

**Minutes of the meeting of the Athletics Otago (Inc) Board meeting
held in the Athletics Otago Club Room at the Caledonian
on Wednesday 29 March 2017 at 7.30pm**

Present: Bruce Cowan (President), Stuart Melville, Kevin O’Sullivan, Bryce Watt, Raylene Bates (via Skype call until 8.30pm), Carla Butchers (Administration Officer)

Apologies: Megan Gibbons, Graham Murphie

Confirmation of Minutes:

“Moved that the minutes of the meeting held on 22 February 2017 to be a true and accurate record of the meeting.”

S Melville/K O’Sullivan Carried

Matters Arising:

- Went into Committee in the previous meeting but Minutes weren’t distributed of this discussion which should have been (to the Board) so those not in attendance knew what had been discussed.
- Lease: DCC signed off and publicly notified intention to lease part of the Caledonian to Athletics Otago. Clubs were asked to support the lease; submissions closed on 18 March and we are yet to hear back from the DCC.

Congratulations:

- The Board would like to acknowledge and congratulate the Otago athletes on their performances at the NZ Track and Field champs and those who have competed so far in the Australian Track and Field Champs.

Finance

- The new fees will be in place from 1 April 2017.
- S Melville raised the lack of information being passed on to the Board from the Finance Committee and that we are not getting financial information regularly enough. It was agreed there is no withholding of information from the Finance Committee but no Administrator in place to pass this information on.
- There is no problem with the structure just the lack of information sharing. A potential fix to this could be investing in a computer based finance package (i.e. MYOB, Xero) which allows a number of people to access it to get up to date information and it is not reliant on one person. Some of the data entry could be completed by the Administration Officer and Brent can analyse the information. It was agreed we would need to get Brent’s thoughts on this.
- We have evolved this far we can evolve a bit more – sharing the load across the committee with more transparency. Historically the Finance Committee has struggled to attract members, hopefully making these changes will help attract members.
- Also need to consider our reliance on Brent who does over and above his duty by miles. This means we are at risk if something happened to him. As a Board we need

to put steps/processes in place to help Brent and ensure there is adequate back up to him.

Action: S Melville to discuss this with B Halley.

Action: S Melville to attend the next Finance Committee meeting.

Correspondence

Inwards & Outwards

- Leith sent an email querying the fees increase and whether or not this included Children's fees. This was clarified as Otago Children's set the fees for the two children's member types. This remains unchanged for the 2017/18 season and is already loaded into the database.
- The Track and Field Awards have been pushed back to 3 May 2017 as original timeframe was unachievable with athletes competing at the Australian Champs. This would have meant nominations would have had to be received and trophies/certificates completed in one day.
 - This date change has been put on the website and Facebook. Bryce has contacted those who have already purchased tickets.
- Acknowledge receipt of the Finance Committee minutes.
- The Winter Calendar needs to be public earlier (even if it is draft) so people know. This will reduce the likelihood of any clashes with other parties (i.e. Canterbury). It is up to the Clubs to promote but we may need to remind them and give them a hand if necessary.

"Moved that the inwards correspondence be received and the outwards endorsed."

K O'Sullivan/B Watt Carried

General Business:

Annual General Meeting

- Notification has gone to all clubs/members about nominations of board members.
- Notifications of the following changes to the constitution:
 - Executive Officer needs to be changed to Administration Officer.
 - A date needs to be included for closing nominations for Board members (30 days prior to the AGM).
- Need to start gathering information for the Annual Report.

General

- Last month there were discussions around Secondary Schools; this is ongoing.
- Last month there was lengthy discussion around membership and attracting new members; this is ongoing.
- K O'Sullivan suggested the need for a Strategic Plan and Board review.
 - How connected do Board members feel to the Committees and vice versa?
 - Is there any advantage of the Chair of each Committee reporting to the Board on a regular basis to remove any potential disconnect?
 - R Bates agreed we need to go ahead with the Planning Day that was initially scheduled for January. This will help resolve any disconnect and create an awareness around reporting and transfer of information.
 - It all comes back to communication and how we do that with all members of the sport.
 - Need to look towards developing a new Strategic Plan. It was agreed this needs to be separate from a Board meeting.

Action: C Butchers to set a date for the Planning Day.

Action: B Cowan to send B Watts a copy of the current Strategic Plan.

Action: B Watt to put Strategic Plan on the website.

The Board went into Committee K O'Sullivan/B Watts Carried
A discussion around the letter from Ariki was held.

The Board came out of Committee B Watt/B Cowan Carried

"Move that B Cowan on behalf of the Board respond to the letter with the appropriate response acknowledging the points raised."

K O'Sullivan/B Watt Carried

Run Otago Proposal

- B Watt outlined the proposal he sent to the Board on 14 March 2017 which is aimed at reversing the trend of decreasing participation at a number of winter events.
- He suggests the introduction of a "Run Otago" brand which is encouraging and inclusive to everyone who runs whereas the name "athletics" implies elite athletes competing in Track and Field and not necessarily running road races, cross country, trail and mountain running.
- Timaru Harriers has changed their name to Run Timaru and seen a subsequent increase in numbers.
- The use of the Run Otago brand could help change the focus/perception of the general public.
- While Athletics Otago run excellent race meetings we are not good at running events.
- Run Otago a venture run by B Watt is proposed to provide event management of the Barnes Cross Country, Peninsula Relay and the Kids Cross Country series this and subsequent seasons with an option to include other events in the future.
- Run Otago will manage the promotion, marketing and management of the event.
- All revenue will be collected by Athletics Otago.
- Run Otago's primary purpose is to overcome the barrier of an elite perception in the Brand name Athletics Otago and specifically to grow event numbers and revenue for Athletics Otago.
- This proposal has a contractor who carries the risk and is incentivised to work diligently to make events successful.
- Fee structure:
 - Base fee \$40 per online event entry system for these events
 - Barnes \$5 per public entry
 - Peninsula \$15 per non-registered team
 - Kids XC \$2 per entry (to be reviewed annually)
- It is envisaged the adoption of Run Otago promoting the above events and opening them up to the public will increase participation which in turn could have a possible spin off in increased membership.
- B Watt talked to G Johnston about this idea back in February and spoke to the Cross Country Committee at their last meeting where they agreed to change the date of the Barnes Cross Country. All existing handicap races remain in place, however there would be an extra race for members of the public on that course/day.
- The Kids Cross Country series in Wellington when it first started had 150 entries per event, now they have over 500 entries per event. The Clubs are also noticing the spin off in membership, particularly with junior members.
- B Watt went to the City 2 Surf in Christchurch recently to look at the event and get some ideas to bring back and use for the Stadium 2 Surf. There is something to be

said for a good sound system, ground announcer and good music in the start area. It is all about looking at an event and creating an event.

- If this proposal does go ahead B Watt will liaise closely with the Cross Country Committee.
- B Watt requested a response tonight so that he can let the Kids Cross Country Committee know at their meeting on 30 March when they are setting dates for their upcoming races.

With 3 members of the Board absent (including the Chair) and 3 members present at the time of this discussion (not including B Watt) it was agreed a decision could not be made at this time as it is a very important decision to make.

Action: B Cowan to email M Gibbons, G Murphie and R Bates to get feedback/approval as quickly as possible.

Meeting Closure: 9.29pm

NEXT MEETING: Wednesday 26 April 7.30pm