

Athletics New Brunswick Annual General Meeting

Université de Moncton Room 550

Date: October 18, 2015

Attendees:

Alex Holder	<i>ANB</i>	Jennifer Butler	<i>GNB</i>
Bill MacMackin	<i>ANB/SJTC</i>	Kathleen Kiely	<i>Fast Tracks</i>
Carl Cummings	<i>Official Chair</i>	Marc Lalonde	<i>Board</i>
Carol Lepage	<i>ACA</i>	Patrice-Eloi Mallet	<i>APA</i>
Clayton Saunder	<i>Legion</i>	Peter Stuart	<i>ASEA</i>
Dave Thomas	<i>AC</i>	Rachelle McDonald	<i>SJTC</i>
Gabriel LeBlanc	<i>ANB</i>	Sandy Leland	<i>EXEC</i>
Germain Landry	<i>ANB</i>	Sarah Myatt	<i>MC</i>
Grant Sinclair	<i>FLTC/ANB</i>	Steve LeBlanc	<i>ASEA/ANB</i>
Jamie Peabody	<i>SJTC</i>	Violet Brown	<i>SJTC</i>
Jason Reindl	<i>ANB</i>		

Before the Annual General Meeting began for Athletics New Brunswick, a Sponsorship Plan presentation created by Aisah Alward was reviewed by Marc Lalonde. Ms. Alward focused on four key points:

1. Organizational Analysis
 - 15% of 750,000 NB residents are targeted athletic age
 - Family income review
 - Social media ability of information sharing
 - Competition to other sports
 - Rules & regulations of sports through schools & organizations; noting Athletics is lower priced yet medium to high priority
2. Sponsorship Proposal
 - Lists of options for sponsorship such as Event Sponsorship, Title Sponsorship, Event Sponsorship
 - Affiliation for Program Sponsorship
 - Sponsorship levels; Gold, Silver, Bronze with pricing options
 - Official Product Supplier
 - Price options were review

3. Activation/Management
 - Several suggestions of local companies with New Brunswick pride were reviewed
 - Sports store options review
4. Evaluation Techniques/ROI
 - Reviewed the short term and long term return on investment
 - Requirements for measuring the ROI for sponsorships including statistics on website (# of hits, # of days sponsorship on site), number of athletes and parents at events, number of brochures and other material printed
 - Advantage of sports for athletes

A SWOT analysis was reviewed on the ANB Organization as well as market segmentation of high performance athletes, youth and family. Marc Lalonde included in his presentation the focus ANB was suggesting to take in targeting sponsors in the categories of High Performance Athlete support first to be followed with sponsors in support of the RunJumpThrowWheel program. A timeline was put forward. A question was asked on the funds raised and allocation of such. It was noted that if funds are raised for specific event or program, the money will go directly to that area. Other funds are required for salaries, organization needs, sustaining programs and supporting programs further.

1.0 Call to Order

The AGM was Called to Order by Bill MacMackin at 10:07 a.m.

2.0 Approval of Agenda

Motion: Germain Landry

Seconded: Sandy Leland

MOTION CARRIED

3.0 Approval of Previous AGM Minutes

Motion: Violet Brown

Seconded: Marc Lalonde

MOTION CARRIED

4.0 New Business

4.1 Presidents Report

Bill MacMackin welcomed Alex Holder to ANB; the fourth full time staff member. Bill thanked the group for the last four years as President. He reviewed the new format of Run-Jump-Throw-Wheel (RJTW) after the Hershey Sponsorship was dropped noting that NB was the only province that kept that competition level running. Bill reviewed a list of actions and key highlights completed over the last year, the actions of the Board of Directors, his personal focus for the past year and the strategic plan. Goals such as growing the participation numbers, improving the performance of athletes and delivering

a wow factor as positive experience. He noted the idea of surveys after events to which Gabe said they have already began.

The Club Excellence was talked about in its requirement for governance. Bill stated that he would be willing to assist any other group or club to be part of this if they prefer but did note that the level of expectations is unrealistic for smaller clubs. It was recognized that a club does not need this designation to be known as a well-run club. Bill commented on the Board's responsibilities and focus – that of creating a strategic plan and staying on course with it, hiring the right staff, sharing information on a timely basis, creating and maintaining policies and procedures and finally, reporting to stakeholders.

Motion: Jennifer Butler

That the President Report is approved as reviewed.

Seconded: Marc Lalonde

MOTION CARRIED

4.2 Treasurer Report

The financial statements up to September 30, 2015 were reviewed with several key line items explained such as prepaid expenses, bank balances, accounts receivable totals, depreciation of assets, deferred revenue, etc. It was recognized that the ANB Financial Statements were reviewed by Teed Saunders & Doyle & Co and were deemed clean and in accordance with Canadian Accounting Standards for Not-For-Profit organizations.

