

## Ottawa Orienteering Club - Board of Director's Meeting

**Date: Wednesday, March 24, 2010**

**Location: Randy Kemp's**

In Attendance: Andrew Cornett, Bill Anderson, Jeff Teutsch, Steve Buchko, Richard Guttormson, Lorna Guttormson, Eric Kemp, Stefan Bergstrom, Anne Teutsch, Randy Kemp, Eric Teutsch, Karen Tippett, Linda Connell, Lynda Scrivens

- 1) Adoption of Agenda Moved by Karen and seconded by Jeff. Carried.
- 2) Review of Spring Orienteering Season:

### Calendar of Events - Andrew

- Spring schedule of events listed on website.
- Looking for someone to do an early April event – no response.
- 1<sup>st</sup> event April 18<sup>th</sup> – thru to June 6<sup>th</sup>
- 5 summer solstice events June 1, 8, 15, 22 and 29<sup>th</sup>
- Loup Garou – 1<sup>st</sup> Sunday in May and 2 Summer Solstice events set aside for them but no confirmation received yet. Discussion if this is still an option.
- Linda would like to do a Welcome/Media meet – If want press, must be a weeknight. Date set for May 4<sup>th</sup> at Britannia. Jeff and Linda to contact media, as well as Gord Hunter and Alex Cullen. Would like all the juniors there. The possibility of the welcome meet being free to newcomers or a charity donation was discussed.
- Beginner meet set for May 11<sup>th</sup>
- Still looking for controllers for June 15<sup>th</sup> Sportsplex – Linda offered. June 29 Lac Beauchamp – Karen Tippett offered.
- Summer Solstice Series needs a Coordinator – calculate points/prize coordination/pizza party. Bill Meldrum can be the Trailhead contact as he knows owner. Coordinator needs 1 hour after each meet to calculate points and excel knowledge. Carolyn and Sheila Duke suggested – Linda to approach them and Lorna and Richard will be available as a resource.
- Eric - SI coordinator for events

### Registration – Linda

- Linda to provide registrars (2 per meet – B meets and Summer Solstice. Meet director to provide 1 volunteer to take over at 11:00 a.m. so registrars can run event.
- Greeters at each event – members of executive - Lorna to coordinate.
- Steve Buchko to set up membership table at the early meets.

### Meet Fees – Randy

- Moved that all pricing stay the same as last year's, with the exception of the removal of the sale of SIs. Moved by Andrew and seconded by Anne. Carried.
- OOC will continue to rent SI units but the sale of SIs will be provided by the o-store.ca

### SI – Eric

- All SI equipment in good shape. Has played around with new equipment - a printer control (small battery powered printer). Unit great for training - don't need a computer or SI person. On the newer SI cards – names show up on printout. Suggest newer software. Moved that \$500.00 be set aside for printer control. Moved by Jeff and seconded by Andrew. Carried.  
**Printer Control brochure attached.**

- 3) Publicity and Promotion Report – Jeff

- Publicity Plan attached.

- Andrew/Jeff to post events on other website calendars
- Newcomers – follow-up with an email after first meet
- Branding of A meet – everyone to think about it
- Online media – contact Andrea or Isabelle
- Brochures – Eric to bring with SI to every meet and all to distribute to local establishments and work places.
- Club Logo – old looking and stale. If change Logo, must change constitution. Jeff to contact membership for suggestions, with a hope for a launch at the 2011 AGM.

#### 4) Proposed Training Program for Juniors and Adults – Stefan & Randy

- Combine Junior and Adult training session - better use of resources.
- April & May – \$20.00 registration.
- Open to members only.
- Two components - Tuesday night training session and Sunday's B meet (practice session).  
1)Weeknight training session will be held on the Sunday's B meet map (save on maps) and 2) training discussion before and after the Sunday B meets.
- Ribbons may be left in the woods on some courses after B meet and will be removed after the Tuesday training.
- Each program to be run by a different junior.
- 8 weeks – 8 volunteers – most filled already by juniors and coaches.
- Email to be sent to membership and program to be posted on the website.
- It was discussed that we need to make sure that when getting permission from City/NCC for the Sunday meets, to add permission for the Tuesday night too.
- Jeff discussed a successful training program offered through the Golden Horseshoe Club in Hamilton. The 13 week program capped registration at 80 juniors. Called Adventure Running Kids. Received a Trillium grant and working with partners. Training sessions/speakers/hired someone to run program/SI equipment just for juniors. Worth looking into getting a Trillium grant too - funding is there. Would be nice to have a world class Orienteer to coach. Opinion was to keep a close eye on their success (or not) and that we want to keep focus on orienteering instead of adventure running.

