

**Ottawa New Edinburgh Club**  
**Annual General Meeting, October 24, 2017**  
**Director's Reports**

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**Treasurer, Leif-Erik Aune**

2017 Financial Update

Please find attached a Profit and Loss Statement, a Balance Sheet and a Statement of Cash Flows to date for the 2017 fiscal year. These reports serve only as an update, with final audited statements available at some point after October 31<sup>st</sup>, ONEC's fiscal year end.

**Notes on the Profit and Loss statement**

- Food & Beverage and Pro Shop Sales do not include inventory still on hand, outstanding tabs or new member promo credits used
- Fundraising Events & Donations are restricted funds from the This Place Matters campaign - auditor will likely choose not to recognize income until funds are spent.
- Other Income consists primarily of Elmwood payments along with some ballroom event income and Canadian Sculling Marathon income
- Association Fees includes an estimated bill for Rowing Canada individual participant dues outstanding (\$2,400)
- Monthly Rent Expense includes property taxes
- Other Expenses are mostly related to the Canadian Sculling Marathon
- Repairs & Maintenance includes equipment purchases under \$2,000 – one rowing shell purchase of over \$6,000 was booked to an asset account
- Auditor fees still need to be booked for the current fiscal year (approximately \$4,500) as well, a \$5,000 commitment for a sewage system feasibility study will either be booked this FY or next

**Notes on the Balance Sheet:**

- The auditor will adjust Prepaid Insurance, Receiver General Suspense, Payroll Liabilities, and Property, Plant & Equipment (depreciation)
- The Uncategorized Asset is tennis clay purchased and to be expensed over the next three seasons
- A/R consists of Elmwood fees due
- Deferred Revenue and Elmwood RCA/RO Fees are for Elmwood revenue to be realized next fiscal year

**Notes on Cash Flow:**

- There is currently approximately \$75,000 cash on hand with A/R and NCC commitments of approximately \$35,000 leaving approximately \$110,000 to get through the winter months
- General expenses of rent, utilities and staffing will be approximately \$30,000 through the winter
- Additional expenses for the audit, sewage system feasibility study, RCA fees and HST payable is approximate \$15,000
- The \$8,000 from the This Place Matters campaign is restricted
- There are still boathouse projects to complete at undetermined expense (security gate, fire rated access hatch, sandbox for sewage tanks, removal of tripping hazard at little bridge, updated fire safety plan, beam repair) as well as any work the club wishes to perform to prepare the ballroom for rental and expanded use
- The Parkway signs project was put on hold, but signs could be installed in the spring if the next Board decided to move ahead (approximately \$10,000 if quotes still valid)

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## **Social, Susan Mersereau**

### **ONEC Social Committee**

Based on recommendations from the previous Social Director, I formed a Social Committee of three members – one from each sport. I would like to thank Katrin Nagelsmitz from Sailing and Susan Smith from Rowing for their invaluable support and work throughout the past year. Our events couldn't have gone so smoothly without their participation.

### **Off Season Events**

Two events were organized for members who enjoy getting together during the winter months.

1. February 20<sup>th</sup> Rideau Hall Skating Party. We had 60 people signed up to attend. The weather was particularly mild but the skating rink is now refrigerated and able to handle temperatures up to 10C so the ice was perfect and the weather was great. Unfortunately not all people who RSVPed attended but those who did enjoyed the skating and look forward to the event every year.
2. March 24<sup>th</sup> Sugar Shack Supper at Vanier Museopark. It is a small cabin and can only handle a small group of people but we filled it to capacity and enjoyed the dinner and taffy very much. It was the second year in a row for this event and very popular.

### **Doors Open Ottawa**

Doors Open is an event organized by the city of Ottawa and held on the 1<sup>st</sup> weekend in June every year. This year we decided on the theme of Past, Present and Future. Betty Ward and Pauline Tirgoui set up the historical room and did a fantastic job throughout the weekend explaining the history of the club to all visitors. Each sport set up their own display and had volunteers present to discuss the activities and options available for their sport. Finally for the future, Imbaw had all the Carleton students work displayed on the ballroom walls of their vision of the future for ONEC. We had close to 400 visitors over the weekend and many volunteers from the club doing the best they could to encourage new membership.

