

**Present :**

Sally O'Brien  
Olenka McKee  
Sean Warburton  
Cindy Bertelink  
Lesley Mason-Ward

**Committees, Representatives and Staff :**

Brian Croker	Registrar
Jacqueline Odlum	Recording Sec
Steve Goodwin	SO

**Regrets:** Marion Wyatt, Michael Heath-Eves, Nathan Degiorgio, Johnny Hewerdine, Chris Smith, Craig Zimmerman

**Guests:** Chris Smelt - North Toronto Norm McKee – Thousand Islands

**01. Call to order**

The meeting was called to order at 11:15 a.m. with Sally O'Brien presiding as chair.

**02. Motion**

To accept the agenda with the addition of Pool closures discussion.

Moved by: Olenka McKee Seconded by: Lesley Mason-Ward  
Carried

**03. Motion** To accept the minutes of the March 16<sup>th</sup> meeting.

Moved by: Cindy Bertelink: Seconded by Sean Warburton  
Carried

Chris Smelt advised the Board about a rally to be held at Queen's Park on May 1 to protest the closing of 35 Toronto pools. He asked for the support of the board – swimmers are encouraged to attend in their bathing suits, etc. Brian will give Chris the number of master swimmers in the Toronto area – several clubs are affected (Scarborough, North York)

**Board reports**

President – Sally O'Brien

Lindsay Patten has received the data base and is working with it. He has reported that it will probably be a while before we have a good grasp on the state of the SNC registration system. He has promised to keep us informed.

I approached Charlie Lane at the Provincials and checked with him into helping Olenka IF she needs more help in the near future. He was glad to help out and as he has vacations coming up he planned on asking Brian Finlay to help out too, again IF it is needed. He was also going to familiarize himself with the online sanctioning process

Vice President – no report

Treasurer – Lesley Mason-Ward

Company has not done audit of 2006/7 yet – staff turnover. We need to have special meeting to replace them as they were voted in at the AGM.

2007-8 REVENUES AND EXPENSES MONTHLY ACCOUNTING

	2006-7 ACTUAL	2007-8 PROJECTED	SEPT- OCT	NOV-DEC	JAN-FEB	MAR- APR
<b>REVENUES</b>						
Deposits	76,955	77,000	22,230	19,565	20,825	19,400
Interest	1,702	1800	312	315	315	315
Awards	3,730	3800				
Total	82,387	82,600	22,542	20		19,715
		RUNNING TOTAL		42,422	63,562	83,277
<b>EXPENSES</b>						
<b>1.Affiliation</b>						
a)MSC	32,750	35,000	4,280			21,010
b)SO	6,680	6,200		6,146		
c)OSOA		1000	1,000			
Total	39,430	42,000	5,280	6,146		21,010
		RUNNING TOTAL	5,280	11,426	11,426	32,436
<b>2. Insurance</b>						
Total	10,988	11,000	11,019			
		RUNNING TOTAL	11,019	11,019	11,019	11,019
<b>3. Finance</b>						
a)Audit	4,452	2,500	17	70		
b)Bank charges	177	200	8	8	8	8
Total	4,629	2,700	25	78	8	8
		RUNNING TOTAL	25	103	111	119
<b>4. Board Meetings</b>						
a)Directors' travel	8,008	8,500	2,391		1555	182
b)Venue	135	500				
c)Teleconference	945	2,000				64
d)Presidents Banquet	655	800			350	
e)Recording secretary	750	1,200	150		150	150
Total	10,493	13,000	2,541		2,055	214
		RUNNING TOTAL	2,541	2,541	4,596	4,810
<b>5&gt;Annual General Meeting</b>						
a)Directors Travel	772	2,000		1,599		
b)Recording	150	200		150		

secretary							
c)Clinic/Telec onf	1,250	1,500		145			
d)Supplies,co py,post	403	400		1,095			
6)Registrar							
a)Salary	6,000	6,000	1,000	1,000	1,000	1,000	1,000
b)Phone/inte rnet	957	2,000			716		
c)Supplies/co py/post	915	1,200	824				
d)Club refunds	565	500					
Total	8,437	9,700	1,824	1,000	1,716	1,000	1,000
		RUNNING TOTAL	1,824	2,824	4,540	5,540	
7)Communica tions							
a)Webmaster	1,500	1,500		750			
b)Web costs	527	600	40				
Total	2,027	2,100	40	750			
		RUNNING TOTAL	40	790	790	790	790
8)Competitio n							
a)Medals/rib bons	4,075	4,000			4,376		
b)Records keeper	944	1,000					
Total	5,069	5,000			4,376		
		RUNNING TOTAL			4,376	4,376	4,376
9)Health and Lifestyle							
Marketing		500					
Total		500					
		RUNNING TOTAL					
10.Leadership							
a)Survey expenses	211	200					
b)Special awards (eg OSG)	670	800					
Total	881	1,000					
		RUNNING TOTAL					

