



Minutes – 2016 Annual General Meeting

Date: Sunday, February 5th, 2017

Time: Meeting came to order at 1:06 p.m., adjourned at 3:00 p.m.

Location: Links Meeting Room, Variety Village, Toronto

Directors and Officers (10) in Attendance: Doug Smith (President), Wayne Chee (Vice-President), Norm Creen (Treasurer), Jay Brecher (Secretary), Anne de Thy, Al LePage, Bill Pearson, Lily Whalen, Jay Yakabowich, Peter Zowkewych

Other Members in Attendance (8): Karla Del Grande, Walter Faion, Dan Fiorini, Duncan Greenshields, Joy Kramarich, Bob Moore, Paul Osland, Jim Pascoe

Proxy Count: Doug Smith (14), Dan Fiorini (9)

Minutes from the 2015 meeting:

Motion to accept 2015 minutes brought by Dan, seconded by Jay Y., and passed unanimously.

President's Report – Doug Smith: (report below minutes)

- We finished the year with over a thousand members. This is the most in OMA history, and 150 more than 2015.
- Every year, there are many new members, and many who don't renew.
- There was an overall increase in event participation, although cross country was down from last year.
- OMA continues to build its relationship with Athletics Ontario (AO). We co-hosted the Ontario Athletics Awards with AO.
- For TO2020, OMA and CMA have agreed to split the \$40,000 performance bond.
- The OMA ENews is distributed to over 2,000 people. These emails are subject to Canada's Anti-Spam Legislation (CASL), and must provide an option to unsubscribe.
- The OMA website used to have just Events and Results. Now, each major event has its own page, with a link to its own results.
- Bill says that the links sometimes don't work well, such as on Facebook. We should check with our web host to improve the linking.

Financial Report – Norm Creen: (report below minutes)

- The year on the last page of the report should be changed from 2015 to 2016
- Most events have generated a surplus, with two exceptions: the CMA Outdoor Championships, and the Throws Festival
- The Outdoor Championships deficit was due to a very large facility rental fee for Pan Am Stadium (\$3,000/day, compared to \$1,200/day for the Toronto Track and Field Centre (TTFC)
- In Norm's view, having special events like the Throws Festival is important to the OMA, and we are making enough money from other events to support these.
- Bill said that a problem with the Throws Festival in 2016 was that the relay concept wasn't embraced by track athletes. Next time, we'll do it over two weekends. We will only rent the field

(\$400/day at the TTFC) and not the track, as doing so is much more cost-effective.

- For many events, the surplus has increased due to an increase in the number of entries.
- The medals are bought by CMA, and paid for through entry fees.
- Duncan asked whether there is an opportunity to get more vendors at our meets.
- Doug noted that Chris Lemassif is responsible for sponsorships.
- Bill suggested that Chris is asking too much money from sponsors.
- Doug explained that Chris sells sponsorships, and doesn't want to give booths to non-sponsors.
- Bill said that we're not going to get specialty vendors to pay large sponsorship fees.
- Jay Y. suggested that we could charge vendors a small amount, such as a few hundred dollars, and having them at the meet would be a service to the members.
- Statement of Operations by Source
 - Net revenue from membership fees was over \$11,000
 - Net revenue from events was over \$10,000
 - Overall net revenue for 2016 was over \$14,000
 - In 2015, we had a surplus of just under \$23,000
 - We did not receive a cheque from Burnbrae in 2016 (though Chris said that it will be received)
- Unrestricted fund balance is \$65,000; Total fund balance is \$92,700.
- We have almost a year's total revenue (not net revenue) in the bank.
- Duncan suggested that we consider lowering fees for our events.
- Doug said that as a Not For Profit, a \$100,000 surplus is the upper limit before an audit is mandated.
- Paul said that a fundamental question that we need to consider is what we want for a long term vision of this organization. How can we operate on revenue of \$24,000 from 11,000 members? We may eventually need to hire a full time employee. Doug won't be around forever. Do we want to look at hiring one or more individuals part time, to assist in areas such as marketing?
- Bill agrees with Paul, and is also opposed to cutting fees. As a board, we need a strategic plan. We can't do everything by email. The throwing facilities are not sufficient for TO2020. Let's build something for the future. Get some paid help for things like marketing and website maintenance. Let's retain a consultant who's good at strategic planning.
- Duncan says that if we want to become a bigger organization, we would need to be more of a road racing organization. We've talked about building the organization for at least seven years and still haven't done so.
- Karla is concerned about sustainability, leading up to 2020. Doug devotes a lot of time to OMA (such as in negotiating permits), but will have less time in the coming years with his attention spent on TO2020.
- Dan said that compared to the Minor Track Association and AO, OMA may well be the most affluent group on a per capita basis. We need to spread the word in order to build the membership.
- Paul agrees with Bill, and would recommend developing a strategic plan. For \$4,000-\$5,000, we could hire someone to help us build such a plan.
- Bill says that we need to bring board together with someone detached from the organization.
- Anne says that you need someone to coordinate the efforts.
- Motion to accept the financial report was brought by Paul, seconded by AI, and accepted unanimously.