#### 5) Officials Training Session – Bill A

- Old system with levels 1,2 & 3 being revamped to a 5 level system – levels 100 to 500.
- 100 level = city course. 200, 300 and 400 equivalent to current level 1,2,3 and 500 = world ranking. (Level 200 = B meet)
- New system follows a different format – waiting on course outline.
- Will be sending more information in next few weeks.
- Level 2 & 3 to be offered this spring – April or May

#### 6) COC update – Richard & Lorna

- Anne has registration up and running.
- Isabelle & Co got French translation done
- Eric has website running
- Volunteers will be granted early bird rates right up to August 4<sup>th</sup>.
- COC Volunteer form will go out with Membership
- Table for COC at B meets?
- Current focus on those to run the meets and getting maps done.
- Need some official qualification upgrades before COC.

- March 30<sup>th</sup> – meeting for COC course setters and controllers for the 3 championship events concentrating on stadiums/starts/finish/setup. (Eric T advises there will be radio controls)
- Workgroup will be required for trimming the bush for trails around Wellness Center for course 1 & 2.

#### 7) Mapping Update – Bill

- COC Sprint Map (NRC) done – sent to World ranking committee
- COC Long Course map is almost complete. Need to design trails and put work crew together
- COC Middle 90% done
- Nakkertok - Relay – major features done – still lots of work to do
- Bill Meldrum to update the Fortune map for Colin's meet.
- Model event at Kanata Lakes – Eric K to update map
- Mapping course upcoming – Pinhey's Point – Bill to send info soon
- Baxter Conservation Area – updating map (have orienteering program there)
- Mer Blue – on the back burner.
- March Highlands – Few years out.
- Foley Mountain still being updated
- Cite des Jeune being updated.
- City Search O map – Bill to help Linda
- Timm Road North – ongoing
- Wait for LIDAR before we update the QC maps – need new base maps - yes or no? Nice to star over.
- Trillium grant for mapping – interim report due end of March.
- South end of NRC – Andrew – work in progress
- Aviation Museum area – Andrew – work in progress
- Sportsplex map – Jeff Teutsch – work in progress
- Sprint map - Algonquin College – Jeff Teutsch – work in progress
- More s/w packages for OCAD 10? Before buying, asking OCAD for policy on use.

#### 8) Orienteering Quebec Update – Randy

- AGM – not yet rescheduled.
- Appoint OOC – OQ Board Representative. We designate Bill Meldrum as OOC–OQ representative. Motion put forward by Karen, seconded by Linda. Carried.

#### 9) Other Business

- Lorna to put an outline of some of the board meeting highlights on the webpage.
- Permit with NCC – right to access. Randy to do. OOC gets the permit and include LGO.
- Anne asked about a general list of “permission contacts” for site locations. Bill offered to start the report.
- OOA – AGM is April 24/25 in Brampton – do we need to attend? Randy to call and follow-up.
- Adrian's article regarding orienteering rules – Stefan to provide link for our WEB and COC website.
- Motion to adjourn moved by Karen and seconded by Steve. Carried.

Minutes Prepared by Lynda Scrivens

Attachments:  
Printer Control Information  
Publicity Plan

# Attachment # 1

## What the Printer Control BS7-P does

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The printer control BS7-P is a great device for school events, training events or anything that doesn't require any registration. It helps if the participants all own an SI-6 or higher finger stick, with their name stored in the finger stick.

In this training example we have set up two courses, and five people are participating: Donald, Hewey, Dewey, Louie and Scrooge. Donald and Scrooge, as adults, are doing one course of 6 controls (201 – 206), while the triplets are doing the shorter course, with just four controls (211 – 214).

### Before the event

Make sure the printer battery is fully charged. Clear the contents of the printer control, using the lilac Clear Backup instruction finger stick. Each runner must clear their finger stick as well, using the Clear control.

### The event

As each runner starts, they punch the start control. After they have done the course, they return and punch the finish control. Then they check in at the printer control. Everytime a finger stick is punched into the printer control, the contents of the finger-stick is printed out. Since the newer finger sticks have the name of the owner on it, the print-out is particularly easy to read. Here's what each duck's print-out shows (click on each strip to enlarge it):



### After the event

Once all runners have downloaded their finger stick into the printer control, aggregate results can be printed. Here's what was produced:



Ah, what's this? Hewie is shown on a different course than his brothers. Checking the individual results of each runner, we see that Hewie missed control 211.

The nice thing with this control is the minimal amount of work that needs to be done. All the preparation that is really required is to clear the backup memory of the printer control prior to the event. No computer setup, no Power Requirements!

## Mass Start

If your training event will be a Mass Start, then instead of each runner punching the Start control, the organizer uses the Start instruction finger stick in the printer control to indicate when the race starts. Remember to time synchronize the printer control with all the other controls before the race!

