



Orienteering New Brunswick
Strategic Planning Meeting
Sport NB Offices, Fredericton, NB
Saturday 25th February 2017

Strategic Planning Session

Attendance: Ray Quan, Lori Heron, Steve Heron, Perry Riley, Heath Johnson, Rob Hughes, Steve Harris (Sport NB)
Harold McQuade, David Ross, Jean-Michel Cormier (by Skype)

Meeting called to order at 10:10.

1. **Changes to the Constitution** – Steve Harris led a discussion on the proposed changes to the Constiution:

Section 1.2 Add: Orienteering New Brunswick shall be a non-profit organization established to further the objectives laid out under article 5.

(Rationale: The Sport and Recreation Branch eligibility criteria requires organizations to be incorporated as non-profits or to have a statement to that effect in their by-laws)

Section 4.0 Delete.

(Rationale: This serves no purpose. Membership is a privilege and can be revoked with cause. All members fall under the jurisdiction of ONB.)

Section 6.2 Replace with: Regular members are New Brunswick residents who a) have paid the relevant membership fee in full in the calendar year, or b) persons who live outside of New Brunswick, but have paid the relevant membership fee and been approved as members by the board, or c) been granted membership by the board of directors for a fee or in lieu of a fee.

(Rationale: Membership in ONB should be comprised of New Brunswick individuals interested in promoting the growth and development of the sport in New Brunswick. It should not include orienteers or officials from other provinces who attend a competition in NB. Further, for accountability purposes, race directors, course setters, etc. should be formally identified and approved for membership by the board. With the existing wording, it may be difficult to determine whether some people are members or not, so formalizing the process is important.)

6.5 Insert at end of first sentence: "whose actions are determined to be against the interests of Orienteering New Brunswick."

(Rationale: It speaks to due course. Under the existing wording the board has the power to expel a member for any reason. The change in wording implies that 'just cause' needs to be determined.)

Section 6.7 Change to: Membership shall be for the calendar year, except for honorary members as described above in 6.3.

All present were in favour of the proposed changes. These will be published in advance of our AGM where they will be presented for formal approval.

2. **Promotions Lead** – Discussion ensued about hiring a new part-time promotions person. The job ad will be put on the ONB website and Facebook page, along with Sport NB’s website, Orienteering Canada, Kijiji, and possibly other platforms. The job ad is going to be revised to focus on deliverables and pay-for-performance. Heath recommended that a performance bonus be payable depending on the percentage increase in membership numbers. Steve Harris will revise the job ad before it is distributed. Ray will investigate a possible shared position with CKNB. Heath is going to contact the Moncton Volunteer Centre to see if any charities are looking to share a promotions person, which might help to make the job full-time.

3. **Planning**

2016-2017 Priorities

- Growing public awareness of orienteering, developing new partnerships, and hiring a paid promotions officer
 - Discussion ensued about partnerships with the Scouts and Cadets, which are good but don’t seem to include their families. Orienteering in schools was also discussed. It was suggested that Bernice MacNaughton High School in Moncton might be a good school to approach to have an orienteering competition based at their school, inviting the other Outdoor Pursuits programs in the city.
- Develop and maintain permanent courses
 - Harold has bought new permanent course markers from the O-Store. These need to go up in Centennial Park and the map will need to be updated. Rockwood and O’Dell Parks used to have permanent courses but these haven’t been maintained. Rob would like to set one up in Killarney Park in conjunction with the Adventure Racing group. It would be good for ONB if people have to subscribe to our announce email distribution group in order to download a copy of the map.
- Determine future and ongoing mapping needs
 - Rob has undertaken work in this area and work has been ongoing at Killarney Park. To be discussed further during the BOD meeting after lunch.
- Develop an annual slate of events
 - An annual slate of events was created and includes:

Last Sunday of April	Flood-O
2 nd weekend of May	Jamboree on the Trail
Sat of May long weekend	Owl-O (Night O)
Sun May 17	Fundy Mist
mid-June	Mastodon Festival/Falcon Cup
Sunday after Thanksgiving	NB Championships
Sunday after Thanksgiving	Cadet Championships
First Saturday in November	Gunpowder, Treason & Plot

- Engage and attract new coaches and officials
 - This was agreed to still be a high priority. Rob is going to give an officials course to the organizers of the 9 Toe Race
 - In Moncton, Marc Gallant had attended the 9 Toe Race and Harold is going to work with him to train him as an official

- Develop a structured approach for volunteer recruitment, orientation and support
 - Not completed, but still a high priority

2017-2018 Priorities

- It was agreed that the priorities for 2017-2018 were largely the same as for 2016-2017.

4. **New Strategic Plan 2018-2022** – It was agreed that at the planning meeting in February 2018, we will create a new strategic plan for 2018-2022. Rather than re-writing a completely new plan, we will do an update based on the 2014-2018 plan and spend more time coming up with SMART goals and implementation plans for the priority goals for the coming year.

Meeting adjourned at 12:00.