



MASTERS SWIMMING ONTARIO

Masters Swimming Ontario

Board of Directors Meeting

Date: Saturday, January 04, 2003

Location: North York Y, North York, Ontario

Present :

Mary Brinklow
Chris Cupidio
Patricia Davis
Claus Koch
Charlie Lane
Shona MacLachlan
Lesley Mason-Ward
Michael Stroud
Sue Weir

Committees and Staff :

Brian Croker
Julie MacLellan
Barrie Malloch

Representatives :

Christopher Smith

Guests :

Geoff Camp

Call to order

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

Michael introduced Julie MacLellan (VVV) as the Meeting Secretary and introductions were made around the table.

01. Adoption of the Agenda

The Agenda was presented and approval was requested.

Motion: To approve the agenda as presented with the addition of 26. Other Business
Moved by Patricia Davis; Seconded by Barrie Malloch.
Carried

02. Approval of the Minutes from October 26, 2002

Motion: To accept the minutes of October 26, 2002 as presented.
Moved by Lesley Mason-Ward; Seconded by Mary Brinklow.
Carried

03. Business Arising from the Minutes of October 26, 2002

There were concerns about insurance coverage for registered participants only. How did this affect Officials and Coaches? Other organizations have requested that they be added as named insureds on our policy (Swim Ontario, municipalities).

There was a question concerning "professional" coaches and how that might affect swimmers who act in a coaching capacity. Brian will forward an email he received regarding insurance to Claus for review. The insurance summary is on the website. A printed version will be available from Brian for those without website access.

04. Approval of the Minutes from December 15, 2002

Christopher Smith was added to the list of attendees. It was noted that Darlene was asked to communicate with MSC, not Geoff

Motion : to approve the minutes as amended
Moved by : Sue Weir; Seconded by Claus Koch
Carried

05. Business Arising from the Minutes of December 15, 2002

Chris noted that the Vice President and Secretary and most committee chairs had not been elected or appointed. That discussion was deferred until later. Claus noted changes are required to the By-laws. It was noted that an extensive review would be a priority this year.

06. Brainstorming Session - an exercise in creative thinking

Michael proposed the following question : "How do we increase the number of swimmers registered with Masters Swimming Ontario?" Geoff suggested that a wider question might be possible, perhaps including exploring better ways to serve the swimmers or to increase knowledge and awareness of the MSO Board.

Considerable discussion followed including touching on the Romanow report on health care with respect to fitness; increasing the numbers in the pool; completion of a needs assessment; dropping the minimum age to 18; connecting with Swim Ontario for continuity in swimming. Two separate concerns were identified

- i) the number of swimmers in the pool
- ii) increasing volunteer involvement

There was talk of the disparity of some clubs with waiting lists, while other clubs are shrinking. It was even suggested that the topic for the brainstorming should be to come up with a list of topics for future brainstorming sessions. Finally the question was settled on : "How do we raise the profile of Masters Swimming in Ontario?" The ideas were :

- a photo collage displayed at each pool location along with other pool programmes
- articles in local newspapers
- an open house concept
- recruit those in lane swimming
- tools to develop club websites
- joint marketing initiatives - (the extensive coverage afforded Doris McEwan by a pharmaceutical company was noted)
- universities, high schools - coaches and swimmers
- parks and rec groups; Y's
- triathletes
- clinics
- town councils
- parents of age groupers
- dispel the idea that Masters Swimming is competitive
- accentuate the health aspect - rehab, heart and stroke, weight loss

- approach newspapers about inclusion in a weekly health column
- update ideas and methods on how to start a Masters Swim Club
- fitness clubs
- connect with a charity; community outreach programmes

07. Review of the Minutes of the AGM of December 15, 2002

Heather Davies (former Meeting Secretary) had received comments from Geoff, Christopher and Ralph Chown (Past President). Shona noted that she had also sent Heather some notes. Michael will follow-up with Heather to complete the preparation of the minutes.

08. External Organizations - a discussion of our relationship with SO, MSC and OSOA

Claus has agreed to remain as our Representative to Swim Ontario. He discussed the structure of that organization in terms of regional representatives, association representatives, meeting structure, the various committees and relationship to the board, the vice presidents and voting structure.

There was considerable discussion about the similarities and differences between the two organizations. It was noted that we are not subservient and that we should solicit SO support to move to a new structure. Shared resources - particularly Officials and Clubs - were noted, although the fundamental difference remains the separate goals. Swim Ontario concentrates on the elite swimmer, while Masters Swimming Ontario aims at expanding the base of swimmers. It became apparent that starting a good working relationship with Swim Ontario would mean focussing on our similarities.

There was general agreement that the structure proposed by Christopher with MSO reporting to MSC reporting to AFC was a structure that made sense for Masters Swimming.

Christopher gave a brief overview of the structure of OSOA and how we fit in. Direction was given to Christopher at the OSOA meeting to clarify the MSO / SO situation, to propose the suggested new structure and to solicit the OSOA's support.

It was suggested that Claus continue building on the fraternal similarities and commonalities with Swim Ontario, particularly with respect to the strategic long-term planning that Claus is leading, where Claus feels he can be particularly effective in presenting the MSO message.

The discussion of MSC was deferred.