Directors' Reports: (and attached below minutes)

Records – Duncan Green Shields:

- There were some unhappy members regarding road race records, but we will soon be bringing road race and relay records up to date.
- An issue is that not every road race is record eligible.
- On the track, we had 66 records this year, compared to 70 in 2015
- Views of records on the OMA website were up 8.5% in 2016. The number of visitors was up 23%.
- Jay B. suggested that we announce all OMA Ontario and Canadian record breakers each month, in conjunction with the Athlete of the Month.

Marketing and Road Races – Jay Yakabowich:

- We replaced the OMA tent.
- We purchased a second OMA table cloth.
- For the Road Race Championship Series, we obtained an additional banner and certificate.
- We supported CMA with medal design.
- New OMA medals have double the thickness – they will start to be phased in Feb. 2017
- For the OMA Outdoor Championships, we might include a singlet (having a cost of \$15-17) for everyone who registers at least 10 days beforehand. We’re working with Overtime Apparel on this.
- Bob asked whether there could be a series with multiple shorter road races, such as 5Ks
- We’re dropping the term “Championship” for the 2017 series, which paves the way to multiple races of the same distance.
- Five of seven races in the 2017 series will be certified courses.
- 2017 series will run from January to June.
- There was a 20% increase in in Road Race Series participation in 2016.

Throws – Bill Pearson:

- There was a noticeable increase in new members in 2016, more clinics, and regular practices.
- Throwers Club now has over 3,500 friends on Facebook.
- Throws Festival will be done over two weekends this year; it can incorporate High Jump, and any other events that don’t use the track.
- We’re in good shape regarding equipment.
- Doug noted that we used to share a storage facility with CMA, and split the cost; for the past 10 years, we have paid the full cost.
- Doug also noted that Brian Keaveney is now the Director of Competition for World Masters Athletics; he’s who we report to for TO2020.

Executive Elections:

The following slate is offered for nomination by the Executive:

Slate of Officers and Directors 2016

Doug Smith	President
Wayne Chee	Vice President
Norm Creen	Treasurer
Jay Brecher	Secretary
Anne de Thy	
Al LePage	
Bill Pearson	
Lily Whalen	
Jay Yakabowich	

As per Bylaw 4.3b, these directors must stand for re-election:

1. Bill Pearson
2. Norm Creen
3. Wayne Chee (replacing Karla Del Grande)

- Doug Smith thanked Karla Del Grande and Zoltan Sara for their past service on the board
- Paul Osland helped with the elections this year
- Doug put forward a slate of nine nominees

Nominations from the floor:

- Bill nominated Peter Zowkewych
- Dan nominated Mirco Graenert

- That made a total of 11 names on the slate being put forward
- Bill moved for the slate of Directors and Officers to be approved. Duncan seconded the motion, and it was approved unanimously.