### **Wine and Cheese**

The annual Wine and Cheese Open House was held at the end of the Doors Open Weekend for members from 4pm – 6pm. It was well attended with maximum capacity of 60 in the boathouse ballroom.

### **Hot Air Balloon Festival**

The Gatineau Hot Air Balloon Festival is held every Labour Day weekend and we have taken advantage of it to encourage members to come watch the balloons take off from our balcony and enjoy a BBQ. This event was combined with a Swing Dancing demonstration on Saturday night. Again, because of capacity limitations we had to cut the number of participants off at 60 people and we had a few members who were quite disappointed that they could not BBQ on the boathouse deck and enjoy watching the balloons take off as we filled up very quickly with reservations.

## **Banquets**

It was decided that each sport would hold its own banquet this year and it would be the responsibility of each sport's social committee as in previous years we had difficulty encouraging participation. I can only speak for Tennis which held their banquet October 14<sup>th</sup>. It was held at the boathouse and consisted of a potluck dinner with music, wine and dancing afterwards. Due to capacity restrictions, it was limited to 60 people yet enjoyed by all who were able to come.

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## **Human Resources, Mary Clark**

This was my first year in this position. My main focus was to work toward putting in place various mandatory policies related to Human Resources and Health and Safety, as well as guidelines recognized as best practices for boards.

In 2017, the Board approved an Accessibility Policy (required by the Ontario Accessible Employment Standard Act), a Workplace Violence Policy (required by the Ontario Health and Safety Act), and a standard Incident/Accident Reporting form (for the requirements of our Safety, Harrassment and Violence policies).

Guidelines for Police Record Checks were formally approved. The guidelines include mandatory police record checks for staff and financial signing authorities, to help ONEC meet its duty of care to day campers and duty of diligence for the club's financial management. These guidelines were partially implemented in 2017 and I am aiming for full implementation in 2018.

Conflict of Interest Guidelines for directors were submitted and approved. These expand on the single provision currently in our bylaw.

I continued the work Imbaw carried out in 2015 as HR director, to review and update job descriptions and employment contracts where necessary. The job description for the Club Manager was revised and updated, with input from the current Manager, President, Boathouse Director and sports directors. I also revised and updated the job description for the Administrative Assistant.

The 2017 membership registration form contained 2 new volunteer categories, for Web/IT and for translation work. I will draw on the list of members who indicated interest, to expand our volunteer base in these areas in the coming months.

Looking ahead to 2018, it is clear that a review of our current staff organization and personnel practices is needed to alleviate chronic issues of understaffing, turnover and shortages. Additional responsibilities and duties associated with boathouse development and ballroom rentals will also require new staff and/or volunteer resources, and possible changes in our governance structure may also impact our staffing model. Finally, we need to fully implement staff screening and hiring guidelines that are recognized as best practices for sports clubs.

I'd like to thank all the outgoing directors for their contributions, and especially the Executive Committee, led by Imbaw, for their dedication and efforts to advance the Club's interests, develop our relationship with the NCC and put the Club on a solid footing for the future.

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## **Sailing, Martin Rheume**

This was my fourth and last year as Sailing Director Thanks to all sailing members Board of Directors members that help me burden my responsibilities as best as possible.

### **Membership**

This year the sailing program had a much needed increase in membership following last year drop in membership.

The latest count indicates that we have 97 participants in the sailing program. This is a good year. Breakdown of current membership:

- Members who came over with SailRA (2008): 14%
- Members who have been with ONEC for unknown amount of time: 8%
- Members who have joined ONEC in 2014: 3%
- Members who have joined ONEC in 2015: 8%
- Members who have joined ONEC in 2016: 10%
- Members who have joined ONEC in 2017: 57%

The question will be how much retention rate of the new members that joined in 2017.

