

## OPTA Board Meeting Minutes

Thursday, January 16, 2020

Attendance: Bert Blackburn, Lori Cantelo, Emily Brown, Bill Drikos, Dominic Gitto, BJ Jackman, Ron Rowe and Jamie LeBlanc

Absent: None

Meeting called to order at 7:31 pm by Bert Blackburn via conference call.

### 1. Approval of meeting minutes

BJ made a motion to accept the December 16<sup>th</sup> board of directors meeting minutes which was seconded by Dominic. All in favour, minutes accepted.

### 2. Business arising from minutes

1. Website/Facebook/Twitter – See Appendix A – Emily's report
2. Ontario Council of Shooters – See Appendix A – Emily's report
3. New Shooter/OPTA promotions – See Appendix A – Emily's report
4. Trap Chairs meeting – post meeting discussion continued

Trophy package – Lori presented trophy analysis designed to explore what changes can or should be made to the trophy package and to promote discussion. Dominic cautioned what extent/speed of change is appropriate and reminded the board that the OPTA really does two things – fund shoot sponsorships and provides a trophy package for the provincial championships. Rather than reduce trophies it was asked if we should work on reduced cost or some combination of both. Some expressed concern that significant cuts could undo efforts and success of bringing new shooters to the sport. The analysis compared Ontario to many shoots that tend to have smaller attendance and it was suggested that a broader comparison may be needed to compare to similar sized shoots in the US. The board also discussed whether the added money is part of the solution to reduce costs. Emily brought up that we should not just focus on cost and that revenues should also be looked at as a way of balancing the books. The board agreed that it should be part of strategic planning discussion. There was general agreement that the elimination of the yardage groups was appropriate. Based on the discussion Lori committed to take the analysis away and rework it and then feed it back to the board for further review and discussion.

Sponsorships – It was confirmed that we have already distributed part of the budget through sponsorships of St Thomas and Waterford last fall. Previous ideas about standard trophy packages and ATA grant funding matching were discussed. It was agreed that these needed more exploration at the strategic planning meeting. For this year the board agreed that the remaining funds should be divided among the clubs who have requested funding. It was agreed that \$1200 for Hamilton's event and \$500 each for Crumlin, Oxford, Otter Valley and Quinte was appropriate.

Allstar team requirements – The proposal from the pre-read was accepted without opposition. The proposal was for minimum of 700 singles/600 handicap/500 doubles. A clear description of the proposal with arguments on both sides will need to be distributed in advance of the AGM to allow the membership to consider the proposal and be able to make an informed vote on the matter.

#### 5. Strategic Plan meeting – planning discussion

The strategic planning session is scheduled for January 27<sup>th</sup> at 7:30 pm. Lori explained the documents distributed for advanced reading and consideration. They are meant to be samples and a starting point for discussion. The board members were encouraged to come with some high-level strategic plan ideas of where we want to be by year 2025? And then how we are going to do it.

#### 6. 2020 Provincial Championship – update

Trophy package discussion previous.

#### 7. Vacant board position update

The board discussed that an email blast is probably the best way to reach the right audience to ask for interest in joining the board. Emily mentioned a couple of other messages for the blast. Jamie committed to send an email blast to the membership if messages could be sent to him for inclusion.

### 3. Monthly finances

#### 1. Review of current year-to-date financial results

Financial information was touched on briefly with nothing significant to review this month.

### 4. New business

BJ shared that he has been working with Wabash and they are really interested in throwing registered targets and have been asking him a lot of questions. The process to get up and running was discussed briefly. Jamie committed to providing BJ with the appropriate forms

and to try and assist in answering questions as needed. Emily mentioned that she is encouraging Waterdown to do the same.

5. Next meeting

Tuesday February 18th 7:30 pm via conference call.

6. Adjournment

Meeting was adjourned at 9:09 pm.