Motions:

- Doug noted that according to the OMA bylaws, bylaw changing motions must be brought before the AGM
- Motion by Bill to hire someone to help the board develop a strategic plan. The motion was seconded by Jay Y. Jim Pascoe opposed the motion. The motion passed.
- Motion by Bill directing the board to complete a written agreement with Athletics Ontario (AO) to clarify OMA's relationship with AO. Motion seconded by Jay Y. Motion passed unanimously.

Discussion from the Floor:

- Karla wants to know what this board will do to encourage volunteers. She has two concerns – safety of members with lack of volunteers, and long-term sustainability.
- Melanie Chiu's group has moved over to AO, and Doug can't do it all himself
- Jay B. suggested reaching out to high school students who need to do 40 volunteer hours to graduate, perhaps through the Junior Development coaches at Ontario track clubs.
- Paul said that we can coordinate volunteer recruitment through AO, but must do so well in advance of each meet.
- Walter said that a major issue with high schoolers is transportation. The Canada Running Series needed to rent buses for student volunteers.
- Doug pointed out that we've started giving volunteers an honorarium to cover travel costs. The new board will look into having a volunteer coordinator.
- Motion by Paul to adjourn the meeting, seconded by Lily. Motion passed unanimously.

Ontario Masters Athletics President's Report – January 2017

Membership

We finished the year with **1016** members, the most in our history – 150 more than 2015. Currently we have 573 members, including 146 new members. There are 593 truants from last year yet to renew.

Events

The OMA hosted the following events (including participation);

- three indoor Winter Mini Meets (434) – increased by 93 from last year
- OMA Indoor Championships (165) – 21 less than last year
- Canadian Masters Indoor Championships (241) – 6 more than last year. Largest indoor meet in CMA history
- Summer Mini Meet (63)
- OMA Outdoor Championships (247) – 37 more than last year
- CMA Outdoor Championships (358) – largest CMA meet in history
- Arvid Zakis Memorial (32)
- Three Cross Country races (218) – 278 last year
- Ontario Cross Country Championships (148) – 50 less than last year

We have included most distances in our OMA Road Race Series around the province. I continue to be the Meet Director for all our events.

Athletics Ontario

The OMA continues to build on our relationship with AO.

We forward \$10 from each registration to include OMA members as AO members. (we also forward \$15, through AO, to be included as CMA and AC members).

Our events are covered by AO insurance and our members are covered during athletics activities.

Our Governance Committee is working to formalize our agreements with AO.

We continue to participate in the Ontario Cross Country Championships.

Awards

We awarded our Masters Athletes of the Year to Ed Whitlock / Stuart Galloway and Karla Del Grande / Wendy Alexis

Once again, we co-hosted the Ontario Athletics Awards with AO

TO2020

I was on the TO2020 Executive that presented a bid for the WMA Championships at the World General Assembly in Perth in October. We won the bid.

The OMA has agreed to fund 50% of the required \$40,000 Performance Bond. The CMA will fund the other half.

The Bond is insurance that we host the event up to WMA standards. The Bond is returned upon the successful completion of the meet.

The World Championships in Toronto will provide the OMA with an opportunity to grow in membership, Officials, Masters meet expertise, marketing, etc.

Doug Smith
President

ONTARIO RECORDS REPORT 2016

2016 was a bit unusual for the keeping of Records. Ken Hamilton who administers Road Bests and the records for Relays was unavailable for most of the year, due to huge personal time commitments, to keep up with new records. Thus this report will exclude any discussion of those areas. Ken is now ready to re-engage and we hope to be up to date shortly.

Also, I had hoped to create records for the Indoor Mile and Indoor 5000m. Unfortunately these did not happen, but I am recommitting to accomplish this for next year. As well, we have started the creation of Road Bests for Race Walking. Sherry Watts has forwarded the initial file and we shall be previewing it shortly.