TOTAL EXPENSES	84,495	91,300	20,729	10,963	8,155	22,414
		RUNNING TOTAL		31,692	39,847	62,261
TOTAL REVENUES			22,542	42,422	63,562	83,277
TOTAL EXPENSES			20,729	31,692	39,847	62,261
BALANCE (Revenues minus expenses)			1813	10,730	23,715	21,016

Competition – Olenka McKee

Recommending the use of lane 8 for warm ups/warm down when a separate facility is not available. Discussed the Issue of club not paying \$2 Officials fee as they said they had not been advised. Suggestion has been made that there is a Mail-in pentathlon or virtual meet. For example the 1500 at Etobicoke – some clubs might want to do it same week. Their 1500 is for Heart & Stroke but could we do half of money for MSO and the balance for H & S?

Leadership – Nathan Degiorgio

Based on results from surveys:

Coach’s Survey:

- # of swimmers compared to last year: 52% said same number of swimmers, 38% said more swimmers
- Coach’s level of training: 36% said lifeguard, 36% said NCCP level 1, 22% said level 2
- Compensation of coaches: 85% are satisfied
- All coaches ranked themselves as a 1 (high) or 2 with respect to their strengths as a coach (organization, leadership, tech. knowledge, teaching skills, people skills)
- Would like to do more to strengthen coaching skills: 76%
- Coaches are unaware of any clinics or courses, or feel none are offered
- NCCP applies to masters swimming: 52% said somewhat, 28% said a little
- 61% said that they would be willing to attend a one day clinic on the weekend, and are willing to travel to get there.

To summarize, it appears to me that if more coaching clinics were offered, and not necessarily NCCP courses, interest would be high provided they were on the weekends.

Swimmer’s Survey:

- 66% of swimmers are married, with kids
- 83% of swimmers have at least taken swimming lessons as a youth, with about 50% being club swimmers in the past
- Swimming interests: fitness ranked the highest, fun was second, competition third
- Best time of day to swim: 40% said early evening, 36% said early morning
- 94% find practice times available to be satisfactory or ideal
- 60% swim 3 times per week for an hour each time

- 73% have a coach on deck, 27% have no coach, or their coach is in the water
- This situation does not meet the needs of about 20% of swimmers
- Of that 20%, 40% said more swim time options would meet their needs
- All swimmers ranked their coaches as high on organization, leadership, tech. knowledge, teaching skills, and people skills
- Swimmers ranked teaching/coaching skills as the most important, with technical knowledge as second most important
- 80% ranked satisfaction as quite high or very high
- 93% said they didn't feel they could contribute to enhanced coaching programs

Overall, 22 coaches, and 372 swimmers responded to the surveys. It seems like most swimmers are quite satisfied with masters swimming in general

Report tabled for further discussion

Health and Lifestyle – Sean Warburton

Sean would be interested in pursuing long distance events for charity and MSO support Fund raising, etc. He wants to get stories of people who have recovered from health issues as a result of masters swimming.

Communication – Cindy Bertelink

The previous 2 newsletters went out successfully using the new MSO communications e-mail. Thanks to Craig for setting up the new email addresses.

I will begin work on the next edition of the newsletter after our meeting in April. Currently we are putting out a newsletter after every board meeting. This works well when there are issues we need to inform the membership about, however it can be a struggle when there isn't much to share. It also means that members don't know when the newsletter will come.

Should we consider standardizing the issue dates for the newsletters instead (i.e. 4 times a year)? This way we could plan on having set features in the newsletter in advance. This would also enable us to include other types of information (e.g. board news, coaches corner, technique and tips, health and lifestyle info, etc.) to round it out rather than relying on just board news.

Strategy, Advertising and Sponsorship

As mentioned in my last report, I feel that we need to devise an overall strategy in order to determine not only our advertising and sponsorship approach, but also to help guide us in determining our yearly goals.

