

## **MASC AGM: July 6, 2021 (virtual)**

Membership: 24 swimmers. Virtual Attendance: 17 (quorum achieved)

Alacoe prepared minutes and distributed on July 14/2021

Alacoe opened the meeting at 7:07pm

Agenda review:

1. **Executive Roles to be filled**
2. **Marketing of Club**
3. **Treasurer Report**

**Executive Roles:** Alacoe reviewed the roles that the Club needs to fill. These are President, Secretary and "Co-Treasurer"

- Discussed the details and appox time to fulfill the role of President. Reminded all that the Club needs a new President in order to be in compliance with OAS. Alacoe is not able to continue in this role, as it has been 4 years already
- Discussed that Alacoe will stay on for 1 year as "Past-President" to ensure a smooth transition for the Club
- Irene will stay on as Treasurer, but will need someone to come on board as a "treasurer in training" capacity to ensure that this is a smooth transfer as well.
- Irene discussed the duties of this role and the time required.
- The exec roles are more upfront work to start the season and then again at the end of the season. During the season, it is not as heavy.
- Natalia Pozneris stepped forward saying that she is new to the sport, but would be on the Exec team, wherever it made sense
- We agreed to wait until the end of the call to fulfill the remaining Exec openings, allowing all to take a bit more time to think about it

**Treasurer Report:** Irene reviewed 2 prepared slides to the group; shared the screen and discussed the variance slide (projected dues vs actual swimmers; \$8550 variance that the Club absorbed.

-the Club has had to use our Reserve Fund to continue to cover the variance

-Alacoe shared that we have applied for Covid-Relief Grant from OAS and hopefully we will receive that funding to help market the Club in order to build back our base of swimmers

-asked members to reach out as soon as they know if their swimmer will be returning, to help the Exec prepare for next year

-Amanda gave a brief synopsis of what we can expect next year, including many changes that OAS has made to what we currently refer to as our "Novice Program" (being called "Regional Training" moving forward and only allowing these athletes to train for a total of 4 hours a week both in water and dryland) Amanda shared that the Novice program across the board will look much different next season with these OAS changes

-Alacoe shared that PanAm pool is opening for summer; however we do not require summer programming. This is good news though as we look to the Fall. Amanda said unfortunately we can not run Rec programming in the PanAm pool; it is too deep and too cold for the new, young swimmers. The Club will need to wait to open our Rec programming until the community pools (Centennial/Cornell) are open again.

**Marketing:** Alacoe asked for an open, brain-storming session from the group on how we can attract new swimmers to the Club to build back our base. This will be the #1 priority of the next season; asking everyone for their ideas.

- Heather D suggested that we use Coach Jaden's video and leverage it, put it on all of our social media and focus on what they get out of being on a synchro swim team; swimmers and families will share the video on their social media to increase awareness. Amanda emailed Coach Jaeden during the meeting to get her authorization and the link
  - If we focus on WHY our swimmers do this sport, it will bring more people out; focus on friends and word of mouth
  - Send an email out to members: What is your "WHY"? Use the answers in a big social media blast campaign
  - Club should host "bring a friend to synchro" days; some current swimmers started because of this
  - Club should advertise in local elementary schools
  - Natalia said her daughter has gymnastics background, but it was getting too hard on her body (injuries) and she heard about synchro from a family friend. She lives close by but did not know about our sport. We need to change this!
  - Sarah suggested Mom's groups on Facebook
  - Aretha suggested all families put up MASC lawn signs (can utilize a local company to print them)
  - Inge suggested we advertise at Centennial on the large digital screens
  - Kari suggested recreation fairs for youth with disabilities to grow the AWD stream
  - Perhaps we can partner with a local private rec swim club to have their swimmers come try synchro
  - Market to Parents and swimmers
  - Diving uses the City of Markham program guide; Amanda said that we used to do that years ago; perhaps we need to start this back thru the City (the same as swimming lessons done thru the City, we would supply the synchro coach).
- \*\*New Exec will need to book meeting with the City of Markham to discuss this\*\*

**New Executive:**

-After a review of the general roles/responsibilities for the Exec, we had a few parents of athletes step forward. The Executive will meet to determine who fits each role best, but determined that a brand new parent to the sport is not ideal to become the new club President, especially after this past year where they have not experienced a "regular season" and have not even had the opportunity to attend an in person competition.

**New Executive for 2021-22 Season:**

1. Inge van Kemenade – President
2. Gabriela Garcia Muniz
3. Natalia Pozneris

Existing returning Executive for 2021-11 Season:

4. Lee Barratt – Registrar & Covid Coordinator
5. Irene Chen – Treasurer
6. Alacoe MacTavish – Past President

Alacoe will communicate with the new Executive via email and share the contact emails amongst everyone

Alacoe thanked all families for the season and all Executive and Coaches for all of their efforts during this difficult season.

Meeting adjourned at 8:20pm

Please note, Heather Di Loreto reached out individually after the meeting to Alacoe independently to express interest in helping Inge out. Heather will also be on the Exec for the upcoming season, possibly in the role of Vice President.