



MINUTES

Masters Swimming Manitoba: Strategic Planning Meeting
Jan 13, 2018

9:30 @ SMB Office room #7

In attendance: Cindy G, David, Sally B, Stephanie L, Malary S, Christy S, Bob, Brian

Item No.	Description	Action By
1	<p>Welcome and Introduction to Reason for Meeting</p> <ul style="list-style-type: none"> - To combat lack of focus and advancement at MSM monthly meetings - To discuss what MSM's plan and purpose is - To look at <ul style="list-style-type: none"> o Who we are o Our mission o What we do o How we do it o For who o What value we bring - Review of current mission statement (which is quite long and can be found on the MSM website) - Objective today to create a 12 month objectives list 	Cindy G

2	<p>White Boarding:</p> <p>1. Who we are</p> <ul style="list-style-type: none"> - Word Brain Storming <ul style="list-style-type: none"> o Swimmers o Advocates for MS community o Promote and market for MS o Assist with financial burden when needed o Intermediary between clubs and SMB and SNC and clubs - Christy read current MSM objectives from website <p>2. How we do it</p> <ul style="list-style-type: none"> - Through promotion and communication (verbal and technical) - As an intermediary to other groups (this is currently a weak point) <p>3. Who for?</p> <ul style="list-style-type: none"> - Current and future swimmers <p>4. What Value Do We Bring?</p> <ul style="list-style-type: none"> - Ensure future of competitive MS - Making ties between clubs - Strength in numbers - Filled with people who care 	
3	<p>Background on Changes Over Last Few Years:</p> <ul style="list-style-type: none"> - Our struggles in MB are not unique. They are very similar to the other provinces (ie. Getting new swimmers, promotion, coaching development, national hosts) - We need a group of strong leaders to work on these issues - MB is one of only 2 or 3 provinces with a separate MSM board - SNC has taken charge of all competitive swimming leaving MSM with less control - Brian is happy to make some introductions with other provinces so we can discuss how they do things - Gary Palette (head of triathlon MB) would be a good person to talk to about getting more swimmers at competition 	Brian
4.	<p>Mission Statement</p> <ul style="list-style-type: none"> - Important Words <ul style="list-style-type: none"> o Advocate o Communicate o Promote/Market o Educate/Train o Coordinate o Initiate o Leadership o Forward thinking driving force <p>“MSM drives, promotes, and advocates on behalf of the masters swimming MB community”</p> <ul style="list-style-type: none"> - This statement to be reviewed and voted on at next MSM monthly meeting 	
5.	<p>Objectives/Work Plan</p> <p>a. Coaching</p> <ul style="list-style-type: none"> - Create a document to define coaching certification requirements - Subsidize training as voted on at previous MSM meeting 	

	<ul style="list-style-type: none"> b. Communication Structure Defined <ul style="list-style-type: none"> - Create a communication plan between clubs, SMB, SNC, etc. c. Roles and Responsibilities <ul style="list-style-type: none"> - Review and outline the various board positions roles and responsibilities d. Build Relationships with SMB, PSOs and Clubs <ul style="list-style-type: none"> - Promotion of MSM - Work with age group and SMB (Brian communicated a new technical director will be starting at SMB – Pascal St. Pierre) 	
6.	<p>Tasks from Work Plan</p> <ul style="list-style-type: none"> a. Create document for coaching (certification requirements and subsidization rules) (Stephanie L would like to head this) b. Create Communications role on MSM board. This person will review communication flow and create a document to distribute to clubs c. Promotion/Marketing <ul style="list-style-type: none"> - Bus to Brandon for meet in May. To be free - Have 1 social event over next 12 months (for socialization and fund raising) - PSO Strategy – to leverage/build relationships with other PSOs - Age group Relationship Building. Join 1 or 2 age group meets in next 12 months. Must be able to provide some volunteers to prove MSM provides value added to age groups. - Meet/Competition Marketing (in physios, at age group, in media, etc.) <ul style="list-style-type: none"> • NOTE tasks will be assigned after review and approval at next MSM monthly meeting. Please email Cindy if interested in a role <p>Meeting Adjourned</p>	