



MASTERS SWIMMING ONTARIO

Masters Swimming Ontario

Board of Directors Meeting

Date: Saturday, April 26, 2003

Location: 141 Adelaide Street West, Toronto

Present :

Chris Cupidio
Claus Koch
Charlie Lane
Lesley Mason-Ward
Michael Stroud

Committees and Staff :

Julie MacLellan
Barrie Malloch

Absent with Regrets :

Mary Brinklow
Patricia Davis
Shona MacLachlan
Sue Weir

Call to order

The meeting was called to order at 1:10 pm with Michael Stroud, President, presiding as chair.

01. Adoption of the Agenda

The Agenda was presented and approval was requested.

Motion: To approve the agenda as presented
Moved by Claus Koch; Seconded by Chris Cupidio.
Carried

02. Approval of the Minutes from March 16, 2003

The minutes from the last meeting were reviewed.

Motion: To accept the minutes of March 16, 2003 as presented
Moved by Claus Koch; Seconded by Chris Cupidio.
Carried

03. Business Arising from the Minutes of March 16, 2003

The letter to reply to the Sports Ministers was deferred due to Patricia's absence. Chris would speak to GST later. Michael has not yet met with Brian to implement Duane's suggestions. The medal re-design will take place in the future.

04. Meetings – Direction requested about how to circulate information, discuss issues and reach decisions

Michael pointed out that a general consensus had evolved over the past few months that more discussion should take place via email, but that there was almost no communication on the

(seemingly more important) issues of planning and structure, while everyone had circulated an opinion on the (seemingly less important) issue of whether non-Ontario swimmers should appear on the MSO results page.

A discussion on the “format” of our meetings then followed. The majority felt that the time could be better utilized with less meetings and using committee workgroups (of one or more people) in their place. Teleconferencing reduces travel time and expense.

It was stated that “exploration” takes time and that “discussion” is easier with the resultant idea that work should be taken out of the meetings and moved to committees (or task forces) who would prepare written reports beforehand for discussion at the meetings; even though the Directors and Committees have been asked to circulate reports prior to meetings this has occurred only on simple issues and on a limited basis.

Michael asked for clarification on how best to get feedback on important issues that are emailed. It was suggested that having a deadline for feedback would be helpful. It was also noted that some issues were too complex to handle in their entirety and that perhaps changes or highlights should be noted, instead of complete issues. The Board feels more comfortable deciding on one or two specific questions rather than responding to the general question “what do you think”

Charlie suggested a meeting on one pertinent item and inviting others who could bring a fresh perspective to the discussion.

Small items would be dealt with via email and outside the meeting. It is always possible for directors and/or committees to circulate reports prior to meetings. Teleconferencing options will be investigated.

05. Action Plans – Progress Reports from the Task Masters (see attachment)

Club Communication (Michael) : Michael reported that an email had been sent to all club contacts and that about 30% of the clubs had responded. There was considerably less information in those responses than had been expected.

Club Manual (Claus) : Claus reported that he passed on the Swim Ontario Club Manual for her use. He will talk to Shona regarding the action plan and determine who is going to lead this task. Claus also spoke of addressing the 18 year old issue with respect to insurance and Swim Ontario while there is only one By-law requiring change. Claus also made the general comment that the action plans should be addressing one-time project oriented tasks as opposed to on-going activities.

Universities (Chris) : Chris reported that he had contacted the University of Waterloo. He plans to send brochures for distribution. The report also involved 4 graduates this year and it was learned that all are connected to a Masters group. Chris will followup to see if they actually joined Masters after graduation. The university season ended earlier and any efforts to promote Masters Swimming to universities should occur earlier in the year. Chris will also check on the availability of a province wide university database and the possibility of a display / promotion at the University championship. It was noted that MSO has (or had) connections to Western, Ottawa, Queen’s and Brock.

Branded Product (Barrie) : Barrie reported that she still needs to complete an action plan for this initiative. She has received some quotes for t-shirts. Questions about distribution and taxation arose and will be addressed in the action plan. It was suggested that the t-shirt could be part of registration.

