

ONTARIO 5 PIN BOWLERS' ASSOCIATION
CONVENTION 2004 - COMMITTEE MEETING #3

Saturday, June 19th, 2004

Chair: Mike Davies (Fundraising)
Mike Kyte (Membership)

Directors/Staff: Rick Longworth Mike Cregan
Harold Stoddart Mickey McNeil
Al Hong

Recording Secretary: Nancy Moore

A. CALL TO ORDER

1. Mike Davies called the meeting to order at 9:04 a.m. He welcomed everyone to the fundraising portion of this meeting. He noted that he will be chairing the Fundraising portion of the meeting with Al Hong. Mike Kyte will be chairing the Membership portion of the meeting along with his committee.

B. FUNDRAISING

2. Mike Davies gave the report on the various O5PBA fundraisers as noted in the Convention Book on pages 91-107. He reviewed the fundraising initiatives handled by the O5PBA for the 2003-2004 season.
3. The following fundraising activities were highlighted at this meeting: Local Association Booster Clubs and Kids-Help-Phone. The following highlights were given:

a. Booster Club

During the 2003-04 season, a total of 28 associations participated in the program. **Note: Please get your orders in early, preferably at this Convention, so we can guarantee delivery of your tickets by the start of the next season.** A recap of the Booster Club program can be found on page 108 of the Convention Book. The following correction should be made to the entry for Huronia 5PBA. The figure should be \$2,750.00 instead of the \$1,475.00 printed in the convention book.

b. **Kids-Help-Phone**

Kids-Help-Phone this year produced an estimated total of over \$72,000. The following amendments should be made to the summary on page 107 of the convention Book:

- ❖ Smiths Falls - \$503.00
- ❖ Dunnville - \$800.00
- ❖ Niagara Peninsula - \$1,000
- ❖ Cobourg - \$3,000
- ❖ Ridgetown - \$53.50
- ❖ Brian Gingerich - \$250.00

Thanks to all associations who have helped to contribute to this program. All associations who have not reported or sent in their monies should do as soon as possible. The KHP Presidential Pigs/Elephants were weighed in at General Meeting #1 and the results were as follows:

ASSOCIATION	WEIGHT (lbs.)	\$ RAISED
A – Western Ontario	12	\$299.90
B – Middlesex Elgin	4-3/4	\$101.24
D – Niagara Peninsula	5	\$222.98
E - Hamilton	6	\$273.00
F – Central Ontario	3	\$383.45
G – York Simcoe	10	383.45
H - Huronia	1	30.70
J – Ontario Durham	30	\$54.65
K – Bay of Quinte	2	\$76.19
K – Garrison	9-3/4	\$266.30
L – Kawartha Lakes	25	\$678.35
P – Metro Toronto	43-1/2	\$249.89
S – Mike's	2-1/2	\$144.83
S – Victoria	13	\$443.15
T – Bluewater	9-1/2	\$236.30
X – Merivale	29	496.67
Z – Tri County	2	\$68.01
TOTAL:	208	\$4,249.44

c. **MBNA Mastercard**

Al Hong reported that during the 2003-2004 season, the Royal Bank had sold its affinity card program to MBNA. All cardholders were sent notification that their Royal Bank VISA card would be replaced by the MBNA Mastercard. New redesigned cards have been issued. Application forms

were distributed to the voting delegates in their package and additional application forms will be distributed to the field with the supplies. Al hoped that all zones and D.C.'s would participate and will share in the profits from each new card issued. The profit for the local associations would be \$15.00 per card.

d. **Potential Sponsorships**

Al Hong noted that there is on-going discussions with the John Forsyth Shirt Co. who are very interested in providing sponsorship monies to the sport of 5 pin bowling. They are interested in sponsoring the organization for \$50,000 per year for 5 years for a total of \$250,000 dollars. There is a condition that the O5PBA would need to meet in order for us to receive the funds. A total of \$20,000 shirts would need to be purchased during the bowling season. The O5 Board of Directors has discussed this potential sponsorship and has not arrived at a solution. Al noted that any suggestions from the field would be appreciated. The possibility of a profit split could be designed with the zones and D.C.'s. Brenda Fraser, Niagara, asked if catalogues could be made available to them. Winnie Spires, Merivale, noted that there is another company that distributes some 5 pin bowling clothing and this can be found on their website (www.buffa.ca or www.buffa.com). Jennifer Guay noted that the objective would be for each zone to sell approximately 1,000 shirts per year. Brenda Fraser, Niagara, asked if John Forsyth Shirt Co. has given the O5PBA a deadline date to confirm the sponsorship. Al noted that no deadline date has been given.