### **Communications**

The sailing program communicated on a weekly basis with all sailing members as well as social members interested in the sailing program through email and Facebook. There has been no issue regarding the communication protocol and sailing members appreciate being informed on sailing events and issues.

### **Training**

This year with had 57 members going through the training program.

Volunteers have donated a lot of their time to train new members all season (4 days/week in May and June, 2 days/week in July and Aug, and 1 day / week in Sept). The Day Camp Head Instructors also provided some help on training sessions in May and June.

To supplement the official training program and help new members gain experience in a safe environment, Up to two A day camp instructors provide additional support for the training program.

### **Private lessons**

While our day camp instructors provided some private lessons to non-members we did have such participants this year.

### **Equipment**

#### Status of CL-16s

As per previous years, keeping CL-16s in good working order this season has been a challenge keep them serviceable. The CLs have started to show there age as major structural failure happened. CL16 #297 has to be retired as it was not able to fix it and make it safe for members. Used CL16 #984 was bought (including 2 masts). ... New boats must be purchased to keep the fleet operational.

### Status of Feva, Vibe, Laser 2 and Pico

No major issue with the day camps fleet this season. A Laser 2 was donated by a former member. The two RS Feva have not been used this season. Either we need to fix them or try to sell them for parts.

### Sails

Sails for all boats are also starting to show their age and required repair on a regular basis. While we have a member who has volunteered her time and industrial sewing machine to repair the sails, we need to consider buying new sails.

### **Boat Storage**

While last year we were force to move winter Laser storage from underneath the Boathouse to the ground floor, it was a blessing in disguise and the sailing program was not concern with the spring flooding of the Ottawa River.

### **Harbor equipment**

The spring flooding created havoc through the region and we were not able to have an assessment of the mooring field done this season.

### **Docks**

Except with issue with Geese “poops” on the docks at the end of the season, we had no issue with the docks.

### **Day Camp equipment**

We bought new rudders for the Pico.

### **Trailers**

Sailing has four trailers. I believe we could get rid of two of them.

### **Racing**

Racing went well even if we were plagued by lights winds. Members made the best of it.

### **Members’ participation in Outside Regattas**

- One member acted as Judge at the Sail Canada Sail East Championship in July at Hudson Yacht Club.
- One member acted as Safety Officer CORK Olympic Class Regatta, Aug 18-22 in Kingston.
- One member sailed in the National Capital Regatta at Britannia Yacht Club on July 15/16. She placed 11 out of 17 boats.
- One member acted as Judge at International Optimist Regatta and Laser Canadian Championship in Aug at CORK, Kingston.
- One member acted as Protect Committee Chairman for NSC Frostbite Series.

### **Day Camp, Safety issues**

No accidents were reported between boats this season. A few concussions and others minor issues were reported by day camp participants this season.

### **Ontario Sailing Training Centers**

Our Training Centers will provide more aligned and centralized training environments in which to provide ongoing mentorship and professional development for club coaches. Ontario Sailing is committed to ensuring there are best practices for all areas of coaching available with specialized resources to better develop coaches and athletes. ONEC would qualify to be a Learn to Sail Centre.

### **Services Provided by Ontario Sailing**

- Two on-site mentorship days for up to two coaches/instructors
- Official assessment of coaching skills, including lesson planning & structure, on-water coaching skills, theoretical & technical knowledge. There will be a report after each of the mentorship day to be shared with the coaches and their supervisor/manager to aid in their ongoing professional development.
- Four interactive online professional development opportunities including two sessions of Physics of Sailing, and Racing Tactics and Rules, as well as Safety.
- Email/phone support for participating coaches
- Recognition of Standing on Training Centre page of Ontario Sailing website
- Pay annual Training Centre fee of \$750 + HST to Ontario Sailing

While the planned budget did not allow me the opportunity to take advantage of this new program, I highly recommend that we do so in the future.