Excluding Road Bests and Relays, Ontario athletes set 66 new standards in 2016 ... 35 Indoors (30 Men, 5 Women) and 31 Outdoors (18 Men, 13 Women). This is down slightly from 2015's 70 Individual records (50 Outdoors, 20 Indoors).

Of 2016's 31 new Outdoor records, 4 were Sprints/Hurdles, 5 in Mid-Distances, 8 in the Distance-Steeplechase events, and 8 were in the Jumps, 4 in Throws and 2 in Multi-Events.

Indoor's 35 new standards came from Sprints/Hurdles (11), Mid-Distance (3), Distance (2), 9 in the Jumps, 6 in Throws, 2 in Race Walks and 2 in the Multi-Events.

Again this year it has been my goal to post record updates as soon as possible after the events. Generally this has been within 1 to 2 weeks after major meets, and I am endeavoring to alert members that records have been updated via a Facebook post.

For the 12 months in 2016 our online records database was accessed by 1,592 visitors and "page views" were 6,690. This is a substantial increase from 2015 (+22.7% for Visitors and +8.4% for page views). It is also quite interesting to see how wide the age range is for setting records. Last year age records were set from the 35-39 group up to and including 85-89 age group. Only the 70-74 age group set no records. Here's how the 66 records break down by age group (% of total).

35-39 (3%), 40-44 (5%), 45-49 (8%), 50-54 (5%), 55-59 (31%), 60-64 (3%), 65-69 (18%), 70-74 (0%), 75-79 (11%), 80-84 (2%), and 85-89 (15%).

You can see the wide levels of participation across the age groups ... proving that Masters Athletes are, indeed, timeless.

I would also like to add again my personal thanks to Ken Hamilton and Peter Zowkewych for their commitment to the "cause" in compiling records for Relays, Roads, and Combined events.

Duncan Greenshields

Promotional / Marketing Support:

Core 2016 Undertakings

- OMA Wear - Overtime Apparel partnership
- OMA Event Tent replacement
- OMA table cloth – additional
- OMA RR Championship Series Support
 - Additional pull-up banner
 - Road Race Series Card
 - Road Race Series Winner Certificate Awards
- CMA Medal Design / fulfillment support

Core 2017 Plans

- New OMA Medal & Medal Ribbon design for 2017/2018 – start to phase-in February 2017 @ 2017 OMA Indoor Champs and RR Series
- OMA RR Championship Series Support
 - Additional pull-up banner
 - Road Race Series Card
 - Road Race Series Winner Certificate Awards
- OMA Outdoor Championships Singlet – value added
- CMA Medal fulfillment support

2016 Road Race Championship Series:

NOTE: No small Project – Lynn and volunteers did an amazing job!

2016 Championship Series:

- 8 events across ON – 5, 6, 8, 10, 15, half, 30 & full (Toronto, Burlington, Peterborough, Hamilton, Bradford) January to August
- Slightly over 200 OMA Athletes participated in 1 or more events; approximately 30 participated in 3 or more races
- Approximately 20% participation growth over 2015
- OMA website promotes series and posts results – creates significant website activity
- 6 certificates presented in January – top 3 male + female

2017 RR Series:

- Dropped “Championships” from language
- 7 events across ON – 5, 8, 10, 15, half, 30 & full (Toronto, Mississauga, Ottawa, Hamilton, Burlington) January to June
- 5 events on certified courses
- 5 events new vs. 2016; 3 events new to the series
- Expect 250 to 300 OMA Athletes this year – about 20% growth