## Attachment # 2

### Publicity Plan

J. Teutsch

2010-02-03

# Initial Publicity Plan for 2010 and Beyond

## *Ottawa Orienteering Club*

Based on the discussions at the AGM in January, a meeting I had recently with Linda, and my own brainstorming I've come up with the following important areas that I think the OOC should focus on from a publicity perspective. Some of them are very involved and will take a significant effort, while others are simple painless things that will nonetheless be very beneficial.

- Advertising our events
- Keeping in contact with newcomers
- 2010 COCs and other big races
- Training Programs
- Media
- Brochures
- Other Sports Clubs

I go into more detail on these in the rest of this document.

## Advertising our Events

There are lots of websites around that have race calendars of events in the Ottawa area such as TriRudy.com, the Running Room, Canadian Running Magazine, trailrunnermag.com (also Trail Runner magazine), etc. I see no reason why we shouldn't be publishing our events to these kinds of lists. It's free and would get us some extra exposure.

There are also similar lists in print form in magazines (such as Trail Runner mentioned above). We could also look into getting our events into these magazines but that might involve more effort and possibly money. I would suggest we begin by getting our events added to several online race lists and then review the success of that next year before deciding to publish in magazines.

Here is a short list of websites that host race calendars:

- Attackpoint <http://www.attackpoint.org/racing.jsp>
- Canadian Running Magazine <http://runningmagazine.ca/topics/runs-races/>
- TriRudy.com <http://trirudy.com/region/OE/race/index.cfm>
- The Running Room <http://www.events.runningroom.com/hm/>
- Trail Runner <http://www.trailrunnermag.com/racecalendar.php>
- Ottawa Running Club <http://soleresponsibility.org/runclub/schedule.htm>

## Newcomers

In the past year Linda and the club put a lot of effort into being very welcoming to newcomers to our events. Steve Buchko was out at many of our early fall meets reminding people to renew their memberships and we had a greeter at every meet. Linda and I met recently to discuss the OOC's publicity strategy and agree that it is something we need to continue doing and improve upon.

Primarily, we've agreed that it would be worthwhile to send follow up e-mails to people after their first orienteering race. Eric Teutsch has agreed to take down e-mails of newcomers on his computer at SI registration and keep track of them so we can contact them after the event.

## **Major Events**

Each year we host an A-meet, this year we are hosting the COCs, and next year we will be hosting the Ontario Championships. As these events draw out of town orienteers, and should draw more competitors than our B-meets, this is a major portion of what publicity needs to consider.

For starters I think it would be very beneficial to attach a permanent name to our annual A-meet; something along the lines of Barebones, The Raid the Hammer, the Boulder Dash, or the Sage Stomp. Most competitive orienteers know what you're referring to when you mention any of those names because the names are simple and catchy, and because they are annual events at a fairly regular time each year. We generally don't get as good a turn out as we could at our A-meet and it's not because of the quality of the event.

I believe we would have much more success with our event if we were to give it a signature name and regular time every year so people know when to expect the event. The concept of the annual Pat de St. Croix memorial event is a good step in that direction but I'm not sure it's quite enough – it's a bit of a mouthful to say. Once we have a well known, well named, annual event, it becomes very simple to advertise it because everyone already has it on their radar and will be looking out for information.

We should also be trying to combine advertising for these events with advertising for the club. I don't yet know the best way to do that.

## **Training Programs**

There are two aspects to this. There's the already established junior program which caters to those that are already very involved in the sport and the club, and there's the concept of a regular training program aimed at those that are new to the club and the sport.

### **The Junior Training Program**

Our junior program seems to very much be aimed at those that are already quite advanced. We need to continue providing a high quality training program for these established athletes, but we also need to do a much better job of reaching out to those that aren't highly involved in orienteering. We need to grow our base of junior orienteers as well as improve the quality of those juniors we already have. As with our major events, we need to find a name for our junior program. GHO has just claimed "Adventure Running Kids" and seems to be off to an incredible start attracting new people with a great coach and a significant budget with outside funding. Obviously we don't have the funding nor the manpower to tackle something of that calibre right now, but it is something to consider working towards.

### **Other Training Programs**

Both Linda and I believe think there would be a lot of interest for a general purpose training program for anyone that wants to improve their orienteering, their fitness, or even just get out into the woods. This could then replace the few sessions we sometimes put on for individual small groups as they would always be invited out to these sessions. The idea would be something on a weekly or biweekly basis that everyone is invited out to. We would enlist several advanced

orienteers as coaches, divide up the group into 2 or 3 levels, and plan some easy to set up training activities. There are two scheduling options. One, that it be on a different day than the junior program so that higher level junior can make it out to both sessions. The other option is to run this at the same time as the junior program so that parents can bring their kids out to the junior program and get some of their own coaching at the same time. Either way this would take a fair bit of development work but could use the same format as the junior program to reduce the initial effort needed.

