



Athletics Ontario Masters Council Meeting

Zoom Call 6:00pm Wednesday March 3rd, 2021

Minutes

Attendees

- Doug Smith (Chair),
- Damian Dupuy (Vice Chair, Secretary),
- Norm Creen (Treasurer),
- Anthony Biggar (AO Ex Officio),
- Alan Davis,
- Mirco Graenert,
- Laura Houston,
- Lynn McFerran,
- Paul Roberts,
- Peter Zowkewych
- Paul Osland, AO CEO (Guest)
- Emily Sitarz, AO Marketing & Communications Coordinator (Guest)

Minutes

	<i>Items</i>
	Meeting Called to Order at 6:00 PM
1.	Membership
	<ul style="list-style-type: none"> • currently there are 201 Masters-age AO members – including 25 Coaches, 4 Officials, and 15 new members
2.	Communications
	<ul style="list-style-type: none"> • OMA Web Site Action: staff to transfer current OMA website over to the AO server and align OMA site to similar look and feel as AO website • OMA Facebook & Instagram the Facebook group has 930 members, and the Instagram has 1958 Action: staff to align the OMA Facebook & Instagram accounts with AO Facebook & Instagram accounts Action: Doug to connect Emily with Nancy Catton to review OMA Instagram account • OMA Enews There are 2723 subscribers in the OMA Mailchimp bulk email group Action: Emily to create a Masters section on the weekly AO newsletter, interesting articles related to masetrs can be emailed to Emily at emily.sitarz@athleticsontario.ca Action: Doug to send Emily the OMA MailChimp contact list

<p>3.</p>	<p>Events</p> <ul style="list-style-type: none"> • Three 2020 Masters XC events – Don Farquharson 4K, Sunnybrook 4K, and the 4K Championships in Markham were all very successful using chip timing and 10 second spacing at the start. • The 2021 Indoor Season was cancelled for all age groups. • AO is introducing a new Track & Field League for 2021 Outdoors with opportunities for three Club divisions: <ul style="list-style-type: none"> ○ Div A - 1-25 members, ○ Div B - 26-99, and ○ Div C - 100+ • Province to be broken into 5 regions with each region to be allocated 10 League meets to count for club scoring. • Points will be scored for each age division with top three scoring points in League meets and top 8 scoring at the Provincial Championships. Masters can score in all of their age groups, this will promote Clubs attracting more Masters members • OMA Championships <ul style="list-style-type: none"> ○ August 13-15 at the TTFC ○ Throws Pentathlon on the Friday <p>Action: Doug to poll membership to see if sufficient interest to hold a regular Pentathlon</p>
<p>4.</p>	<p>Promotion</p> <ul style="list-style-type: none"> • To improve the Masters experience at AO Allcomers meets, investigate the ability to promote specific heat section times. eg in an 800m, sub 2:00, 2:00-3:00, 3:00+ slower Masters would feel less intimidated entering an event with a heat close to their seed time • Paul asked the Council members to think of ideas to further promote Masters participation • AO has established a Road Race Organization membership category to help serve the road running community • Athletics Canada has appointed Chris Winter as their Director of Domestic Programming. Paul has discussed the Masters scene with him • Laura mentioned the use of Virtual races during the pandemic. Paul noted that AO had created an AO Strava club with almost 600 members currently joined. Virtual events were held every week last summer with plans to start up again this spring. • Mirco suggested setting up an online form for members to submit new ideas. <p>Action: Anthony and Emily to look into creating a form to submit ideas perhaps a Survey Monkey form or a form on the AO website</p>
<p>Meeting adjourned at 7:00PM</p>	