Motion: Dave Thomas

That the Treasurer Report is approved as reviewed.

Seconded: Carl Cummings

MOTION CARRIED

Annexes B, C & D – Financial Statements / Balance Sheet / Profit and Loss

The Athletics New Brunswick Inc. financial statements as of December 31, 2014 were part of the agenda package and reviewed by all. It was asked if a GIC would be beneficial to the Club. Bill MacMackin will ask the accountant if a GIC purchase would bring in any revenue/interest.

Motion: Clayton Saunder

That the Financial reports are approved as reviewed.

Seconded: Germain Landry

MOTION CARRIED

4.3 Technical Director Report

Gabe LeBlanc reviewed the success of the RJTW Series Meet and the attendees from New Brunswick – that of 144 of the 156 kids. He also noted several highlights such as our Legion team breaking the provincial record in medals, the ANB athletes breaking 38

age class provincial records, 9 para records and 63 Masters' records. It was recognized that we have athletes at the Para Pan Am and Pan Am Games, named to Canada's World Championships Team, Team Canada, the IPC Worlds Championships and the National Cross Country team.

The Maritime Track League program was reviewed for its first year and great success. It was well received with the athletes and coaches and encouraged athletes to compete locally. It was noted that more communication on which events are included in the program should be offered and well in advance.

The Summer Student contest was well received with the winning group of 220 athletes from Tracadie.

ANB has hosted over 60 events in 2015 and it was recognized that all events were well run with professional support. ANB has also improved relationship with various groups and has organized and run events for them as a service for non-member events.

Several challenges for the Club were reviewed including the need to generate new sources of income, more volunteers and focus on time management with the group. There is a need for more coaches as the Club grows and noted that fees have been waived for memberships and courses in order to attract other coaches. Although our database suggests we have 47 coaches, the number is not reflective of the number of active or engages coaches. It was suggested to reach out to athletes that are no longer competing to see if there is interest in joining the coaching team.

2016 will bring about the U22 Espoir Championships with Canada Games followed in 2017. Increased numbers and a coach to be elected by the Board are on the horizon.

Motion: Jennifer Butler

That the Technical Director's Report is approved as reviewed.

Seconded: Rachelle MacDonald

MOTION CARRIED

4.4 High Performance Director

Steve LeBlanc reviewed the major activities over the year including his attendance to the FISU World University Games as a coach with Team Canada, taking part in the Athletics Canada's National NCCP oversight committee and organizing the Atlantic Jumps Summit in Moncton. Steve noted that Milt Ottey and Mark Cox would be attending the next Atlantic Jumps Summit. The jump summits were noted as being very beneficial and a great way to learn. The review of the NCCP changes lead to some cancellations of classes for performance coaching until 2016. The review of the High Performance Program is ongoing with the breakdown of clubs and events shown and recognized as impressively growing.

Motion: Carl Cummings

That the High Performance Director's Report be approved as reviewed.

Seconded: Sarah Myatt

MOTION CARRIED

4.5 High Performance Coach

Jason Reindl reviewed the major activities undertaken since the Semi-Annual General Meeting of ANB including practices, meets, training camps, meetings, championships, etc. Jason reviewed the Podium Program and the thoughts of eliminating this section to incorporate those athletes into the High Performance Program at different levels. Further review by Scott Davis later in the meeting. Jason expects the numbers to drop but with this thought, expects athletes to have the desire to work harder in order to make the distinction of high performance. Jason reviewed the mentor coach program as another successful event but did state that the information could be more beneficial and the time frame reviewed for best practice. He also noted that the National Camp Program outside of NB is a great way to experience a variety of learning. The thought of reaching out to other coaches has been initiated and the idea of hold the camp in other locations is being looked at also.

Motion: Jennifer Butler

That the High Performance Coach's Report be approved as reviewed.

Seconded: Marc Lalonde

MOTION CARRIED

Canada Games Report - Additional notes to written report

Jason Reindl reviewed the 2017 Canada Summer Games (CSG) selection criteria and noted it was approved by the ANB Board and posted online in both official languages since June 24, 2015. The Coaching Staff Meet the Coaches and Tips are being written up and posted. The first SCG Identification list was posted on September 12 which marked the 700 day countdown. Jason noted that he is keeping a record of all items being undertaken as part of the CSG program to be used as an action plan for future games and head coaches.

A review on the Coach NB – Women in Coaching Apprenticeship was done with guidelines distributed on November 1, 2015 and dates of selection noted. The 2016 Easter Canadian Espoir Championships were reviewed and noted as the same date as the 2016 Canadian Youth Championships with a positive outlook for several reasons including the fact that athletes 18+ will be provided with opportunities.

