



**MASTERS SWIMMING ONTARIO**

**Masters Swimming Ontario**

Board of Directors Meeting

Date: Saturday, September 20, 2003

Location: North York Y, Toronto, Ontario

**Present :**

Mary Brinklow  
Pat Davis  
Claus Koch  
Charlie Lane  
Michael Stroud  
Sue Weir

**Committees and Staff :**

Brian Croker  
Barrie Malloch  
Christopher Smith

**Guests :**

James Erskine (MILT)  
Beth Whittall (GBM)

**Absent with Regrets :**

Chris Cupidio  
Shona MacLachlan  
Lesley Mason Ward

**Call to order**

The meeting was called to order at 11:15 am with Michael Stroud, President, presiding as chair. Michael had previously made introductions around the table.

**01. Adoption of the Agenda**

The Agenda was presented and approval was requested. Charlie asked to add the St. Mary's report and Christopher asked to add the Display Board.

Motion: To approve the agenda as amended.  
Moved by Charlie Lane; Seconded by Pat Davis.  
Carried

**02. Approval of the Minutes from July 26, 2003**

The minutes from the last meeting were reviewed.

Motion: To accept the minutes of July 26, 2003 as presented  
Moved by Pat Davis; Seconded by Claus Koch.  
Carried

**03. Business Arising from the Minutes of July 26, 2003**

Michael received (via Brian) an email from Nepean lamenting the timing of the fee increase. Nepean registers swimmers as at July 31 and as such is now faced with the task of collecting an additional \$5.00 from each swimmer or to absorb a \$1000.00 expense. Michael noted that we need better information about club operations in order to avoid such an occurrence in the future. But in our defence, the letter sent to every swimmer last fall made very strong mention of a likely fee increase and the minutes of July 26 (although only distributed in August as a draft included the motion to increase the fees.

The Handbooks authorized in July have been printed, delivered and paid for.

At the July meeting Chris was directed to enter into an agreement with a sole practitioner for the MSO audit. As is turned out, the sole practitioner did not have audit insurance, so Chris and Michael approached the medium sized firm mentioned in July.

Space for the swimmer email address has been added to the registration form.

#### **04. Strategic Planning**

The second version of (plus one addition to) the draft Strategic Plan had been previously circulated. Sue lead the discussion point by point with everyone adding a number of excellent points while removing some errors and clarifying some language. Michael will edit and re-issue before distributing to the clubs.

James offered to supply a better definition of the SWOT analysis (strengths, weaknesses, opportunities, threats)

While discussing the strategies, some specific actions were mentioned. They are listed here simply to preserve the thoughts

- swimmer communication - newsletter
- media – metroland and local newspapers
- new swimmer – initiation fee to cover start up cost of servicing the swimmer
- coach contact – welcoming letter with note about insurance
- sport promotion – flyer, poster, fridge magnets
- swimmer retention – baby sitters
- marketing – body and mind; family weekend with activities for children

Lunch was delivered at 12:30. The meeting resumed after a 20 minute break.

#### **05. AGM – Shona (see attachment)**

Michael reported on behalf of Shona. Michael outlined the topics from the nutritionist and noted that she is not a Masters Swimmer, but an outside consultant and would therefore be charging a speaker's fee. After much discussion, it was decided to charge \$15.00 for non-registered attendees. Clubs will be encouraged to bring coaches. Brian will be available to process full MSO registrations. The agenda for the day, including topics and bios will be distributed this week to club contacts, unattached swimmers and mailing members. Pre-registration will be required (in order to confirm food requirements) and will be available on-line, via email, snail mail and phone. The caterer has not been finalized and Charlie will forward the Etobicoke Swim Club contacts to Shona.

#### **06. Finance – Chris**

Michael reported on behalf of Chris. Chris and Michael met with the auditors on September 15 and expect the audit to be finished early next week. The auditors are likely to issue a “qualification on revenue” indicating concern that the person who processes the registration also receives the payment with the likely recommendation to separate the tasks. The details will be left to Chris to define.