With that in mind, I've pulled the strategic plan (from 2003) from the website. I think it is from this starting point that each director/chair should be determining their yearly goals to forward the aims of this overall strategy. I think we need to start outlining these goals now (for next year) so we can budget accordingly and present them at the AGM in the fall.

### **MSO Strategic Plan September 2003**

Our Motto  
Fun, Fitness and Friendship

Our Vision

We envision pools full of Masters Swimmers having fun and forming friendships while reaping the benefits of increased fitness

#### Our Mission

To contribute to the overall health and fitness of adults in the province of Ontario through participation in a Masters Swimming program.

We will accomplish this by:

- o Promoting swimming as a means of healthy exercise
- o Providing opportunities for fellowship, camaraderie and social interaction
- o Maintaining a framework for competitions
  
- o Stimulating individuals, organizations and communities to improve existing Masters Swimming programs and to establish new ones
- o Assisting coaches to improve our proficiency in the pool
- o Creating effective channels of communication for all stakeholders
- o Administering membership services and recognition programs directly to the swimmers
- o Deploying educational resources to increase our knowledge
- o Supporting clubs and other organizations that have a direct impact on the Swimmers .  
affiliating with organizations whose aims include the betterment of Masters Swimming
  
- o Fostering relationships with organizations that are well suited to convey our message to the populace
- o Planning strategically for our future with concern for financial stability
- o Governing ourselves, clear in the knowledge that we know ourselves best

We will accomplish this with the basic understanding and fundamental respect of the diversity of the wants and needs of Masters Swimmers.

Preamble -an analysis of how to effectively apply our efforts

Intuitively, the focus for a Masters Swimming Organization would seem to be the Masters Swimmer.

To align the Swimmers at the heart of MSO and all other participants with the Vision and the Mission, we must first recognize and support those who have the most direct impact on the Swimmer

- i) Clubs -which manage the facilities, provide the social structure for our fun and host (most of) our competitions, and
- ii) Coaches -who provide the workouts and improve our skills and develop and improve those services that our organization can provide directly to the Swimmer
- iii) Communication -website, handbook, editorial, questionnaires, newsletter.
- iv) Membership -registration, meetings
- . -excellence and participation for swimming and volunteering
- v) Recognition

vi) Education -pool clinics, dry land seminars, literature, videos

With those energies focused on the swimmer, it is easy to understand that the next circle of support should be aimed at the Clubs and the Coaches. The services that MSO provides to the Clubs include regional reps, sanction, medals, rules, software, insurance and meet management advice and assistance. MSO provides no services to the Coaches at the moment and this void should be analyzed carefully and completely.

Further, recognizing that we do not exist in a vacuum, we should cultivate productive and meaningful relationships with external bodies -be they supportive (OSOA, OSCA); affiliated (MSC, SO), public (media, marketing, sponsors) or related (medical, adult fitness).

The managerial and administrative tasks that tie the organization together are planning and finance; encircled completely by the principle of self-government.

Strategies -the processes by which we will accomplish our Mission

#### 1. Increase the number of Clubs and the number of Swimmers

While continual membership increases are beyond the control of the Board, it is certainly possible to implement certain activities that will hopefully generate those results. A simple geographic analysis could determine areas under-served by Masters Swimming programs. Membership demographics could be analyzed with the goal of understanding what is required to retain a higher percentage of current swimmers and of creating initiatives to attract new swimmers. And of course, new sources of swimmers should be continually addressed.

#### 2. Strengthen Communication

Information is the lifeblood of any organization. It educates, it stimulates debate and discussion, it supports decisions. The flow of information to all stakeholders in this organization (swimmers, clubs, coaches, officials, volunteers, meet managers, facility managers, webmasters, media outlets and committees) shall at all times be paramount. We will continually strive to ensure that appropriate information is distributed in the most efficient manner.

#### 3. Deploy Educational Resources

If the focus is returned to the swimmer then the greatest benefit to the swimmer will be education -more knowledge about health and fitness, more efficient training techniques and increases in swimming proficiency. Coaches provide continual education and that effort must be supported and enhanced. But the Board and the Committees can educate via the internet, publications, videos and perhaps most importantly, through clinics and symposiums.