4. Mike Davies reported that the fundraising aspects of the Strategic Plan will be on-going and the fundraising manual will be updated for the 2004-2005 season with some new fundraising activities added. Any additions should be sent into the office.
5. Jim Marshall, Smiths Falls, asked whether the Provincial Office could provide assistance to the zones and D.C.'s with regards to insurance for local fundraising activities. He noted that it is getting extremely difficult and expensive to conduct any fundraising. Al noted that we are not in a position to provide assistance since insurance is difficult to obtain and very expensive. We are not the only sport who is currently experiencing this problem. Jim asked whether or not we could lobby with the government on their behalf with regards to the insurance issue. Al noted that the Provincial Sport Organization is currently conducting a lobby so that it can be presented to the government. Walter Heeney added that the sports are currently registering with a lobbying survey that the PSO is conducting. The PSO website is under construction and interested zones and D.C.'s are invited to email the chair at margaret.emin@sympatico.ca and register you intention to participate in the insurance survey.
6. There was no motions/recommendations tabled pertaining to Fundraising at this meeting.

C MEMBERSHIP

7. Mike Kyte took over as chair for the meeting during the discussion of the Membership Program. The following was Mike's opening remarks:

"Good Morning, I would like to give you some information I looked up on our membership statistics over the years that may be of interest. When this Association was formed in 1966-67, the O5PBA had 8 zones with 17,566 members. In 1983-84 we had grown to 24 zones and 56 D.C.'s with 43,799 members. In 1993/94 we had 24 zones and 68 D.C.'s with 32,427 members. In 2003-04 we have 16 Zones and 38 D.C.'s with 19,157 members. If we do not increase our membership in 10 years will be down to 9,000 members and in 20 years who knows. This portion of the meeting will be spent on brainstorming, reviewing last year initiative on the OSO, ideas and suggestions for stopping the decline in membership and to help those zones and D.C.'s who are having trouble meeting their criteria."

8. Mike Kyte reviewed the Membership Summaries which start on page 112 - 121 then 125 - 135. He asked that if there are any Associations who have changes in the information provided in the convention book to submit them to the Recording Secretary prior to the end of the meeting. On the Membership Suspensions, page 121, Gordon Harrison, Hastings has paid his debt and the suspension will be lifted once the funds have cleared.
9. Ontario Special Olympics: Mike Kyte noted that the organization had introduced a new organization, namely Ontario Special Olympics and presented you with an idea for getting new members. Even though this venture was not a huge success, it was a start. We were very pleased with the pamphlet that was created and the job that was done by all of the zones and D.C.'s. In total we registered fifteen (15) OSO leagues this year, which was an increase of 5 new ones. This represents about 15% of their total number of leagues (96). We had a total of 544 members out of 4,225 registered bowlers. We are compiling a list of league names, by Zone or D.C. with the total number of bowlers, and where they bowl. As well, we will have the names and phone #'s of the Head Coaches. Once this information is ready it will be provided to you. All zones and D.C.'s will be notified as to when each OSO Region is having their pre-season coaches' meeting. This will give everyone an opportunity to introduce yourselves to the Head Coaches and possibly be able to make a membership presentation to them. Last year there seemed to be a communication problem between the OSO office and their field workers. Hopefully this will change with the new Manager of Sports Services. I know that some of you had problems when you talked to different coaches and were met with some resistance, but others had no problems getting their OSO leagues to join. Mike noted that it is a long term plan to continue working with all membership chairs and to show them the importance of communicating with all OSO coaches to ensure their participation with O5PBA.

Mike noted that the following is the summary of OSO leagues and number of members by zone: A – Western Ontario (7 leagues, 326 members), B – Middlesex Elgin (3 leagues, 263 members), C – Maple Ridge (2 leagues, 131 members), D – Niagara Peninsula (7 Leagues, 336 members), E – Hamilton (4 leagues, 190 members), F – Central Ontario (7 leagues, 366 members), G – York Simcoe (5 leagues, 186 members), H – Huronia (8 leagues, 399 members), J – Ontario Durham (4 leagues, 200 members), K-Bay of Quinte (7 leagues, 235 members), L-Kawartha Lakes (6 leagues, 181 members), P-Metro Toronto (4 leagues, 189 members), S-Grand River (5 leagues, 197 members), T-Bluewater (10 leagues, 184 members), X-Ottawa Valley (10 leagues, 583 members) and Z-Tri-County (7 leagues, 259 members).