AGM (Shona) : Charlie has passed on his feedback.

Clinics and Education (Sue) : It was noted that the action plans had been circulated

Medical Promotion (Julie and Chris) : It was noted that the action plan had been circulated

Public Awareness (Pat) : no report

Recognition (Mary) : Michael noted that he has not yet spoken to Mary about this initiative.

06. Proposed Strategic Plan – comments ?

In keeping with the newly implemented concept of discussing issues via email, Michael asked that comments on the previously distributed proposed strategic plan be forwarded to him, alas no deadline was given. Charlie specifically noted that he had comments

07. Proposed Revised Structure – comments ?

Again, in keeping with the newly implemented concept of discussing issues via email, Michael asked that comments on the previously distributed proposed revised structure be forwarded to him, alas no deadline was given.

08. Ontario Championship – comments ?

Barrie had previously forwarded comments that she had received from other swimmers and added a few comments of her own

- no records posted
- no loot bags
- not enough timers
- very little information in the heat sheets
- no ladders to assist people in getting out of the pool (later rectified)
- chaotic relays
- mixed gender
- confusion around the food and location

It was agreed that the Officials do a masterful job on-deck, but that other areas of the meet were lacking. The respective roles of the Officials, associated Clubs and the Board were discussed with the result that the Board might take a more active role in future Championships. Charlie recalled meets in the past with opening ceremonies and announcers. It was felt that a reference manual of some sort, including expectations and responsibilities, might be helpful. Charlie agreed to pursue the topic.

09. Should non MSO Swimmers be listed in the results on the MSO website

Because of restrictions in the Top Ten software, results posted to the MSO website will include only Ontario swimmers. The host organization remains charged with the responsibility of distributing complete results.

10. Swim Ontario - Claus

Claus presented a mock-up of the display board with the motto "Fun, Fitness and Friendship" appearing on 3 panels with text and pictures underneath. Pictures were requested.

11. Masters Swimming Canada – Christopher

No report.

12. Ontario Swim Officials Association – Christopher

No report.

13. Treasurer – Chris (see attachment)

Chris confirmed that the term "honourarium" will be used instead of stipend.

A non-profit organization can choose whether to apply GST or not. MSO has chosen not to charge GST on membership fees and can therefore not claim GST paid on expenses. Swim Ontario does charge GST on its membership and affiliation fees.

The audited financial statements as at August 31, 2002 are still not available. The only audited statements on file appear to end in 1996. Chris will followup with Darlene to bring our records up to date. Chris will investigate hiring new auditors.

Chris presented a new version of the income statement and will continue work on a cash flow statement.

14. Registrar – Brian (see attachment)

Report previously circulated – no discussion

15. Website – Barrie

No report

16. Statistician – Lesley

No report

17. Meet Coordinator – Charlie

Kingston is planning a meet for November 16

18. Insurance – Claus

Claus noted that the change in the anniversary date to August 31 had been completed and would result in a refund.

In an unrelated matter, Claus had previously circulated a quote for re-printing handbooks. Claus will contact Brian to determine the number of handbooks required to last until August 2004.

19. Meeting with Lea – Michael

Michael reported that he and Lea Bredschneider (SO Executive Director) had met at the Swim Ontario office. Michael and Bill Thomas (SO President) have not yet made arrangements for a meeting. Bill has connected the meeting with Dean Boles and a tour of the National Swim Centre.

20. Nominations

Michael noted that in the past there seemed to be an air of secrecy involving Directors who decided not to stand for re-election and that it would help plans for the future if Directors were more forthcoming about their intentions.

21. Questionnaire Draw

Michael forgot to bring the questionnaire responses – so the draw will be held later.

22. Next Meeting

Charlie will investigate the possibility of a cottage meeting in July or August.