#### 4. Increase the number of volunteers

Masters Swimming Ontario offers a unique opportunity to swimmers -we administer and govern ourselves. A constant flow of volunteers will be necessary for our long term success. An increase in the number of volunteers (at the Club level, at the Committee level and at the Board level) will provide more insight into our sport, a better cross section of our constituency, more practical knowledge and more contacts to external organizations.

#### 5. Change the Public Perception and Raise the Public Awareness of Masters Swimming

For too long Masters Swimming has labored under the public fallacy that it is at best a competitive organization and at worst an elite organization. It is incumbent on us to find those organizations and outlets that can be utilized to change that perception. With the growing movement toward preventative healthcare MSO can present itself to the public as one of the best ways to start and/or maintain an active and healthy lifestyle.

#### 6. Expand Recognition Programs

While one of the basic tenets of Masters Swimming is self-satisfaction; recognition may be

a powerful tool to motivate ourselves and to show our appreciation for others. There are many people who deserve our appreciation, from coaches to clubs to officials and all the other volunteers. And there are many reasons to recognize achievements, from organizational involvement to personal improvement to swimming excellence. Acknowledgement of our efforts and our abilities by our peers can only enhance the Masters Swimming experience.

#### 7. Party Heartier

For all of the kilometers logged in the pool, for all of the early morning alarms, for all of the hours spent administering, volunteering, motivating and for all of the sore shoulders and stiff knees, we must never lose sight of the social side of Masters Swimming. The friendships we build sustain our mind, just as the workouts we swim sustain our body. Let's make sure that the swim meet luncheons continue, that the pub nights at local clubs grow and that there are more and more opportunities for social interaction outside the confines of the lane ropes.

8. Develop Stronger Ties With Other Stakeholders Other organizations can affect our success positively and negatively. Some organizations can be a source of new members. Others can effectively put us out of business. Forging

stronger relations with such organizations improves our SWOT position and supports several points in our Mission statement.

#### 9. Provide Competitive Opportunities

Whether in a pool or in the open water, the thrill and satisfaction of competing against ourselves and the clock or against another swimmer for a medal will always be a part of Masters Swimming. We will continue to maintain the framework that allows hosts to hold well run, properly officiated, fun swim meets and open water swims for all Masters Swimmers in the province. Furthermore, encouragement and guidance will be given to all who wish to expand the opportunities for competition.

Start newsletter quarterly – December, March, June, and September

Wants to include pictures to make it more interesting

Pick goals for the year and then each workgroup is striving towards these goals

Shows membership that they are getting value for their money

### **Business arising from the minutes**

1. Handbook/rule book – changes have been made to the clinic content with reference to Masters (Steve pointed out that the only difference is 2 dives and whip kick for fly). Suggest we do it online in PDF format and if anyone wants to print it they can do so as this will be less costly.
2. Sent meet guidelines to all clubs – Olenka has done.
3. COP MSO to pay for extra night in hotel if required at Nationals – tabled as Mike is away
4. Advertising on web – Cindy feels we need a more exciting web site in order to appeal to advertisers.

### **Staff Reports**

No report from Craig Zimmerman. He has set up separate e-mails for board members

Brian Croker – Registrar

As of April 25, 2008

Clubs	87
Mail memberships	-
Total swimmers	3028



Club swimmers	2988
Unattached swimmers	32

8 OSG members – Beth Whittall, Ted Roach, Michael Stroud, Brian Croker,  
Chris Smith, Pat Niblett, Bryan Finlay, Barrie Malloch

Going to ask clubs how much they are charging members for season registration fees  
Suggest board members visit clubs to be visible, explain our purpose and ascertain if some swimmers are not registered.

### **External Reps**

Swim Ontario – Steve Goodwin

The new SNC registration database under “Masters” msc, open, varsity, recreational (BC and Quebec are in). No decisions yet but Lindsay discussing with MSC

Chris Smith – no report

### **New Business**

1. Fees for unattached – Brian suggests that we only increase fees by \$5 as we don't mail out info any more.
2. Same day registration for OWS – have person fill out mso form and pay \$25 cash
3. Claus has minutes going back to 1976 - minutes from 1996 are on website Display board written off – keep brochures. Brian will pick stuff up as he has storage locker.

### **Other Business**

How to ensure teams have received info from MSO – was sent to meet managers and also on website (could use receipt function in e-mail)

Next meeting: June 14 9:00 a.m. (teleconference)

**Motion:** To adjourn the meeting at 1:35 p.m.  
Moved by Sally O'Brien.