### **Social**

Both Tuesday and Thursday pub nights have been greatly appreciated especially as members can enjoy the Boathouse. Besides ONEC led activities, sailing members were able to socialize in the following events:

- Opening Season Dinner
- Summer Kick-Off BBQ
- Don Rantz Memorial Regatta Potluck
- End of Season Dinner
- Christmas lunch
- Off Season pub nights

### **Publicity, marketing & networking**

While the main publicity for sailing membership and day camp is through the ONEC Communication Director, additional steps were taken to raise ONEC's profile through the community.

Sailing has been quite active on Facebook, posting pictures of members in action on various pages:

- Sail ONEC (closed group for club members only)
- Ottawa New Edinburgh Club (open to the public)
- Ottawa Sailing Community (open to the public)
- Ottawa Laser Masters/Sailors (open to the public)
- CL Boat work Facebook page (open to the public)

### **Participation in an Ontario Sailing and COAST Workshop**

Opportunity to network with the other clubs from the NCR.

### **Regroupement des partenaires riverains Gatineau-Ottawa**

No meeting was held as most members were dealing with flooding issues.

### **Community outreach programs**

#### Get on the Water

We held our on Get on the Water event on June 3. While it was a great event, one of the day participant became a member.

## Ottawa Rowing Club – Canada Day celebrations

For a second year, ONEC participated in the event held by ORC.

### **Recommendations for next season**

#### For the Sailing program

- This year we had a lot of family members with kids and trying to augment programming. I recommend that a new program be put in place in two week nights (Wednesday/Friday). This program needs to be fun and interactive.
- A proposal could also be submitted to Elmwood to have an after school sailing courses.
- Participate in Ontario Sailing Training Center as a Learn to Sail Centre.

#### For ONEC

- All communications by BOD and staff should be done using club email addresses.
  - Increase publicity using social media and try to attract new members from the Gatineau area.
  - For the management of Boathouse events, I recommend that ONEC try to have a partnership with La Cité Collégiale Tourism and Hospitality program.
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## **Rowing, Richard Vincent**

Numbers of members and revenues were up slightly.

Revenues from day camps were down, primarily because the weather was so poor in July and early August

We made substantial improvements to our training program for novice rowers. Because sculling has such a steep learning curve, it is important to improve new scullers' skill levels, so they are at ease in taking out boats and joining quad and group rows.

Docks and facilities were rebuilt or improved.

We added another instructional boat to replace a deteriorating boat. In addition we took advantage of a bargain basement price to obtain an open water boat.

Group rows, Friday rows and local tours: There were 222 participants in these events run by the Touring Sub-Committee. In addition ONEC organised the Rideau Canal North and South tours which attracted over 30 rowers from across the province. The Canadian Sculling Marathon saw a drop in participants, partially due to poor Spring weather.

This year ONEC rowers have rowed most of the Rideau Canal, Toronto harbour, Kingston harbour, Bay of Quinte and the Madawaska River.

Pub evenings on Tuesdays and Thursdays on our magnificent upper deck were important to encourage the social aspect.

Outreach: We coached Gloucester High School youth, offered free day camp spots to Rideau-Rockcliffe Resources Centre youth, and participated in Paddle the River sponsored by the Ottawa River keeper.

Communications: we use newsletters, notices, and Meetup.

We encourage rowers to join our committees:

- Rowing Consultative Committee

- Touring Sub-Committee
- Canadian Sculling Marathon Sub-Committee.

Thanks to all our volunteers who are too numerous to mention.

Tennis and sailing members are welcome to take sculling (rowing with two oars) lessons at the members' price of 50% off.

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## **Tennis, Andre Barnes**

### **General**

In general terms, ONEC experienced a successful 2017 outdoor tennis season. The participation on the part of members in programs and events was high. Feedback from tennis members suggested that members were pleased with the condition and maintenance of the courts.

Two new initiatives were introduced this year: a tennis committee and an open mixed tennis ladder.