## Appendix A

OPTA Board report for January 16, 2020

Submitted by Emily Brown

This report represents updates since December 18, 2019

### 1. OPTA website

It has been a busy month on the website. Since the last meeting, I have uploaded 17 buy/sell ads, taken 13 down and made edits to 8 ads. There are currently 56 posts on the buy and sell page.

I have scanned a briefcase full of photos and information to create a Hall of Fame profile for Cheryl Stiby which she shared with me last year. When I compile the information into a biography, I will share it on the website.

### 2. OPTA Facebook group page/Twitter

In the last month, the number of members of the OPTA Facebook group page has risen from 805 to 842, up a whopping 37 new members. I believe this is a result of the Canada Downrange episode which highlighted the 100th provincial at Hamilton Gun Club, and as a result of people sharing the red flag announcement about individuals calling clubs to ask about the storage of firearms on club property. That one post on the OPTA FB group page was shared 555 times, with subsequent shares from those who shared the original post.

### 3. Ontario Council of Shooters (OCS)

The Ministry has sent Sport Hosting application details to the OCS. The Sport Hosting Program provides project-based funding to help applicants deliver national and international sport events that help develop Ontario athletes, strengthen local communities, and create sport legacies. The deadline to apply is February 10, 2020, for events that must start between May 2020 and January 2022. Any application that the OPTA would wish to submit, must go through the OCS, as our Provincial Sporting Organization. In the past, our Ministry Sport Consultant was able to attend meetings from time to time, which was valuable to the board, but that is no longer an option.

There is a Canadian Sport Institute of Ontario event on March 6th, in Toronto, on the topic of A Pathway of Opportunities; Inspiring Women

The next installment of base funding from the Ministry is in and each member organization, including the OPTA received cheques according to our Agreement in the amount of \$2,486.40

### 4. New Shooter/ OPTA promotions

I have had a couple of emails from the Toronto Sportsmen's Show about booking a booth for this year's event from March 18-22, 2020. I recommend giving this show a pass this year, and instead have a booth at Taccom (<https://www.tacomcanada.com/>), in the same facility from September 11-13, 2020. The show this year is 50% larger in floor space than last year,

focuses only on firearms and shooting, which gives us better access to our target audience, and to potential sponsors, as many of the major firearm and ammunition industries will be in attendance. This event is two days shorter which will be easier to staff with booth with volunteers, and still offers time to have introductory club events to take place to bring people out to the clubs. It might also be a great idea to sell OPTA memberships and swag at the event.

#### Canadian University Shooting Federation (CUSF)

A couple of meetings, including a strategic planning meeting, have taken place of the board and the executive of this group, with discussions taking place about increasing all shooting disciplines, including trapshooting amongst club members. While the mandate started with a competitive focus, it may shut out the individual who just wants to try out the shooting sports, so there needs to be a step back to a more recreational, 'give it a try' initiative. One of the concerns to support this is the cost of competition, including memberships in the ATA, and OPTA for example. Another obstacle is the reporting of shooting events which take place across the country, to determine winner of these events. I have brought Javelin Sports into a conversation with the CUSF, a company which developed a sport app, to connect people to recreational or pick up leagues, and to broadcast one off, 'give it a try' events. While this is of interest to the CUSF for their organization and reporting, it could also be of great benefit to the OPTA or local clubs who want to advertise an event for new individuals to try shooting sports. The AGM is scheduled by conference call on April 6th.

#### 5. Other business

The Canada Downrange episode filmed at the 100th Provincial championships aired in the first week of January, and was really well done, representing our sport tremendously well. It was aired as part of its regular show schedule on the Sportsman Canada channel.

The panel discussion with members of all levels of government and the public, set up by Capital Hill Group, whose business is government relations has been confirmed and will take place on February 11, at Hart House, University of Toronto from 5:30- 9 pm, with Brian Lilley moderating. Tickets are \$20 to attend. I will be part of the panel, representing the shooting sports.