## Media

This can be divided into traditional media, which has historically been an area of little success and new online media which has a lot of potential for us.

### Traditional Media

This is a tricky subject to address. It is generally the area most associated with publicity but, due to our ambivalent relationship with mass media, it is the area that is going to get us the least gain for the most amount of effort. The media doesn't like us writing our own articles because it generally comes off as advertising (which, I suppose, it ultimately is), and we can't really force newcomers or outsiders to write articles for us, though there have been some very good ones published online. Journalists don't want to write about us because they feel that no one is interested in an article on orienteering. This is of course a catch 22. If there were more media coverage on the sport more people would be interested and care to read about it. But that's another matter.

The best we can hope for from general forms of mass media is articles that are only indirectly about orienteering. There was an excellent article about Gord in the paper the other day that mentioned orienteering. It only mentioned it in one sentence but it's better than nothing. Unfortunately for the club, the athletic photo of Gord "City Hall's ironman" Hunter was of him running a road race. This isn't, however, something we have much say in.

Michael Haines brought up several excellent media ideas at the AGM in January all of which require having something to write about first. Things such as stories about underprivileged children finding success or particular joy in orienteering, a healthy lifestyle, or whatever it may be. A particularly strong junior program that is driving children off their couches and into running shoes. An event particularly aimed at councillors coming out and getting to meet citizens – this would of course involve former long time councillor Gord trouncing all other councillors which would be particularly amusing for those of us in the club but that's not entirely the point. The point is that all of these stories have some non-orienteering aspect that would be of interest to non-orienteers. First though, the stories have to exist.

That said, I don't think that that is the most effective way of trying to promote the club to people outside of our membership. If an opportunity presents itself to get something published in a major newspaper or on tv by all means we should take full advantage of the situation but I don't think we should, at this point, be actively seeking out such opportunities.

### Online Media

This is an area that will likely be more successful than traditional media. There are lots of new media sources that many organizations are now using to reach people and we should consider doing the same. The most prominent of these media – websites – are facebook and twitter. The major drawback to this strategy is that it is something that would take a consistent effort to keep up to date. Since, if I recall correctly, Andrea offered at a recent COC meeting to support a

facebook group for us, I could easily approach her about being in charge of a facebook group/page and a twitter account. This something we could fairly easily do, but not something I personally want to invest my time in.

## Brochures

At some point in the last few years Linda made those wonderful brochures for the club and started putting some in various places throughout the city such as MEC, Bushtukah, and the Nepean Sportsplex. While I don't know how effective a method of advertising this is, it is simple to do and I see no reason to stop.

## Other Sports Clubs

There are several running and outdoor sports clubs in the city and surrounding area whose memberships are very similar to ours. Both those clubs and our own would benefit from some kind of partnership or coordination between various clubs. Clubs range from ski clubs like Nakkertok, to the Ottawa Running Club, to the Ottawa Bicycle Club and even the Ottawa Lions. I would suggest approaching many of these clubs to see if they would have any interest in some kind of cooperation with us to promote both clubs. This could be discounts on a membership to one club if you're a member of the other or simply trading brochures and website links so that people are better informed about all of the clubs in the region. The opportunities here are fairly open ended and would depend completely on talks between the various clubs.

I'd suggest we start by approaching the following clubs:

- Ottawa Bicycle Club <http://www.ottawabicycleclub.ca/>
- Run Ottawa Club <http://www.runottawaclub.com/>
- Ottawa Running Club <http://soleresponsibility.org/runclub.htm>
- Ottawa Triathlon Club <http://www.ottawatriathlonclub.com/>
- Ottawa Lions <http://www.ottawalions.com/>
- Nakkertok <http://www.nakkertok.ca/>
- XC Ottawa <http://www.xcottawa.ca/>
- Kanata Nordic <http://www.kanataxcski.ca/>
- Chelsea Nordique <http://www.chelseanordiq.ca/>

## Summary of Suggestions

I'll summarize by putting forward a succinct list of things that I'd like to see the OOC do over the next year. They are ordered in order of priority, with the most pressing at the top of the list.

- Post our schedule of events to websites other than our own to allow a greater audience access to our schedule.

- Work towards better promotion for our major meets. The first step is finding a catchy name and/or slogan for our annual A-meet, making sure it occurs at the same time every year.
- Rename our junior program to something catchier and more enticing.
- Focus on making our junior program more attractive to more beginner orienteers.
- Keep in e-mail contact with newcomers to our events to try and make them feel more welcome at our meets and to convince them to continue coming out.
- Begin a training program for non junior orienteers – again with a catchy name.
- Continue sending out brochures.
- Approach other sports clubs about working together for the benefit of all.