10. Seniors: Another phase of the Strategic Plan was to come up with some changes in an attempt to get more Seniors leagues involved as members. At the present time we have approximately 49 registered Seniors leagues for a total of 1781 members. Mike Kyte noted that while some new ideas were started, we were unsuccessful in finalizing them this year according to the strategic plan. We will, however, continue to work on a plan for the seniors and any suggestions should be forwarded to the office for consideration.
11. Discussion on Hand-Outs: Mike Kyte went through the hand-outs and the following points were highlighted:
 - a. **Membership Blurb (Blue)**: Mike Kyte noted that at the start of the 2003-04 season, a Membership Presentation was developed intended to be used as a guideline when making a sales pitch to new leagues. There were two presentations made, one was for all OSO leagues and the other was for all other leagues. The only difference being that for the OSO presentation it excluded the Youth Challenge, Open and Senior Citizens tournaments. This was developed as a tool to ensure that all Membership Chairs know what to say or do when making a presentation to a new league. It is felt that this presentation will be a useful and beneficial tool for new membership chairs. Feedback on the presentation should be sent to the provincial office.
 - b. **Pamphlet (Purple)**: This pamphlet was developed by the Membership Committee eight years ago and was created to be used as a membership selling tool, that could be given to any bowler, when trying to sell them a membership card. The pamphlet is a simple one-page handout. In order to proceed, we need to know if this pamphlet would be useful, in an updated format. It can be put on the website in a user friendly format and it can be downloaded and items can be added specific to your zone or D.C.
 - c. **Bowlers Survey (Green)**: Why doesn't a 5 pin bowler want to be a member of our organization? This is the question and if we knew the answer we would have an indication of what it would take by us to get them to join. This hand-out is a survey that should be handed out to

bowlers and non-member leagues for them to complete and return. This survey will also be put on the website for downloading. Any comments and suggestions on the survey should be submitted to the Provincial Office soon so that it can also be included in the membership packages going out for the 2004-2005 season.

- d. ***\$10,000 Tournament for Membership:*** The \$10,000 tournament was introduced last year as an incentive for becoming a member and a tool to help increase membership. Feedback on the posters and any improvements should be submitted to the Provincial Office.
12. Mike Kyte noted that he had sent out a survey or email to certain zones and D.C.'s asking how they go about soliciting new membership for their association. Here were some of the responses:
- a. Developing a good working relationship with the Proprietor/Manager at your centre(s). If you have a good relationship with the Proprietor then it becomes easier to get them to assist you when needed.
 - b. For D.C.'s it is having a good working relationship and communication with your Zone Association. This is important as they can offer tournament help, advice, fellowship and participation in any program that they offer to their bowlers, e.g. separate awards program, draws, bowlers' incentives.
 - c. For D.C.'s have the membership fees and tournament fees built into the weekly dues. This way the bowling centre pays the 3 monthly membership cheques. For the tournaments, the centre pays the entry fees and any surplus goes towards house round prizes. The same can be done for any league. Explain to them how they can charge a registration fee to cover the membership and tournaments at the beginning of the season. This way you are not hounding them every week for money. You could also use the Strike-It-Big Promotion to offset some of these costs.
 - d. For Zones and D.C.'s: Proprietors have wine and cheese party or Executive parties at the beginning of the season.
 - e. For Zones and D.C.'s: Make it fun. Many zones and D.C.'s run a lot of other functions to get their membership involved. If you make it fun, the bowlers will enjoy belonging to your Association.
 - f. For Zones and D.C.'s: Have a Secretaries' Incentive Program.
 - g. For Zones and D.C.'s: Communicate with your bowlers. Keep them informed and up-to-date as to your association's functions.
13. Mike Kyte noted three (3) goals that he would like all zones and D.C.'s to concentrate on for the next bowling season:

- a. Each Zone/D.C. to get one new OSO league (or part of) to join your Association.
 - b. Try to get one new league to join.
 - c. To work on getting back any league(s) that once belonged to your Association, maybe from some of the D.C.'s that have folded over the years.
14. The following motions/recommendations were tabled at this meeting pertaining to membership:

a. **OTTAWA VALLEY 5 PIN BOWLERS' ASSOCIATION**

MOTION

The O5PBA membership card is an Ontario membership. A bowler bowls in more than one zone/house may be required to have a separate membership card for each zone/house. The bowler should have a membership with the O5PBA for the zone/house the bowler resides in. If additional memberships are required, then the bowler should pay the administration fee to the zone/house and be marked as a duplicate.

