



Date: Wednesday November 9, 2011, 7PM-10:30PM
In attendance: Duncan, Jay, Annie, Paul, Norm, Al, Karla, Chris, Don, Bill, Lynn
Location: AO Office
Purpose: **Review OMA vision, goals and objectives**

Meeting format: Drawing from OMA volunteer and industry experiences, meeting participants were asked to offer OMA relevant vision, goals and objectives for consideration. All suggestions were discussed at length. The first draft of this discussion are summarized below.

OMA Vision: The group reviewed and then unanimously accepted the existing OMA vision as expressed in OMA constitution. Several meeting participants observed that the wording is very legalese and could be revised to accommodate needs of a wider audience (possibly more marketese). Since the primary goal of the meeting was to discuss goals and objective, there is no immediate action required to update the OMA vision.

Current OMA Goals: To the knowledge of meeting participants, the OMA goals and objectives have not previously been documented. This does not imply that the OMA does not have goals and objectives. OMA goals and objectives which have not been documented include:

1. Increasing OMA membership (appx 400 to 800 members in 3 years)
2. Improving community and communication (3rd generation internet deployed in 2011)
3. Improve and evolve OMA linkage (improved integration with AO and CMA)

Below is the first draft of OMA Goals and Objectives which the OMA plan to execute over the next 3 to 5 years. OMA goals and objectives are:

- 1. Goal: Grow Membership**
 - Sub-goal - Increase New OMA Membership
 - Objective: Increase membership to 2,000
 - Sub-goal - Increase membership retention
 - Objective: Improve annual membership attrition to 10%
 - Sub-goal - Improve OMA linkage and orientation to clubs & organizations
 - Objective: 5-10 , 2 clubs per athletics category
- 2. Increase meet & event participation**
 - Objective: Increase participation to 2,000
 - Sub-goal - Recognize athletic excellence
 - Objective: Expand athletics recognition program: TBD
- 3. Increase officiate and volunteer capacity and quality**
 - Objective: Increase certified AO officials at all meet to 100%

Action Items for OMA BOD:

1. **Review and comment on goals and objectives (all)** Keep in mind that once we land on our documented goals and objectives (which are measurable), we should baseline and then report progress at the AGO.
2. Provide your thoughts on strategies that support our goals and objectives (all, see Chris & Annie's notes)
3. Determine cost estimates to implement strategy (all)
4. Develop revenue model(s) (Norm & Paul)

Suggested Next Steps:

1. OMA BOD to submit feedback (end of November)
2. Compile and finalize feedback (end of December)
3. Announce Goals and Objectives at OMA AGO (TBD)
4. Execute plans (2012)

Appendix:

Metrics (is this the baseline?):

- Current membership: 780
- OMA Club linkage: Throwers Club, UofT Club
- Event Participation: 850

Meeting notes from Chris:

1. Grow membership

- a. Attract new members
 - Examples of tactics mentioned to achieved this goal:
 - Promote to various age groups
 - Create/improve links with existing clubs and other organizations
 - Target sub-30 athletes
 - Social media
- b. Retain existing members
 - Examples of tactics mentioned to achieved this goal:
 - Offer a wide range of events in our meets
 - Improve newcomers' orientation
 - Social events
 - Password-protected members' area (website)
 - Social media
 - Offer something for all members (whether they joined for fun, fitness or hard-core competition)

2. Increase participation

- Example of tactics mentioned to achieved this goal:
 - Provide coaching tips on our website

3. Increase officiating capacity

- Examples of tactics mentioned to achieved this goal:
 - Pay the officials

Meeting Notes from Annie:

Goals:

- Increasing membership [growth – agreed that we do?] 3-5 years #2000
- Develop sense of community [FB, banquet, newsletter] fun factor
- Promote the sport to younger, returning and senior 70-100yrs athletes
- OMA linkages with clubs, organizations, clinics and others (5-7 clubs)
- Provide high quality, wide range of events in the sport [increase level of participation in events]
- Including high quality officiating capacity and volunteers (Bill and AO)
- Recognizing athletic excellence – expand means of recognition
- Become a more professionally run organization

Strategies:

More money \$ into the system – reach out beyond core group of athletes

Maybe not rely so much on volunteer labour –

- pay AO officials honorarium [clarify our needs and future should be 100% AO officiating at events]

Don't undersell the services – marketing (Chris)

- Partnerships with clubs, and reach out to athletes who are not in clubs – make connections with the existing **clubs** – create Masters divisions – **AO** contacts (Doug and Karla)

- Orientation for new members
- Recruitment at RR - need flyers and bookmarks, speakers (Jay)
- **Booth** at the EXPO and speakers (Annie and Lynn)
- Application for grants (in the old days Wintario grant \$70,000)
- Series winners; AO banquet; athlete of the year; most improved; rookie of the year (Duncan and Karla)

Coaching component – coaching **clinics** and August? (Bill and Don)

Regional meets (Ottawa, London, Timmins)

- Road running championship (Jay)

Expenses – 100 members covers base expenses (Duncan)

Research – races as social events (Jay)

Action Plan:

Mini meets, Newsletter, Marketing

Free speakers for members/ podcasts/ retention or increase

Value added for members, incentives (premium)

Survey monkey to the members who did not renew 4-5 questions (10%)

Hire part-time administrator to help OMA Bd and President (on contract)

Outreach