

**ONTARIO 5 PIN BOWLERS’ ASSOCIATION**  
**“SURVIVAL” PLANNING MEETING**  
**APRIL 2, 2006**

**PRIORITY – OTHER – GROUP 1**

**1. What do we need to do?**

- Things To Start:
  - Recruiting ethnic people/everyone
  - Promotion – TV media, radio, promote after school program, stress getting program in schools, pediatricians, chiropractors, senior centres, retirement communities, community centres.
- Things To Maintain/Enhance:
  - Keep promoting the game to kids, families, seniors.

**2. Goal Statements:**

- To encourage young people to take up the sport and encourage existing members to continue.

**3. Priority Actions and Initiatives**

<u>Strategy/Initiative</u>	<u>Priority</u>	<u>Timeframe</u>
• Recruiting people of all ages through media coverage .. tv, radio, paper, posters, visits to community centres, seniors’ centres, schools and ethnic communities, using a speakers bureau.	MD	Continuous
• Look at the awards program both at a Zone level and provincially. Keep them varied and updated. Maybe look at a unified program eventually.	SD	MT
• Secretaries Handbook – look at putting a timetable in it to make it more user friendly. Implement an incentive program for secretaries both at a zone level and provincial level.	SD	ST
• Fundraising at tournaments for that tournament ie. raise money at the High-Low provincials for the High-Low tournament – to offset costs of provincials and/or nationals eg bingo bonanza.	SD	ST

**4. Barriers and Solutions**

<u>Barriers</u>	<u>Solutions</u>
Cost in time and dollars. Lack of Zone participation.	Utilized retired bowlers or board members, Shift workers and self employed. Try to get free advertisement i.e. local newspapers and local cable stations.
Cost, Zone Participation	Local sponsorship – barter trade advertising on website in exchange for an award.
O5 implementation. With regards to awards for incentives zone participation and cost.	Barter with local retailers.
Separation of the Funds	O5 has to report to the Zones what is collected this year – available for next year. O5 decides what the funds are used for at that event.

## **PRIORITY – OTHER – GROUP 2**

### 1. What do we need to do?

- Open Sponsors:
  - Zones should be allowed to get sponsors.
    - i. Company's sponsoring Open "company logo on Open shirts".
    - ii. Commit to a time period for sponsorship.
    - iii. Zones can have a max of 4 sponsors.
    - iv. Each sleeve and on the opockets/chest.
    - v. Would enhance/make Open more attractive financially.
- Secretary's Handbook:
  - Triples tournament not clearly described.
  - Give incentive to having position of Secretary i.e. free membership card, entry into tournaments, lineage.
  - With computer scoring the bowling centres have taken over and our communication with bowlers is gone.
- Presidents and other Board members need to be motivating to new members.
- Team effort or team function.
- Approach a sponsor for a gift certificate of smaller value to give to winners i.e. restaurants, Canadian Tire Gas Stations, Shoppers Drug Mart, etc.
- Not enough people being asked, not enough communication.
- Make sure new people not overwhelmed or overworked.
- Mentoring program for new members.
- Other:
  - Seniors Open have opportunity to go to Nationals. O5 should push more.
  - Instant gratification "weekly prizes" not yearly ie. for high games – single, triple, etc. – highest pins over.
  - Free coffee and donuts or snacks.