



**PROGRAMS & SERVICES COMMITTEE REPORT  
NOVEMBER 2017**

**Committee Members:**

Michael Lavigne (Chair)  
Anthony Biggar  
Ross Ste-Croix  
Aaron Brown  
Ania Ciesielski  
Bill Pearson  
Chadi Azzi

Christina Nolan  
Erik Wachman  
Jim Catton  
Karla Del Grande  
Lynn McGregor  
Peter Miller  
Sarah Boyle

**Committee Meetings**

- 1) Tuesday November 29<sup>th</sup> 2016 12:45 - 2pm – in person (AO Office) & conference call
- 2) Tuesday April 4<sup>th</sup> 2017 12 - 1pm – in person (AO Office) & conference call
- 3) Tuesday May 2<sup>nd</sup> 2017 12 - 1pm – in person (AO Office) & conference call
- 4) Tuesday June 20<sup>th</sup> 2017 12:05 – 1:20pm – in person (AO Office) & conference call
- 5) Tuesday July 11<sup>th</sup> 2017 12 – 1pm – in person (AO Office) & conference call
- 6) Tuesday October 17<sup>th</sup> 2017 12 – 12:42pm – in person (AO Office) & conference call

**Attendance at Committee Members**

Michael Lavigne (6/6)  
Anthony Biggar (6/6)  
Karla Del Grande (6/6)  
Peter Miller (5/6)  
Bill Pearson (4/6)  
Ross Ste-Croix (2/6)  
Ania Ciesielski (2/6)

Lynn McGregor (2/6)  
Chadi Azzi (1/6)  
Erik Wachman (1/6)  
Jim Catton (1/6)  
Christina Nolan (1/6)  
Sarah Boyle (0/6)  
Aaron Brown (0/6)

**Summary**

The Programs & Services Committee is tasked with examining all activities or events undertaken by Athletics Ontario with the view of growing membership, improving services, and generating additional revenue.

More specifically, the committee's work is focused on:

- a) developing and implementing a marketing plan that identifies the needs of its target audience and how to meet those needs with AO products, services and programs;

- b) creating and implementing recruitment and retention programs to increase and/or maintain membership; and
- c) creating a plan that will guide the organization in seeking out and securing sustainable funding from an array of outside sources. The committee also seeks to identify and communicate with potential donors to support the work of the organization.

### **Accomplishments**

This year's Programs & Services Committee worked very well as a cohesive unit. The Committee's goal was to present the Athletics Ontario Board with a membership fee/matrix for approval and implementation. We feel that (if approved) this will have a positive impact on Athletics Ontario as a whole.

The committee was instrumental in helping put on a 4-hour POD Meet (introduction of Athletics (9 different events) for children aged 6-18) at Variety Village over the March Break which had 125 participants that consisted of para, learning disabled, and able body.

The committee played a key role in submitting an application to have Athletics included in the 2018 Ontario Summer Games which was approved by the Ministry of Tourism, Culture and Sport.

### **Near-Term Plans**

The Committee is currently working on two (2) projects which to present to the Board in 2018. The first one involves new revenue source for Athletics Ontario, and the second one is a marketing plan aimed at increasing Athletics Ontario participation reach.

### **Formal Motions to the Board**

To approve a Membership fee/matrix

### **Near-Term Plans**

To develop new revenue sources for the Association

Report submitted Thursday November 16<sup>th</sup>, 2017.

Michael Lavigne  
Chair, Programs & Services Committee