#### **07. Insurance - Claus**

Chris, Claus and Michael met with the insurance agent on September 15. The one issue resolved was issuing Insurance Certificates. Since changing our insurance year end to August 31 (to match our fiscal year end), we may need to prepare Insurance Certificates (for clubs and additional insureds) before the insurance is actually in place. Some clubs need the certificates before workouts can commence in September. The insurance agent agreed that we could start the insurance renewal process in mid July. The date for the insurance handbook on the website will be changed from an annual date, to a last revised date.

**08. Medals and Ribbons – Charlie** (see attachment)

Charlie presented a report and noted the much lower cost from Jade. The lower cost also included the neck ribbon. Charlie will try to bring samples of molded versus stamped medals. A decision to proceed was deferred, because Provincials are still months away and lead time is 3 weeks.

**09. Action Plan – Clinics and Education – Sue**

no report

**10. Action Plan – Universities - Chris**

absent - no report

**11. Action Plan – Recognition – Mary**

Mary distributed a number of documents - a list of recipients of the 2002 Participation Award, a certificate and a proposal for next year's programme. Comments are to be forwarded to Mary. Mary will contact Jacqueline and Ethel about attending the AGM to receive their prizes and the other recipients will be invited to receive their certificates. The presentations will take place during the luncheon. Brian will forward appropriate contact information to Mary.

**12. Action Plan – Club Communication and Coaches – Michael**

no report

**13. Action Plan – Branded Product - Barrie**

no report

**14. Action Plan – Club Manual - Claus**

no report

**15. Action Plan – Public Relations / Awareness - Pat**

no report

**16. Action Plan – Medical – Julie, Chris**

absent - no report

#### **17. Action Plan – Website - Barrie**

Barrie and Michael met with Drew Foisey (DSC) to discuss extensive enhancements to the MSO website. Drew is in the business of supplying web based solutions to sports organizations. The discussions centred primarily on databases (swimmer, club, records, topten, results, etc) and their maintenance and availability. Other topics included on-line registration, electronic newsletters, discussion forums and internal searches. Barrie and Michael have received a proposal. Barrie and Michael previously met with Mark Forsythe (ETOB) and will likely arrange one more meeting before preparing a report and request for proposal.

#### **18. Residency Rule Discussion Paper – Christopher**

Christopher would like MSO Rules 9.01.a brought forward for discussion at the AGM. Michael will prepare a rebuttal to Christopher's comment and circulate to the Board for review/edit prior to distributing a discussion paper to the members.

#### **19. MSC Discussion Paper – Christopher**

Christopher would like to discuss the re-structuring of MSC at the AGM, in response to the motion passed at the 2002 AGM directing the MSO board to pursue such an activity. Michael had prepared a discussion paper for review/edit. After much discussion Michael was directed to scrap the first draft and report on the issues, what has been accomplished and what we hope to achieve going forward. Michael to circulate ASAP.

#### **20. Swim Ontario – Claus (see attachment)**

Claus presented the attached report and in particular pointed out the new Federal Privacy Act coming into effect in January 2004. Michael commented that information available on the government website mentioned "commercial activity" and questioned whether we would be required to comply. Pat suggested that she would contact a lawyer on her club.

The Swim Ontario discussion also touched on the fact that Executive Director Lea Bredschneider is retiring in July 2004, the SO AGM in Sudbury was considered a success even with smaller numbers, tax breaks for volunteers, clubs allied for specific meets, dual registration for SO/SNC and MSO swimmers and the availability of meeting rooms at the Sports Alliance building.

#### **21. Ontario Swim Officials Association – Christopher**

The Ontario Masters Swimming Championship is the major source of funding for OSOA. The OSOA AGM is the same weekend as the MSO AGM, but Christopher assured us that he would attend our AGM. There is a Central Region Officials Clinic on October 04.

#### **22. Ontario Championship – Christopher**

The Championship is scheduled for the last weekend in March, 2004 and the pool has been booked. Christopher noted that he had distributed the draft Meet Information Package to Charlie and Michael. Considering concerns raised about last year's Championship, Charlie and Michael will

meet with the organizing committee on October 04 to discuss some of the details. Charlie also asked about the approval process, in light of the earlier AGM. It now appears as though we will only be able to announce the Championship at the AGM, not officially present it to the Members. Formal Board approval of the Championship will occur sometime after the AGM.