Moved by: Doug Connerty, Ottawa Valley
Seconded by: Mary-Jane Quenville, Smiths Falls

REASON

This will give a truer picture of the number of bowlers. This will not distort the figures for the province, zone, house and league membership.

DISCUSSION:

Mike Kyte noted that this motion is in the form of a statement and not a motion and asked Doug to submit the motion reworded so that it can be dealt with. The reworded motion is as follows:

MOTION: A bowler bowling in two (2) zones (i.e. Ottawa Valley and Bay of Quinte), should only be required to buy one card.

Reason: It will give a true membership count for the province.

Discussion: Mickey McNeil noted that if you are reducing to one card then a zone or D.C. Association will be affected by the decline of membership and could affect meeting their criteria. Doug Connerty noted that Ottawa Valley has been running this for the past 15

years and there does not appear to be problems. Wendy Dingman noted that running it within a zone is easier but when membership is going to another zone it will be more difficult for the membership chairs to track.

Decision: The motion was DEFEATED.

b. HURONIA 5 PIN BOWLERS' ASSOCIATION

MOTION

Regardless of whether or not the \$10,000 Shoot-Out is in the O5PBA program, all Zones and Decentralized Associations must submit their request for membership cards each bowling season by the end of the third week in November.

Moved by: Rose Mackie, Huronia
Seconded by: Chris Moore, Huronia

REASON

An established deadline in the processing of membership cards from the local level to the Provincial Office will help to alleviate the problems of finalizing membership at all levels in a more timely fashion. All leagues should have their membership requirements established prior to the commencement of league rounds of tournaments.

DISCUSSION: Rose Mackie spoke on the motion and noted that if the \$10,000 Shoot-Out is not in the program, she felt that the bulk of the membership should be submitted by the end of November. Brenda Fraser noted that she will not refuse new members for the programs that are run in Niagara.

Decision: The motion was DEFEATED.

b. SMITH FALLS 5 PIN BOWLERS' ASSOCIATION

MOTION

The pay-outs for the \$10,000 Shoot-Out Tournament have the following breakdown: 1st - \$5,000, 2nd - \$3,000 and 3rd - \$2,000.

Moved by: Jim Marshall, Smiths Falls
Seconded by: Wendy Dingmans, Huronia

Discussion: There was discussion on the prize pay-outs and it was felt that rather than one individual receive \$10,000 that the top three receive cash prizes. Paul Sprague, Orleans, tabled an amendment to the motion.

AMENDED MOTION: *The pay-outs for the \$10,000 Shoot-Out Tournament have the following breakdown: 1st - \$7,000, 2nd - \$2,000 and 3rd - \$1,000.*

Moved by: Paul Sprague, Orleans

Seconded by: Iris Heney, Merivale

Decision: The amended motion was voted on and it was DEFEATED. The original motion was then tabled and the vote was taken. The motion was DEFEATED.

15. In closing the membership portion of the meeting, Mike Kyte noted that we need to stop the decline in membership and the Provincial Office will be helping those zones and D.C.'s to start rebuilding again through the Regional Membership meeting. This and along with Brian Whalen's challenge for the zones and D.C.'s to present ways to increase membership. This should be sent to Mike Kyte at mikekyte@rogers.com. He thanked Allan Barry, John Vanderheide and Gary Burkholder for their input and suggestions. He also thanked his committee members for their efforts along with the field reps Rosemary Davidson, Andrew Crump, Margaret French and office staff member Rhonda Gifford.

V **Housekeeping**

16. The following housekeeping items were announced:
 - d. Harold Stoddart announced the individuals who should come and see him with regards to prizes from the elimination draw.
 - b. Al Hong asked the individuals who did not get their convention glass to see him at the end of this meeting.

VI **ADJOURNMENT**

17. A motion was put forward by Joanne Ellison, seconded by Mike Heney to adjourn the meeting. Carried.