The tennis committee met monthly and worked collaboratively to determine club spending priorities and to adjust or implement tennis rules and policies. Two projects of note undertaken by the tennis committee were the preparation of a bid for a federal grant to have the hard courts and hitting area resurfaced. The second was to examine hydro power usage for potential overbilling.

The tennis ladder, managed by Phil Hurcomb, had a high level of participation across a broad spectrum of members. It ran for three sessions during the months of June, July and August.

Lastly, ONEC joined the Ontario Tennis Association in 2017. This permitted ONEC to host a provincially sanctioned junior tournament in June 2017. The tournament was considered a success by participants and feedback from members about the tournament was positive.

### **Big News Item**

Ottawa's tennis community was dealt a blow in midsummer when it was announced that the venerable Rideau Tennis Club was sold and its central function as a tennis club was being reviewed by the new owners for a host of potential changes. It was announced that Rideau would close its doors to members during the third week of August and all tennis members would receive a prorated reimbursement on their membership.

To accommodate this unexpected turn of events, ONEC offered a membership to Rideau members beginning the third week of August and ending at the end of the 2017 outdoor season. ONEC would like to thank the Rideau members that joined in August and it is my hope that each had a positive experience as an ONEC member.

### **Financial Snapshot**

The main expenditure for tennis during the 2017 season was a purchase of three years' worth of red clay. Clay is purchased at three year intervals as a large percentage of the cost of the clay is its shipping and handling. The purchase will be amortized over the three years of its use.

Revenues were up compared to the 2016 season. While revenue for the day camps was down approximately \$10,000, the revenue for membership rose by \$16,000. Revenue for the canteen remained level.

The spending priorities for the 2018 season will be the subject of discussion of the tennis committee before the tennis budget is set in December 2018. Members who have any suggestions on spending priorities are encouraged to contact myself, ONEC administration or Bernie to provide their views.

### **Issues**

Some issues of note include:

- The morning weekday court slots continue to be the most highly sought-after times for many members. Competition for these slots and the club's policies and practices for assigning these slots led a number of members to express displeasure and frustration about the situation. As such, the tennis committee has undertaken to propose a comprehensive revised court booking system to be implemented in 2018, with a focus on alleviating court usage pressure during weekday mornings.
- ONEC experienced a high level of staff turnover from last summer to this summer. This resulted in a variety of administrative problems and headaches for Bernie. This situation was far from ideal and ONEC's staff structure will need to be re-examined before next summer.

### **Miscellaneous information**

Other items of note:

- The club would not have been able to function without the effort and time put in by numerous volunteers, including the members of the tennis committee (Denise Conway, Ed Doe, Nick Fortier, Phil Hurcomb, Eric Khaiat, Yvonne Malbasha, Christa Ramonat and Charles Waddell), Bob Cyr, Carolyn Hume, Marc Barnes, Adrian Tiwari, Louis Rozman, Denis Bureau, the volunteers who helped organize the end of the year banquet and others.
- ONEC again hosted the NCTA over 45/65 tournament. Feedback from participants about the courts, the facilities, and the atmosphere was positive.
- ONEC continued and solidified its relationship with Elwood. For several weeks in the spring and fall, students from Elmwood used ONEC's hard courts twice per week.
- The ONEC tournament had a large number of participants. The third annual MacKellar Cup was also held.
- The Davis Cup was extremely well attended. About 60 to 70 members participated. Thanks to the organizer Cait Hurcomb.
- Tennis members turned out in large numbers to the Thursday Night Boathouse Pub Night to take advantage of more opportunities to check out ONEC's boathouse and its unparalleled view of the Ottawa River.
- Regrettably, ONEC's President Imbaw Storer has decided to take a step back from the crucial work he was undertaking to secure the future of ONEC as a sports facility, in particular the boathouse. Thanks Imbaw, it was a pleasure working with you.
- Last and certainly not least, tennis members would like to thank Bernie Desrosiers once again for his hard work and dedication to the club. Without Bernie, ONEC would be lost.