### **23. Nominations – Michael** (see attachment)

Michael noted that in the past he had tried a scatter-gun approach with little or no success. But this year, personal contact has produced interest from at least 3 individuals. James is so interested, he even showed up for this meeting. One confirmed nomination has been received – Don Burton (Guelph). Christopher has also received some interest from Beverley Tucker (TYMS – Collingwood Branch)

### **24. Registrar – Brian** (see attachment)

Report received, no discussion followed, but Brian noted that Eric Kramer had registered a new club in Port Hope and was active in open water swimming clinics.

### **25. Webmeister – Barrie**

covered in 17. above

### **26. Statistician – Lesley**

absent – no report

### **27. Meet Coordinator - Charlie**

Charlie had earlier circulated meet packages from Brantford, Kingston and Alderwood – they will now be sanctioned.

### **28. Other Business**

Charlie noted that the meet report from Bryan Finlay regarding St Mary's included the following concern : "During the post-swim discussion, it has become evident that we may need greater control over individuals with possible health concerns ... " Bryan proposed that MSO review this issue and provide a recommendation. He also wondered if MSO membership should require an annual physical examination under certain conditions of age and physical condition. It was generally felt that the physical exam could be discriminatory (if age based) and expensive (unlikely to be covered by OHIP). Michael said he had talked to a lawyer from his club about the liability waiver and that under certain circumstances it might provide additional comfort to the host organization, but under other circumstances could be meaningless. Claus noted that the insurance agent said the waiver had no impact on the insurance. Barrie wondered if Bryan's concern was more for the swimmer than the host organization. James offered that a province wide, Board approved waiver might be of benefit to all. There was question as to whether the waiver would apply to open water and pool swims. Brian volunteered to discuss the issue with legal and medical club-mates.

Christopher will register TOMS for the World Championship next summer.

Christopher wanted everyone to know that he has the MSO Display Board in his basement. He will mention it to Shona to be used at the AGM. Chris is planning to use it at the University Championship in February (?) in Ottawa (?)

Christopher also confirmed that the 2004 Nationals will be held in Edmonton on the Victoria Day weekend and will be long course.

Mary was contacted by the Pickering Masters regarding increasing costs, particularly with respect to the qualifications of the coach and the requirement for 2 lifeguards. Brian will gather information from DSC and forward to Mary.

### **29. Next Meeting**

The Annual General Meeting, October 19, 2003 at the Etobicoke Olympium.

Education Forum 09:30, Luncheon 12:00, AGM 13:00

There is no Board meeting planned for immediately after the AGM

### **30. Adjournment**

Motion : to adjourn the meeting

Moved by : Michael Stroud

Meeting adjourned at 4:15 pm

Minutes prepared by : Brian Croker

Attachments

## **05. AGM**

The speaker list has now been finalized for the AGM. Thanks to Michael, Charlie and Brian for lead-in phone calls, suggestions and contacts.

### Agenda:

9:30 Opening Remarks by MSO President, Michael Stroud  
Overview of the day, AGM Chair, Shona MacLachlan

9:40 Mark Erwin, B.A., MSc., D.C. "Core Stability in Swimming" (or "How to Swim with your Torso and Not your Arms")

10:15 Nancy Spence, Certified Athletic Therapist, "Core Stability Exercises for Improved Performance and Injury Prevention"

10:45 Coffee

11:00 Cliff Barry, Head Coach of the Etobicoke Masters Swim Club, "The Reality of Coaching Masters Swimmers"

11:30 Susan Mah, nutritionist " to be added"

12:00 Lunch

1:00 AGM

### Notes for Discussion:

#### 1. Promotion:

I suggest that we make up a notice highlighting the 4 speakers and the topics for the Educational Forum and promote that. This can be done both through the website and a notice sent to the club contacts. We may want to highlight that Mark is a chiropractor, if we don't think people will get that from "DC".

#### 2. Registration:

Michael has drafted a registration form that can be filled out online. There is the question of what to charge non-MSO members.

#### 3. Honorariums:

At the July meeting we talked about a range of \$100 to \$200 but didn't finalize. I have offered honorariums to 3 speakers but not the exact amount. One speaker (Sue Mah) is a consultant and charges a speaking fee for all engagements. We are going to run into this issue as we go beyond MSO members to speak.

4. I haven't booked a caterer yet. Does anyone recommend someone? I have contacted the Olympium and they had no recommendations.

