



## **Programs & Services Committee Report November 7, 2016**

### **Committee Members**

Karla Del Grande, Bill Pearson, Lynn McGregor, Michael Lavigne, Jim Catton, Anthony Biggar (ex officio)

### **Committee Meetings**

The Programs & Services Committee met twice in 2016: once in September and once in October. All meetings were conducted in person at AO's new office location at Variety Village in Scarborough.

### **Attendance at Committee Meeting(s)**

Most members attended both Committee meetings. Those unable to attend the meeting provided feedback electronically by email.

### **Summary**

In January and February 2016, the membership was informed of opportunities to participate on each committee, including the Programs & Services Committee. No new members expressed interest in the P&S Committee. The committee has undergone considerable change this past year as previous Chair, Erik Wachman, stepped down as Chair and committee member in July, as the committee was deemed a "Non-Board Committee". Several other committee members also discontinued their involvement.

In order to regain momentum, several knowledgeable and enthusiastic AO members were recruited for their varied backgrounds of expertise in the association. Current Committee members have provided a very positive influx of expertise to evaluate options for programming and membership.

On September 20, 2016 the committee met at the AO Office to review the P&S Terms of Reference, a proposal from Snowshoe Canada and a document outlining potential changes to Athletics Ontario's membership fee structure and model.

On October 18, 2016, the committee met to discuss a new event concept for minor-aged athletes, as presented by invited guest Paul Slovenski, Athletic Director of Bayview Glen Private School in Toronto. The committee also continued discussion regarding recommended changes to the Membership fee structure. A brief discussion also occurred regarding a potential opportunity for Athletics Ontario to be involved in the 2018 Ontario Summer Games in London, ON.



## Issues

### Terms of Reference

- Awaiting confirmation from AO Board regarding changes to the committee Terms of Reference.

### Accomplishments

- Reviewed and determined that a proposal submitted nearly 8 months ago by Snowshoe Canada was not a priority for the committee or the Association, for the time being, as there are other issues more relevant to be discussed.
- Revitalization of this committee with renewed direction and purpose.

## Near-Term Plans

- Continued analysis and recommendations regarding AO Membership fees and structure.
- Further Development of Marketing and implementation plan for the Pod Meet concept.
- 2018 Ontario Summer Games application forwarded to Competitions Committee for review and further feedback before submission to the AO Board for review.

## Formal Motions to the Board

On October 26, 2016, the Programs & Services Committee recommended to the AO Board that the AO membership fees categories be amended as follows:

“Due to marginal membership revenue from seasonal categories, the Programs & Services Committee recommends the following Membership Fees for 2017, with no fee increases for Annual Memberships:

Bantam = \$65  
Midget = \$100  
Youth = \$105  
Junior = \$130

Senior = \$130  
Recreational = \$20  
Official = \$20  
Coach/Associate = \$40

### Notes:

1. Elimination of the following categories: - Unattached Self-Coached Athletes - Combined categories (e.g., Coach-Athlete, Coach-Official) - Seasonal Pro-rated Memberships (Indoor: Jan-Apr, Outdoor: May-Dec, Cross Country: Sept-Dec)
2. Availability of Promotion codes to enable discounts to membership at strategic opportunities/ events/ markets (e.g., OFSAA Regionals, Scotiabank Marathon, TDSB Elementary XC Meets, etc.

Motion: K DelGrande,

Second: B Pearson,

Moved”



## **Informal Recommendation(s)**

It would be useful to receive feedback from the Athletics Ontario membership regarding the need/ desire to modify the membership fees and structure.

Many thanks to our Programs & Services Committee members for their responsiveness, enthusiasm and expertise. Additionally, I'd like to thank those previously on the committee for their contribution in providing tools and data which is and has been useful for the committee moving forward.

I look forward to meeting with the committee again in December to continue the recent discussions surrounding some new programming initiatives and membership modelling, fee structure and pricing.

Respectfully Submitted,

Anthony Biggar  
AO Manager, Member Services Programs & Development  
P&S Committee Lead

cc: P&S Committee