Jason noted that he is working on a spreadsheet that will elaborate on his job responsibilities that he hopes will offer support to others in similar roles.

Motion: Sandy Leland

That the Canada Games Report be approved as reviewed.

Seconded: Kathleen Kirely

MOTION CARRIED

4.6 Run Jump Throw Wheel Director

Alex Holder introduced himself as the newest full time staff member with ANB, the Director of Run Jump Throw Wheel and First Contact programs as of October 5, 2015. He has been busy learning the ropes at events, meeting with school district, YMCA and others to introduce the program and potential partnerships for after school programs. Alex also went to Toronto with five other representatives from other provinces (BC, SK, ON, NS, QC) to review the NCCP Modules of RJTW programs. Each province has their own style of program and it is Alex's hope to have NB running this after school program as a self-sustaining operation within his first year. He will be piloting the program in Saint John then spreading out.

Motion: Carol LePage

That the Run Jump Throw Wheel Director's Report be approved as reviewed.

Seconded: Rachelle McDonald

MOTION CARRIED

Provincial Government Report (No Motion Required)

Grant Sinclair offered an unofficial report on the ANB revenue growth with consideration to the self-generated revenue specifically. It was noted that ANB grew its revenue by \$246,000 over the last four years. The Provincial investments in 2011 were due to good timing and good entrepreneurial work. ANB filled the requirements for funding better than any other sport association. Grant reviewed the points system that depicts what associations get what funding and noted that in view of ANB's success, he didn't see any further increase of funding for a while.

The amounts offered to sports organizations through clubs, schools, YMCA type programs and such was listed as core funding, staff assistance programs, coaching assistance for learning, Go NB for athletes and equipment. Grant noted that ANB does well in how they understand what funding is available and how they ask for support. In comparison to other sport associations, with hockey being the number one funded sport, athletics ranks second overall in the Province.

4.7 Run NB

Gabe LeBlanc reviewed the Run NB report on behalf of Brian Richard. He reviewed the top highlights from 2014-15, the joint project of "Small Strides, Healthy Lives", the support from NB Medical Society, the NB Championships, etc.

Motion: Rachelle McDonald

That the Run NB Report be approved as reviewed.

Seconded: Carl Cummings

MOTION CARRIED

4.8 Officials Report

Carl Cummings reviewed provided a verbal Officials Report noting that the numbers of Officials, active and knowledgeable, is remaining stagnant if not lowering every year. As recognized throughout the morning, athletes, parents and visitors to events have all commented on the excellence of the ANB Officials at both ANB Scheduled events and non-member events where ANB works. Several suggestions, including the RJTW walk, were mentioned as possible opportunities to introduce the responsibilities of officiating to others.

Motion: Jamie Peabody

That the verbal Officials Report be approved as reviewed.

Seconded: Germain Landry

MOTION CARRIED

4.9 Legions Program – Coaches Report

Jason Reindl reviewed the team collaborated report on behalf of all the Legion Coaching Staff including himself as Co-head Coach, Jennifer Butler as Co-head, Carol Lepage and Bruce Guitard. Jason noted the number of medals achieved this year and by whom and noted that coming off a year with not medal, the coaches worked to ensure the athletes were not focused on just receiving medals. The many challenges of this year's event such as the accommodations, transportation, nutrition and others, did not interfere with the accomplishments of the athletes or the pride of the coaches. The track meet was well run and the officials, including support from ANB Officials, did a great job. It was noted that the track meet and the legion schedules continue to have difficulties aligning and should be looked at to offer earlier transportation to the track for athletes. The NB Chaperone rules were noted as being overly strict which tended to make the NB athletes feel smothered and restricted beyond other provincial athletes. Several situations were reviewed that, while they followed the established legion rules, might not have taken into consideration athletes, parents, medical staff and coaches and their relationship to each other. The coaching team worked well together even with the last minute substitute and all coaches would welcome the opportunity again.

Clayton Saunder, on behalf of the Legion, spoke to the topic of the Chaperones. Clayton admitted the food was not what it needed to be for athletes or coaches and support staff. It was noted that Ontario spent approximately \$1500 on food to help with nutrition for the athletes yet the NB team did not have the same amount of resources and when the athletes ordered food themselves, they were spoken to about the rules. Clayton suggested that Jason send the collaborated report to the National level so that some of the situations can be looked at for alternative options. Further review was suggested to take place at another time with communication to be improved.

Motion: Sandy Leland

That the Legion Program Coach's Report be approved as reviewed.