09. Finances - directions for cash flow projections

Swim Ontario fees have been paid up to August 31, 2003. An increase in the affiliation fee needs to be considered and planned for. The general consensus was that a \$2-5 increase was not an issue, considering it's been \$20 for several years. There was some discussion about whether the fee increase should be specifically noted as resulting from the new Swim Ontario affiliation fee. There was little interest in reducing expenses or attracting other sources of income. Chris will prepare multiple year projections anticipating fee increases from Swim Ontario and MSC

10. Editorial

The documents had been circulated previously - the editorial, some personal thoughts and a questionnaire. There was concern about the length and the possibility that it would not get read. Suggestions were made to make the questionnaire more enticing. It was felt that the editorial should contain more information about the issue of structure as it relates to SO and MSC. Michael will re-draft the documents and re-circulate

11. Distribution of the Editorial

The quote obtained by Charlie while preparing the mailing last fall was superior to other quotes Michael had obtained. Brian will supply labels and the return address stamp. Charlie will coordinate efforts with Mail Boxes, etc

12. Communcation

deferred

13. Regional Reps

deferred

14. Email

deferred

15. Website - Barrie

Since the last meeting on December 15, 2002 :

1. converting all main pages to the Dreamweaver template was completed
2. the new level 2 domain hosting account was established at Sentex
3. the new domain name has been established and paid for
4. the domain name has been registered
5. the whole website was uploaded to the new server location at Sentex under the new URL www.mastersswimmingontario.ca (an automatic redirect has been set up from the old main index page so that anyone trying to access the old website will be redirected to the new site in seconds)
6. when directing anyone to our site all they should do is type in www.mastersswimmingontario.ca
7. the webmaster even had time to party and see a few movies over her "holiday" from work

16. Statistician - Lesley

Lesley had noted that the results from the Pentathlon had to be keyed by hand. This is because Don's software does not handle the procedures in place at the Pentathlon and because the software used in the past by the Pentathlon is not compatible with Don's new system.

Lesley said that records and top ten would be ready within a couple of weeks.

It was further noted that the creation of pdf files is a problem because Lesley does not have Acrobat and because Don's software does not create the files needed for Barrie to use her version of

Acrobat. Michael will investigate. The Board agreed to purchase Acrobat for Lesley if deemed appropriate.

Brian and Michael will work together to prepare the swimmer data required by Don's software.

17. Registrar - Brian

As of December 31, 2002

74	number of clubs
2027	number of club swimmers
29	number of unattached swimmers
2062	total number of registered swimmers
10	mail memberships
6	OSG members

Brian noted that there is the possibility of losing 2 clubs.

18. Meet Coordinator - Charlie

Charlie is waiting to sanction the two LCM meets - Nepean Winterlude and London.

19. Ontario Championship - Christopher

The almost final version of the meet information package was circulated. Additional information about the meal, the map and the list of hotels is coming. The package will be distributed within a couple of weeks.

20. Masters Swimming Canada - Christopher

deferred

21. Ontario Swim Officials Association - Christopher

deferred

22. Swim Ontario - Claus

deferred

23. Membership - a discussion of swimmers younger than 20 years old

A request had been received from North York Gators about the possibility of registering a 19 year old swimmer. It was confirmed that the MSO By-laws restrict membership to a minimum age of 20 and that the MSO Rules restrict competition to a minimum age of 20. There was general consensus that age-of-majority (18) was a reasonable restriction for membership. There was less agreement about a minimum age for competition. It was determined that an individual club may register under-age swimmers for the purpose of workouts, but that such a swimmer would not be

eligible for membership in MSO. Each club should consider its insurance requirements and coverage. It was felt that this would be an appropriate matter to address with Swim Ontario. Michael will respond to the North York Gators.

24. Meetings - a discussion of when and where to hold meetings

A discussion took place around location, frequency and committee meetings versus board meetings. There was talk of holding a meeting in Ottawa/Nepean to interest other swimmers. Such a meeting would need to be advertised and possibly specific individuals and/or clubs would be targeted to develop interest. Eventually it was decided that the effort and cost outweighed any potential benefits.

An "open" meeting at the Ontario Championship was discussed. The likely time would be during the break on Saturday. A decision will be made later.

It was suggested that committees should meet more frequently and that board meetings should not be committee meetings.

Michael will develop a meeting schedule for the year. Claus will investigate conference calls.

25. Planning - a discussion of roles and responsibilities

It was hoped that there would have been a number of issues raised at the meeting that might possibly pique the interest of the directors. Shona expressed interest in continuing with the Education Committee with an emphasis on clinics. The membership will hopefully respond with some goals for the organization via the editorial questionnaire. The next meeting will be the time to establish our priorities.

26. New Business

Darlene Brown (former Treasurer) had introduced Chris to the bankers.

Motion : To change the signing authority from Darlene Brown and Ralph Chown to Chris Cupidio and Michael Stroud

Moved by : Lesley Mason-Ward; Seconded by : Sue Weir

Carried

27. Next Meeting

The next meeting will be determined by Michael

28. Adjournment

Motion : to adjourn the meeting

Moved by : Patricia Davis

Meeting adjourned at 5:30 pm

Minutes prepared by : Julie MacLellan