

SUMMARY OF CMA DIRECTORS MEETING
January 19, 2022

1. Membership Report – Sherry Watts’ report indicated that there are 1,433 current members of the CMA, compared to 1,877 in December, 2020, 2,034 in December, 2019 and 2,203 in December, 2018.
2. Financial Reports – Wendy Melvin’s Financial Reports were approved, including: a) Net Income of \$1,602.23 for the year to October 31, 2021; b) A Balance Sheet showing Total Assets of \$89,803.37 at October 31, 2021; c) Net Loss for the period from November 1, 2021 to January, 2022 of \$1,956.46; and d) a copy of the invoice to Athletics Canada for 2022 membership fees.
3. Membership Recruitment and Retention Committee – The Committee report from Dala Bortolussi and Karla Del Grande indicated the Committee’s ongoing activities, including merchandising update and consideration of how Board decisions impact membership.
4. Communications - Amy Ballon had provided a report indicating information that was shared with our members as well as links to media featuring our members. Website Redesign Proposal - Amy’s report included four website redesign proposals. **Her recommendation of a 40-page bilingual website from Day Shift Digital, with a budget of \$25,000, was approved.**
5. Online Seminars Committee – Karla reported on the recent seminar held on middle distance running.
6. Coaching Committee - Sherry had provided a report outlining initiatives including an upcoming resource list, and a possible educational option for masters coaches.
7. Provincial Directors’ Reports – Manitoba – Greg Athayde’s report dealt with Covid restrictions, continuing discussions about whether the Manitoba Marathon will host the 2022 AC Half Marathon Championships, and updates on the activities of the Masters Committee. New Brunswick – Andy Justason’s report dealt with a few indoor meets held but poorly attended, and the postponement of the AC Championships from February. Quebec – Bernard Lachance reported on four indoor track meets held before Christmas, and the postponement or cancellation of all scheduled January meets. Saskatchewan – Dale Lawrence’s report indicated that some indoor meets were held in December and January, and two additional are scheduled in February and March.
8. Merchandise Report – Vern Christensen reported he was contacted by Steve Gillis of Overtime Apparel and will arrange for a call with Dala.
9. Stadia Report – Vern reported that Saint John is reviewing the schedule for the three Indoor Championships (i.e., University, AC, CMA) being held in their Field House, and they could be delayed. A delay would have implications for the CMA Annual Meeting.
10. Non-Stadia Report – Rob Jackson’s report outlined possible masters events for 2022. National Cross Country - Vern summarized his detailed report of the numerous issues that arose during the XC Championships in Ottawa. Measures taken, results, and recommended changes were identified. Going forward, CMA will take part in LOC meetings.
11. Athletics Canada Report - Vern indicated he is expecting a report from the facilitator of AC’s Membership Forum which he attended in December. Amy reported that AC apologized for not promoting our latest seminar but assured her they would going forward.
12. WMA/NCCMA Report – Vern reported he provided the information about who will handle registrations for Tampere to Simply Register, plus that we won’t have a Team Fee. We received the first notification of the WMA General Assembly in Tampere, and who is running for Officer positions.
13. Records - One new Road Best was approved.
14. Hall of Fame Committee Report – Sherry’s report indicated that a call for nominations had been made.
15. Draft Business Plan, Vision, Mission, Key Objectives – Wendy reviewed her 2022 Business Strategy, which had been distributed. Board members were asked to use it to identify the CMA Vision, Mission and Key Objectives. **It was approved that we would proceed with discussion of the plan as she proposed.**
16. Draft Budget in 2022 Business Plan – Vern explained some of the items requiring budgetary consideration including Membership Fees already billed to AC, a projected grant, the website redesign cost, annual support of MastersRankings, and cost of Medals, Ribbons, Inserts, and Plaques.
17. **Masters Rankings – Support of \$4,000 US for MastersRankings.Com for CMA members to have free access for 2022 was approved.**