**ONTARIO MASTERS ATHLETICS
BALANCE SHEET
AS AT DECEMBER 31, 2016**

	<u>2016</u>	<u>2015</u>
ASSETS		
Current Assets:		
Cash (DUCA)	\$ 73,918	\$ 55,591
Petty Cash	150	165
Short-term Investments:		
ING Bank	17,965	17,965
DUCA	50	50
PayPal Balance	110	110
Accounts Receivable	58	2,540
Medals Inventory	<u>1,643</u>	<u>1,903</u>
Total Assets	<u>\$ 93,894</u>	<u>\$ 78,325</u>
LIABILITIES AND EQUITY		
Current Liabilities:		
Accounts Payable	1,193	-
Deposit for Future Service	<u>-</u>	<u>-</u>
Total Current Liabilities	1,193	-
Internally Restricted Funds:		
Provision for TO2020	27,680	27,680
Unrestricted Funds:		
Surplus (Deficit), Current Year	14,376	(4,706)
Fund Balance - Beginning of Year	<u>50,645</u>	<u>83,031</u>
Unrestricted Fund Balance	<u>65,021</u>	<u>78,325</u>
Total Fund Balance	<u>92,701</u>	<u>78,325</u>
Total Liabilities and Fund Balances	<u>\$ 93,894</u>	<u>\$ 78,325</u>

**ONTARIO MASTERS ATHLETICS
STATEMENT OF OPERATIONS BY SOURCE
AS AT DECEMBER 31, 2016**

	<u>ACTUAL</u>	<u>FORECAST</u>	<u>VARIANCE</u>	<u>LAST YEAR</u>
NET REVENUE FROM MEMBERSHIPS:				
Revenue: Membership Fees	\$ 35,203	\$ 30,000	\$ 5,203	\$ 41,655
CMAA Rebate			0	
AO Grant			0	
	<u>\$ 35,203</u>	<u>\$ 30,000</u>	<u>\$ 5,203</u>	<u>\$ 41,655</u>
Expenditure: AO Payment	23,836	15,000	(8,836)	20,877
	<u>\$ 23,836</u>	<u>\$ 15,000</u>	<u>(\$8,836)</u>	<u>\$ 20,877</u>
Net Revenue (Expenditure) from Memberships	\$ 11,367	\$ 15,000	(\$3,633)	\$ 20,777
NET REVENUE FROM EVENTS:				
Revenue: Entry Fees	\$ 61,206	\$ 20,225	\$ 40,981	\$ 39,401
Other Income	-		0	-
	<u>\$ 61,206</u>	<u>\$ 20,225</u>	<u>\$ 40,981</u>	<u>\$ 39,401</u>
Expenditure: Facility Rental	18,843	5,187	(13,656)	10,171
Sanction Fee	600			
Medical Staff	4,361	1,970	(2,391)	3,396
Officials	11,471	3,650	(7,821)	7,230
Medals/Ribbons	10,451	2,370	(8,081)	6,124
Administrative Expenses	1,847	3,100	1,253	1,565
Supplies	3,456	1,575	(1,881)	1,589
Club Payment	-	-	0	150
	<u>\$ 51,029</u>	<u>\$ 17,852</u>	<u>(\$32,577)</u>	<u>\$ 30,224</u>
Net Revenue (Expenditure) from Events	\$10,177	\$2,373	\$8,404	\$9,177
NET REVENUE FROM OTHER SOURCES:				
Revenue: Sale of Material	-	500	(500)	-
Sponsorship	-		0	4,000
Other Revenue	67		67	
	<u>\$ 67</u>	<u>\$ 500</u>	<u>(\$433)</u>	<u>\$ 4,000</u>
Expenditure: Office Expenses	-		0	-
Marketing Expenses	310	8,000	7,690	105
Internet Development	278	6,000	5,722	870
Bank Charges	96	50	(46)	223
Insurance	1,380		(1,380)	1,380
Equipment Purchases	3,450	2,000	(1,450)	4,682
Merchandise	-			-
Other Expenses	1,722	1,000	(722)	3,719
	<u>\$ 7,235</u>	<u>\$ 17,050</u>	<u>\$ 9,815</u>	<u>\$ 10,980</u>
Net Revenue (Expenditure) from Other Sources	(\$7,168)	(\$16,550)	\$9,382	(\$6,980)
EXCESS OF REVENUE OVER EXPENDITURE	\$14,376	\$823	\$14,153	\$22,974
TRANSFER TO TO2020 RESERVE	\$-			(\$27,680)
Fund Balance, Beginning of Period	\$50,645			\$55,351
FUND BALANCE, END OF PERIOD	\$65,021			\$50,645

