u>\$ 5,215</u>	<u>\$ 7,050</u>	<u>(\$620)</u>	<u>\$ 4,760</u>
Expenditure:	Meeting Expenses	63	200	137	325
	Marketing		8,000	8,000	
	Internet Development	11,395	8,000	(3,395)	1,296
	Postage		100	100	39
	Bank Charges	64	50	(14)	110
	Insurance	1,269		(1,269)	
	Awards Banquet	1,100	2,000	900	
	Merchandise Purchases	3,051	5,000	1,949	1,430
	Equipment Purchases		2,000	2,000	834
	Miscellaneous Expenses	2,106	1,000	(1,106)	5,253
		<u>\$19,047</u>	<u>\$26,350</u>	<u>\$7,303</u>	<u>\$9,287</u>
	Net Revenue (Expenditure) from Other Source:	(\$13,832)	(\$19,300)	\$6,683	(\$4,527)
EXCESS OF REVENUE OVER EXPENDITURE		\$5,431	\$1,649	\$4,997	\$3,615
Fund Balance, Beginning of Period		\$18,032			\$14,417
FUND BALANCE, END OF PERIOD		\$23,463			\$18,032

Financial Report Discussion:

- Duncan: What is the table on page 2 of the report? This is the OMA budget.
- Doug, mentioned that we lost money on some of the mini meets this year and in road running events last summer.
- Bill: indicated that the OMA events should be priced to result in a surplus. The OMA needs to look at how we are budgeting for meets and adjust fees accordingly. Doug informed the meeting that the BOD have been discussing this issue online for the last month. The OMA plans to continue reviewing the meet fee strategy with a goal to apply changes (if any) next year.
- Lily mentioned that the OMA needs to do a more comprehend look at costs as well. For example, do we need Panno as all meets? Unanimous meeting feedback was "Yes!" John Powell mention that medical is required at meets on the municipal application.
- Duncan – is participation at meets consistent with increase in membership. Doug - No, mini meet participant is down. Trend is that there are more men participating
- Motion to accept: (Mario, Bob, All)

Athletics Ontario Report (Karla)

We on the Board of Directors of Ontario Masters Athletics continued in 2010 to work along with Athletics Ontario to create awareness and improve opportunities for athletics participation particularly for masters age athletes in Ontario.

We work with Athletics Ontario in several ways. We submit articles, usually monthly, to their newsletter, Rundes-Vous, which is online through the Athletics Ontario website. The articles are written to highlight our events and results, create interest in participation whether for competition or fitness, and give other information about masters athletics (for example, about injuries and prevention, helpful websites, and studies about older athletes such as Olga Kotelko). We continually direct Athletics Ontario readers

(whether coaches, athletes, interested observers or parents) to our own website. We also make sure that masters events (whether our own Ontario Masters Athletics events, or, Canadian, US or World events in which our masters athletes participate), appear on their fixtures list of the Athletics Ontario website.

For the 2nd year in a row, our annual recognition of achievement by our athletes was a combined awards banquet with Athletics Ontario. This past year the evening was called "Celebrating Excellence in Athletics," held on October 30, and we were among great athletes and builders such as Abby Hoffman, Donovan Bailey, Cecil Smith, and Priscilla Lopes-Schliep. It's wonderful to see the span of participation in our sport, in jumps, throws, sprints, race walking, road races, cross-country, etc. and from young to older, in one room. How cool is it that the main picture of the banquet on their website shows Donovan with Stuart Summerhayes, on his induction into the Ontario Masters Hall of Fame?

We also work with Athletics Ontario on combined events, such as the Ontario Cross-country Championships held in Guelph on Nov. 14. This kind of partnership will continue and expand in the future. For example, in this recent indoor season we partnered with Flying Angels Track Club for 2 of our mini-meets, providing events for younger and masters athletes at the same meet. This was a win-win situation for all, by sharing costs and officials, dealing with the compacted schedule at the Metro Track and Field Centre at York due to the fire, and definitely creating more awareness and enjoyment for all. We propose doing the same in future, and perhaps adding some all-comer events in the outdoor season.

Our partnership with Athletics Ontario will continue to expand, and benefit all who participate in athletics in Ontario.

Merchandise (Al)

- The Merchandise program is now into its 2nd year. The OMA introduced t-shirts with new OMA logo, with a primary goal to introduce the new logo.
- Last year we introduced technical t-shirt and this year the OMA introduced long sleeve shirt
- Merchandise is offered at events, which is time consuming. Al asked that volunteers be asked to help with merchandise sales at events.

