



TERMS OF REFERENCE

MASTERS COUNCIL

February 21, 2020

The Athletics Ontario Masters Council (AOMC) shall represent the interests of the masters-aged members within Athletics Ontario (AO).

AUTHORITY

The AOMC shall operate as a standing committee of Athletics Ontario. The AOMC has the authority to review, research and investigate matters relating to marketing, communications, and membership and makes recommendations for policies and actions by the AO Board.

COMPOSITION

The AOMC shall consist of the following members;

- initial members shall be the previous OMA Board of Directors
- any applicants from a masters members 'Call To Action' that have the appropriate skills - as selected by the AOMC Nominations Committee
- an Ex Officio member of the AO staff shall be nominated by AO
- new AOMC members will be selected by the AOMC Nominations Committee from the pool of submitted Council member applications

The AOMC Executive shall be appointed by the Council members;

- Chair
- Vice Chair
- Treasurer
- Secretary

ROLES

The Chair shall:

- Coordinate the activities of the AOMC
- Represent AOMC within AO
- Represent AOMC at Canadian Masters Athletics meetings
- Sit as a member of all AOMC sub-committees

The Vice-Chair shall:

- Assist the Chair and assume the position of Chair should the Chair be unavailable
- Assume the duty, while the Chair is challenged, of chairing a meeting

The Secretary shall:

- Record the proceedings of all AOMC meetings and post said minutes to the masters AO members on the web site.
- Assist the Chair as required

The Treasurer shall:

- Develop and monitor a budget request annually, in consultation with the AOMC Executive and the AO CEO, taking into account the anticipated annual requirements of the AOMC
- Maintain financial records of the AOMC, the expenditures of the AOMC being accounted for separately within AO's books of account and financial statements.
- Receive quarterly financial reports from AO listing all expenditures relating to AOMC in consultation with the AOMC Chair, have oversight approval of all AOMC-related expenditures
- Assist the Chair as required

MANDATE

The AOMC will consider all masters activities or events undertaken by Athletics Ontario with the view of growing its membership, improving services, and generating additional revenue.

The committee shall develop an annual work plan with specific deliverables and timelines to:

- Develop and implement a marketing plan that identifies the needs of its target audience and how to meet those needs with products, services and programs.
- Create and implement recruitment and retention programs to increase and maintain membership.
- Create a plan that will guide the organization in seeking out and securing sustainable funding from an array of outside sources. The committee must identify and communicate with potential donors to support the work of the organization.
- Evaluate, identify, or monitor those activities and areas, which currently (or have the potential to) pose significant risks to the association.
- Recommend measures for the Board, as required, on associated policies or procedures that will assist in avoiding or controlling organization risks.

As such, the AOMC is responsible for, but not limited to:

- Conducting surveys on topics of interest to promote the organization.
- Liaising with the membership to provide enhanced communications.
- Defining membership benefits and creating a program to market this information regularly.
- Actively recruiting new members.
- Developing a plan to engage alumni.
- Developing and recommending new membership programs to the Board.
- Encouraging member participation in organizational committees and activities.
- Creating a volunteer recruitment program.
- Recommending measures or services that meet the changing needs of members.
- Raising the profile of AO and masters athletics through various outreach programs.
- Ensuring that support for masters athletics is fully integrated into the AO business plan.

FINANCES

The annual budget for the AOMC shall be prepared taking into account the mandate and the key responsibilities of the AOMC.

AOMC expenditures shall be accounted for separately within AO's books of account and financial statements.

The Treasurer will meet each year with the AO CEO to look at the expected budget that will be required to service AOMC during the next fiscal year.

The Treasurer will receive quarterly reports from AO listing all AOMC expenditures.

MEETINGS

Fifty percent of the Council members shall constitute a quorum for any AOMC meeting

Minutes shall be recorded for all meetings

Minutes shall be posted on the OMA web site and the AO web site

REPORTING

The AOMC will submit an annual report at every AO AGM or as required by the AO Board through its Chair. In addition, the AOMC will communicate, as required, with all other AO committees.