Seconded: Germain Landry

MOTION CARRIED

Clayton Saunder continued with his report of the Legion Program for both 2015 and the upcoming year. Clayton briefly mentioned the concerns of this year's event and hoped that Dominion Command of The Royal Canadian Legion would have them straightened out for the 2016 Nationals.

Clayton noted that the 2016 Provincial Championships will be the same weekend as the Canadian Junior and Senior Nationals and that some athletes may wish to go to Edmonton versus Moncton. The 2016 season meetings have not yet started but will begin soon and discussions on the guidelines, forms and schedule conflicts will be priority.

Motion: Marc Lalonde

That the Legion Program Report be approved as reviewed.

Seconded: Carol Lepage

MOTION CARRIED

Annexe E – High Performance Program Review

Steve LeBlanc, on behalf of Scott Davis, reviewed the High Performance Program from its conception to its future and how the HPP and Podium Program would work under one single program. The report was created to recommend and provide a framework for ANB staff to define and build a new single program with a deadline for approval at the ANB semi-annual AGM. Contributions to the review were by athletes currently in the High Performance Program, coaches, program coordinators and ANB Staff. The level of standards was reviewed and compared to similar programs in other jurisdictions. Some of the discussions included clearer definitions on levels of performance attainment, better serving to the HP athletes while encouraging others to reach this goal, savings on the two programs combination, age group standards, funding models and financial aid, and more.

Recommendations included the combination and re-organization of the two programs to create a new Athlete Performance Program with three groups of development and to create a program goal and objectives statement. Many proposals of budget items were reviewed along with levels of funding, the removal of any previous fees or dues, and sources of program income. The qualifying standards and program eligibility requirements along with attendance requirements were reviewed.

The Florida Camp was noted as being a big expense to ANB and with the number of participants lowering, would not be run by ANB any further. It was noted that some coaches may still wish to participate in a warm weather camp and that consideration to other locations will be reviewed.

Scott Davis was thanked for the in-depth report and all the work in creating this presentation which is available for review on our website.

5.0 New Business

5.1 Jeux de la Francophonie

Gabe LeBlanc reviewed the Jeux de la Francophonie Games to be held in Abidjan, Côte D'Ivoire from July 21 to 30 2017 . It was noted that meetings have begun and the criteria for selection are being worked on. There is currently one applicant after second one dropped out. It was suggested to have Steve LeBlanc as Head Coach immediately so work could begin.

Motion: Clayton Saunder

That the verbal Jeux de la Francophonie Report be approved as reviewed and that Steve LeBlanc be Head Coach.

Seconded: Germain Landry

MOTION CARRIED

5.2 2016 Membership Fees

Gabe LeBlanc reviewed the ANB 2015 membership for each of the clubs plus the unattached and the officials for a total of 300 males and 340 females. It was noted that not all the members are currently active and/or competing. Fees were evaluated with questions on age groups and it was suggested that they remain as current for another year.

Motion: Carl Cummings

That the Membership Report be approved as reviewed and that the fees will remain the same in 2016.

Seconded: Sandy Leland

MOTION CARRIED

5.3 Sponsorship Presentation

A recap of the morning presentation created in part by Aisha Alward including ANB sponsorship initiative presented by Marc Lalonde was done as an official part of the meeting.

Motion: Marc Lalonde

That the Sponsorship Presentation be approved as reviewed.

Seconded: Jennifer Butler

MOTION CARRIED

5.4 Athlete Report

Sarah Myatt reported as a representative of the athletes. She stated that the athletes all seem quite pleased and content, that the Maritime Series was well liked and that it kept some athletes in NB for competitions, and the Legion participants were also satisfied

New President's address: Marc Lalonde was invited to address the assembly with a few words. He thanked the board for their vote of confidence and emphasized his focus would be to continue on the great work accomplished by Bill, Staff, Board and stakeholders over the past four years. He also indicated he aimed to bring the 2014-18 Strategic Plan more to the fore so that ANB's initiatives, staff work and progress might be more easily measureable to all. He also stated that Bill would remain closely involved in the decision making process, considering all of the files and projects he had personally been involved with and he thanked him for offering his ongoing support in this manner. Marc also highlighted the high quality of ANB's staff with who he looks forward to working in advancing ANB's strategic plan and success. Finally he wished to thank Bill on behalf of everyone at ANB for the immense work he personally put in and on the enormous success realized during his tenure as President with the presentation of a glass wine carafe on which was engraved the ANB logo along with to: Bill MacMackin "Vintage" President 2011-2015.

7.0 Adjournment

Motion: Bill MacMackin

That the meeting be adjourned.

The meeting was adjourned at 3:05 p.m.