Throws (Bill)

- Last year, throws pentathlon championship at UofT was a great success.
- Considering combining provincial and national Throws Pent championships at UofT this summer.
- Looking to build into a throws festival that includes all ages and possibly handi-capped athletes.
- Throws purchased new equipment, like indoor shot, this year.

OMA Combined Events Report (Don)

- OMA hosted a couple combined events in 2010. Earlier this year the OMA held an Indoor Pentathlon, for the 3rd year in a row. There were 6 competitors, and the championship which saw a new Canadian Record in the M45 age category.
- As well, the Canadian Master Outdoor Championship, which was hosted by the OMA, included an outdoor pentathlon championship. There were 19 athletes, some from Australia, BC (John Hawkins) and lots of friends from Ottawa as well. BJ Freedman turned in a terrific performance of 3680 setting a new W50 CR.

Sponsorship (Chris)

- OMA has 3 main sponsors. Of the 2 that are eligible for renewal, the travel agency has decided not to renew. The client only received 15 phone calls (no information on sales available) while an OMA sponsor, so it is not able to support this marketing initiative. The other sponsor which is eligible for renewal in conversation.
- Companies which enter into sponsor arrangements with the OMA view this as marketing investments that needs to show a return.

Racewalking (Lily)

- The Racewalkers offered a number of clinics this year.
- Lily mentioned that there is a predictable pattern. New participants join a couple clinic session and then do not return.
- Racewalkers are competing with distance events which are open to power walkers.

Racewalking Discussion:

- Bob Moore: If you had a power walker category, would that increase participation? Some power walkers might consider switching over to race walking. Lily – good idea.

Roadracing report (Jay)

In 2011, Ontario Master's Athletics (OMA) will partner with four different and unique Road Races across Ontario to further brand its product amongst the Ontario Master Age class runners. OMA will designate each of these events as "Official" Masters Events. To date, we have reached a deal with two events:

- Scotia Bank Toronto Waterfront Marathon (10.16.11) – Marathon
- Somersault Ottawa Fall Colours Marathon (10.09.11) – ½ Marathon

OMA is currently in discussion with a Burlington based race company for the 10K event and, we are in the process of seeking out a 5K event in which to partner with.

In these reciprocal partnerships, both OMA and the corresponding event will actively promote each other with website hyper links, listing of events in race calendars, and electronic newsletter feature stories / flash bulletins. Further, OMA will seek opportunities to creating a "presence" at these partnership events via expo booth attendance staffed with OMA membership volunteers and other unique avenues.

We hope to have an official announcement of all 2011 partnerships by April 1, 2011.

Ontario Records (Duncan)

Indoors, with a combination of mini meets, and international championships (including WMA in Kamloops), Ontario Masters broke indoor records in 9 events in 2010 (4 on the track and 5 in the field events). 3 men, and 6 women established the new marks.

Outdoors in 2010, 16 events recorded new Ontario records (6 on the track and 10 in field events). 13 men and 3 women set the new records.

This year we adopted the Athletics Ontario rules for eligibility for Ontario records.

Duncan Greenshields has converted the existing Outdoors MS Excel file to a "proper" data base platform to enhance ease of entry, consistency, and reliability of the records. The Indoors Excel file is a work in progress.

New for 2011 will be record keeping for Ontario relays (previously no records were kept). Under Ken Hamilton, research has recently been done to establish a relay records file. This is a great new enhancement to the competitive scene for Ontario Masters ... thanks Ken!

Ontario Records Discussion:

- Acknowledged Doug efforts to move this task to the point that it currently is.
- Bob Moore: Why not use OMA as membership. Doug – not in favour of idea.
- Bob Moore: Why not look at NUTS approach, or establish committee. Doug – don't have a lot of volunteers
- Bill: currently developing ranking database and the records data should be used as part of the ranking initiative.
- Discussion: need to have a single database repository with results, ranking and records.

OMA Elections (Don):

- Chair handed election administration to Secretary
- There is no term maximum for Officer or BOD members
- Officer elections where managed by role and Directors are elected by role or by slate

President: Candidate Doug Smith, acclaimed
Vice President: Candidate Karla DelGrande, acclaimed
Treasurer: Candidate Norm Creen, acclaimed
Secretary: Candidate Don Ritchie, acclaimed

Director Slate, no nominations from the floor, slate was acclaimed

- Chris Lemassif, Al LePage, Annie Bunting, Bill Pearson, Lily Whalen, Mario Izzio

Other business or questions:

- Lily. How many BOD members can we have? Doug. There is no limit.
- Timmins has offered to host the OMA outdoor championship. UofT will be venue to host outdoor championship this year. We can review Timmins for future championships. The concern noted is the distance to travel for the majority of the OMA membership which is based in the GTA.

Motion to close meeting 5:32PM: (Bill, Karla)