23. Adjournment

Motion : to adjourn the meeting

Moved by : Charlie Lane

Meeting adjourned at 4:30 pm

Minutes prepared by : Julie MacLellan

Attachments

14. Registrar – Brian

92 Clubs

New Clubs - Deep River

Lost Clubs - Kanata Masters – although they said that they would be registering

9 Mail memberships

2831 Total swimmers

6 OSG- Beth Whittall, Brian Croker, Pat Niblett, Geoff Camp, Ted Roach, Michael Stroud

52 Unattached Swimmers

2764 Club swimmers

Action Plan : Communication

April 2003

Objective :

To open new channels of communication between the Swimmers, Clubs, Coaches and the MSO Organization

Performance Criteria :

1. Investigate internet based methods of communication
2. Create a channel of communication for Coaches
3. Increase the number of Editorials distributed to Swimmers via email

Time Projections :

June 2003 – Contact web personnel (additional tasks/dates to follow)

April 01, 2003 – Contact Clubs (additional tasks/dates to follow)

April 25, 2003 – Redesign swimmer registration form to include email address

May 31, 2003 – Modify swimmer database to accommodate email address

August 2003 – Distribute and implement new form

January 2004 – Distribute Editorial

Objective :

To gather information about the content and efficiency of existing communication channels

Performance Criteria :

1. Analyze the information currently being distributed to Clubs and Club Swimmers, Unattached Swimmers and Mailing Members and the method by which that information is being distributed
2. Contact Clubs to determine existing methods of distribution of information to Club Swimmers
3. Contact Unattached Swimmers and Mailing Members to determine the desired information and method of distribution
4. Develop procedures to confirm receipt and distribution of minutes by Club Contacts to Club Swimmers and to confirm receipt of minutes by Unattached Swimmers and Mailing Members

Time Projections :

April 01, 2003 : Analyze existing information and contact Clubs, Unattached Swimmers and Mailing Members (additional tasks/dates to follow)

April 12, 2003 : Develop procedures for minutes. Implement for April 26 Board meeting

Action Plan – University Promotion

April 2003

Objective:

Make university swimmers (both Varsity team swimmers & others) aware of Masters swimming while they are at university and after graduation.

Performance Criteria:

1. Contact university swim coaches to discuss distribution of Masters Swimming brochures to graduating varsity team swimmers and to other non-varsity team swimmers. Target Date: April 18, 2003
2. Investigate the possibility of having a Masters swimmer from an area near each Ontario university meet with the varsity swim team members to discuss Masters swimming (a list of points to be discussed will be put together for approval by the MSO Board). Target Date: April 30, 2003
3. Investigate how varsity swim team members are organized to determine if there is a provincial database of all varsity swimmers. Target Date: April 30, 2003
4. Investigate the possibility of getting each university to form its own Masters team of non-varsity swimmers. Target Date: May 31, 2003
5. Get permission from university swimmers to have their names, addresses and e-mail addresses submitted to the MSO Registrar who can have an MSO member from the swimmer's hometown contact them about joining a local Masters swim club. Target Date: September 30, 2003 (since 2002/2003 swim season is over)
6. Determine who runs the varsity swimming Provincial championships each year (competition usually held in February) and discuss opportunities to promote Masters Swimming at that meet (i.e. MSO brochure in meet package, MSO members have a promotional booth set up, etc.) Target Date: February 1, 2004.

Action Plan : Annual General Meeting

April 2003

Objective:

To increase participation of the members at the AGM

Objective:

To increase the visibility of MSO with both competitive and fitness swimmers

Activities:

1. Establish AGM working committee
2. Identify different formats for AGM
3. Develop revised format
4. Establish new date for the AGM
5. Investigate different venues and book venue and/or caterer
6. Plan workshops and organize speakers
7. Book workshop speakers and key-note speaker
8. AGM material and motions to be prepared and distributed
9. Registering AGM participants in workshops
10. Finalizing last minute details

Projected Timeline:

April: Establish committee, develop new format, establish new date

May: Investigate different venues and book

June, July: Plan workshops and speakers /Book speakers

August: AGM material and motions to be prepared and coordinated through AGM coordinator

September: Register participants

October: Convene AGM

Action Plan: Education

April 2003

Objective: **To increase the availability of fitness information to Masters Swimmers.**

Procedure: 1. Establish a chat line on the MSO website that will enable swimmers and coaches to exchange information on stroke technique, health, fitness and other interests.