**Ontario Masters Athletics
Events 2015**

	MiniMeet 1 York 17-Jan-16	MiniMeet 2 York 31-Jan-16	MiniMeet 3 York 21-Feb-16	Indoor Champ. York 28-Feb-16	Summer MiniMeet Varsity 4-Jun-16	Outdoor Champ. Varsity 30-Jul-16	Throws Festival York 10-Sep-16	XC 5K Taylor Creek 25-Sep-16	XC 8K Sunnybrook 16-Oct-16	XC 5K Niagara AO/OMA 13-Nov-16	Total (Regular Events)	CMA Indoor York 19-Mar-16	CMA Outdoor York Lions 13-Aug-16	Farquharson Mem X-C 4-Oct-15	Total (Other Events)	Total (All Events)
REVENUE:																
Entry Fees	\$3,010	\$2,921	\$3,303	\$5,690	\$1,476	\$9,405	\$1,105	\$1,432	\$1,422	\$1,095	\$30,858	\$11,545	\$17,246	\$1,557	\$30,348	\$61,206
Other Revenue											-				-	0
Total	\$3,010	\$2,921	\$3,303	\$5,690	\$1,476	\$9,405	\$1,105	\$1,432	\$1,422	\$1,095	\$30,858	\$11,545	\$17,246	\$1,557	\$30,348	\$61,206
EXPENSES:																
Facility Rental	\$1,108	\$1,108	\$1,108	\$1,109	\$250	\$500	\$1,231	\$379	\$446	-	\$7,237	\$2,319	\$9,064	\$223	\$11,606	\$18,843
Sanction Fee	-	-	-	-	-	-	-	-	-	-	0	\$150	\$300	\$150	\$600	600
Medical Services	\$226	\$290	\$290	\$536	-	\$706	-	-	\$226	-	2,274	\$654	\$1,208	\$226	\$2,088	4,361
Officials	\$1,030	\$830	\$960	\$1,285	\$730	\$1,700	\$280	-	-	-	6,815	\$1,775	\$2,881	-	\$4,656	11,471
Awards	-	-	-	\$1,146	-	\$1,135	-	\$133	-	\$507	2,922	\$2,974	\$4,359	\$196	\$7,529	10,451
Admin. & Misc.	\$90	\$85	\$96	\$96	\$91	\$251	\$183	\$92	\$92	-	1,073	\$191	\$491	\$92	\$774	1,847
Meet Supplies	\$151	\$155	\$182	\$497	-	\$575	\$190	\$289	\$110	-	2,149	\$261	\$915	\$131	\$1,307	3,456
Club Payment											-				-	-
Total	\$2,604	\$2,467	\$2,635	\$4,669	\$1,071	\$4,867	\$1,884	\$893	\$873	\$507	\$22,470	\$8,324	\$19,218	\$1,018	\$28,559	\$51,029
NET REVENUE	\$406	\$454	\$668	\$1,021	\$405	\$4,538	(\$779)	\$539	\$549	\$588	\$8,388	\$3,221	(\$1,972)	\$539	\$1,789	\$10,177
Indoor Season	406	454	668	1,021							\$2,549					\$2,549
Outdoors					405	4,538	(779)				\$4,164					\$4,164
Cross-Country								539	549	588	\$1,676					\$1,676
Other Events											\$0	3,221	(1,972)	539	\$1,789	\$1,789
											\$8,388				\$1,789	\$10,177