## **08. Medals and Ribbons**

Update from July 26 meeting

Old medals on hand are to be retained for use as awards at the Open Water Championship events until they are used up.

Approx 1000 new medals required for Provincials in March 2004.

Sept 26 proposal to order larger but cheaper zinc-based medals was rejected in favour of higher quality pewter.

#### Current quotes for 2-inch pewter medals

1. Previous supplier St John's Trophies now quotes \$5.05 less 35% plus a \$65 mold charge plus approx \$2 for the ribbon plus GST = approx \$5.72 per unit (\$5719.15 for 1000 units).

2. Jade Trophies in Burlington (Chris Cupidio's soccer contact) quotes us \$2.65 with no mold charge including a V-neck ribbon plus PST and GST = approx \$3.05 per unit (\$3047.50 for 1000 units). This cost would reduce to \$2.84 if we can be exempted from PST(\$2835.50).

#### Recommendation

Place the order for 1000 units with Jade Trophies. Because this is a small business run from their home Jade can save us at least \$2672, or \$212 more if we are PST-exempt.

It appears that only a couple of companies actually make the product, so both St John's and Jade probably order from the same manufacturer, AT Designs Ltd. Thanks for the contact, Chris!

#### Caution

Christopher Smith tells us we may need more than 1000 medals....385 gold, 325 silver, 265 bronze = 975 for minimum numbers of individual awards. Should we order perhaps 10% more of each category?

## **20. Swim Ontario**

Swim Ontario held their September meeting on September 14<sup>th</sup> & 15<sup>th</sup> at Airport Holiday Inn.

#### Administrative

Swim Ontario investigating volunteer screening process (police check)

Aimed at volunteers who are in position of trust with kids

Canvass swim clubs and other sports for policies

SO has a policy manual that is way out of date

Will be reviewed to make current

I will share high lights when ready

Possible application to Masters

Federal Privacy laws coming Jan 2004

Must have written policy in place

Will affect all organizations that keep records of anyone

Applies to all clubs as well

Organization must declare what they do with the info they collect

Must adhere to that declaration

Must have storage security

May not gather data that is not required to perform its function

Stay tuned for more info

SO is going to more electronic data distribution

Figure it will save over \$5000 per year in hard costs plus internal costs, e.g., labour

Clubs/parties demanding mail pay extra

About \$5000 to set up

Each club is given an internet e-mail address e.g.: TYMS @SwimOntario

Can also have pres.TYMS@... or Sec.TYMS@...

All correspondence then goes to those addresses

Clubs can give reader privileges to individual members

Lea retiring next July

Start search for new exec director in Jan

Till then, review responsibilities and maybe change job description???

### Financial

MSO could rent space in Sports Alliance building for AGM that holds about 70 members

Preferential rates

Interest for future meetings??

I initiated a review of a possible tax break for SO volunteers

Believe it is \$1000 tax credit for qualifying members

Volunteers need to put in at least some min hrs volunteering (200 hrs??)

Finance Committee will seek further info

Should apply to Masters ??

### Organizational

#### Club Alliances

Clubs are forming alliances to swim together at larger meets

Pay an additional club membership to form official alliances

Swimmers can then choose to swim for either own club or pseudo club

SO giving university teams special rates to swim at SO meets during university season

Encourage participation

If swimmer wishes to swim for club after university season he pays full freight

SO Sudbury AGM net cost: \$28,000

\$39,000 expenses - \$11,000 revenue

Sudbury considered successful though fewer attended

Plan to alternate AGM locations in odd years outside Toronto

A question has been raised about eligibility:

Can SO swimmer register for Masters? E.g. University swimmers; Vice-versa??

### **23. Nominations**

Returning Directors – Chris, Pat, Charlie, Lesley, Michael

Nominations Received – Don Burton (Guelph)

People contacted as possible Directors – Kimberley McGowan (DAM), Nancy Black (AURO), James Erskine (MILT), Sally O'Brien (SOO)

#### **24. Registrar**

6 club – 1 new club – Port Hope

4 mailing memberships

21 total swimmers

13 unattached swimmers – 1 new, 4 old returning

8 club swimmers – 4 new, 4 old returning

Note : Elmira is folding

Note : There has been interest from Carleton Place, Trent University, Glendon College