 2. Include a "health" page (under the education heading) on the MSO website containing articles on swimmer's health concerns.

Timeline: April: Discuss feasibility of website additions with Web Master.
 May: Gather feedback at Nationals about the website ideas.
 June: Research chat lines.
 August: Construct a chat line page. Add a health page. Contact potential contributors for the health page.
 September: Advertise new web pages in MSO "what's new".

Action Plan: Clinics

April 2003

Objective: **Provide opportunities for stroke improvement.**

Procedure: Organize a series of Underwater Stroke-Videotaping Clinics.

Timeline: April: Contact a group who can provide underwater videotaping.
 May: Set clinic dates, book pool and resources.
 Produce promotional flier for clinics.
 Distribute promotional flier at Nationals.
 Advertise clinics on MSO website.
 June: Create a clinic feedback questionnaire.
 Hold 1st clinic.
 July: Digest clinic feedback.
 Revisit plan.
 September: Advertise 2nd clinic.
 October: Hold 2nd clinic.
 November: Revisit plan.
 January'04: Advertise 3rd clinic.
 February'04: Hold 3rd clinic.

Action Plan – Medical Promotion

April 2003

Objective:

To promote Masters Swimming through the medical field (i.e. Family Physicians, Massage Therapists, Physiotherapists, etc.)

Performance Criteria:

7. Determine the targeted medical areas (Target – April 30, 2003)

8. Establish a marketing package for distribution to the medical personnel
9. Arrange to visit each location to distribute marketing and promotional material
10. Obtain feedback from each location for follow-up and assessment of results
(Target Sept/Oct 2003)

Masters Swimming Ontario - Balance Sheet
As at March 31, 2003 and August 31, 2002

	2003	2002
Assets		
Current Assets		
Bank	\$ 28,130	\$ 7,713
Cashable GIC	-	26,113
Accounts Receivable	-	40
Prepaid Expenses	558	364
Total Current Assets	28,687	34,230
Fixed Assets		
Medals & Ribbons	4,485	1,318
Computer	3,334	3,641
Pins	641	641
Total Fixed Assets	8,460	5,599
Total Assets	<u>\$ 37,147</u>	<u>\$ 39,829</u>
Liabilities & Equity		
Liabilities		
Accounts Payable	5,781	20,674
Total Liabilities	5,781	20,674
Equity		
Retained Earnings	19,155	23,820
Net Profit (Loss)	12,211	(4,665)
Total Equity	31,366	19,155
Total	<u>\$ 37,147</u>	<u>\$ 39,829</u>

Note 1 : The corporation maintains a supply of stationary and Handbooks for which the costs have been expensed as incurred

Masters Swimming Ontario - Income Statement
For the 7 Months Ended March 31, 2003

Revenue

Club Registrations		\$ 4,050.00
Club Swimmers		54,140.00
Interest Income		313.35
Mailing Members		135.00
Miscellaneous		113.99
Unattached		1,785.00
Revenue - Other		0.00
Total Revenue		<u>\$ 60,537.34</u>

Expenses

Affiliation Fees	Masters Swimming Canada	\$ 27,640.00	
	Swim Ontario	<u>5,914.96</u>	33,554.96
Membership	Registrar Honourarium	6,000.01	
	Printing and Mailing	1,643.29	
	Telephone	<u>386.83</u>	8,030.13
Communication	Webmaster Honourarium	875.00	
	Internet Costs	1,006.56	
	AGM	2,024.27	
	Handbook	0.00	
	Editorial	<u>1,984.07</u>	5,889.90
Education			0.00
Recognition			0.00
Competition			478.95
Administration	Travel	4,157.80	
	Secretary Honourarium	800.00	
	Meeting Supplies	98.10	
	Annual Luncheon	392.50	
	Insurance	6,824.52	
	Audit Fees	0.00	
	Depreciation	465.54	
	Bank Charges	174.51	
	Supplies	<u>228.49</u>	13,141.46
Miscellaneous			7.91
Total Expenses			<u>\$ 61,103.31</u>

Gross Income (565.97)

Non-recurring 12,776.89

Net Income \$ 12,210.92