Forgive me if I did not recognize your contribution to ONEC. It was a great summer and I enjoyed being ONEC's tennis director immensely. Thank you for this opportunity.

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### **Boathouse, Mike Hardstaff**

Given the challenges that were presented by the Ottawa River this Spring, I am pleased to say that, overall, the Boathouse operations went fairly smoothly this year.

The flooding Ottawa River caused some delays for the two sports that operate out of the Boathouse, particularly ONEC Rowing and the Elmwood school rowers. The high water levels made it virtually impossible to access much of the lower deck area until late May. More significantly, the flooding waters played havoc with the Boathouse sewage system as the three storage tanks were lifted and moved out of position by the rising waters. As well, the pipelines leading to and from the tanks were seriously damaged. At one point, the River was within inches of touching the underside bridge.

Ultimately, the NCC came to the rescue and provided the necessary funding so that Cundell Plumbing could be engaged to repair and even upgrade the system. While there was a delay in making the system fully operational again, the rowers and sailors were patient and took advantage of the portable toilets which were maintained throughout the summer.

During the summer, significant work was completed to the Boathouse in terms of upgrading the windows in the sailing training room and the men's locker room with fire rated windows. It is hope that this work, which was funded by the NCC, will allow the deck running along the west side of the main floor of the Boathouse to be functional as a second egress in the event of fire. In early October, the City of Ottawa Inspector accepted this deck, and at the same time, accepted various other work that had been completed to satisfy past compliance issues. It is hoped that a meeting with the Ottawa Fire Services will take place shortly to gain final acceptance of the second egress and other improvements so that larger events involving more than 60 people will be permitted in the ballroom.

Other than involvement with these high level matters, my main focus as the Boathouse Director this year has been to remain proactive in addressing any potential health and safety issues that may arise during the day to day operations of the Boathouse. In this regard, I am satisfied that the Boathouse provided a clean and safe facility for all club members and summer camp participants.

During the summer, the Boathouse provided an excellent facility for a number of other social activities. This included weekly pub nights, various special events organized by the Rowers and Sailors, as well as special events tied to the Balloon Festival and the Riverkeeper's Ride the River event. As well, the ballroom and the upper deck served as great venues for 5 social events sponsored by Board members.

I remain very positive about the long term future of the Boathouse. However, this cannot be realized without the continued support and involvement of the NCC, the City of Ottawa, the local community, and most importantly, all members of the Ottawa New Edinburgh Club. In this regard, I support the long term vision that the Boathouse be accessible to not only the ONEC membership, but the community at large.

In closing, I want to thank the other ONEC Board members for their ongoing support. In particular, I want to recognize Imbaw Storer for his commitment, hard work, and the ongoing relationship he has

developed with the NCC. Through his efforts, the long term future of the Boathouse looks more exciting than ever.

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## **Communications & Marketing, Claire Schofield**

### **Introduction**

This has been an incredibly busy and rewarding year at the Ottawa New Edinburgh Club (ONEC). Here are some of the highlights of the activities that I have been involved in.

### **Fundraising**

I was appointed initially to the ONEC Board as Fundraising Director and spent the first two months exploring grant opportunities and organizations through which we could potentially fundraise, such as:

- Truesport Foundation
- Ontario Sports and Recreation Foundation
- Ontario Trillium Foundation

With Truesport, we hoped to be able develop a program that would allow anyone donating to ONEC the possibility of receiving a charitable receipt. While it looked promising at first, we were unable to proceed, as Truesport could no longer promise to designate donated funds to a specific organization.

The other two organizations give different types of grants for programming and/or capital improvements. Some potential opportunities were not pursued due to tight application deadlines or because the proposed projects might now fall within the National Capital Commission's (NCC) big picture renovation.

### **This Place Matters**

As many of you know, ONEC participated in the This Place Matters – Reconnecting with the Ottawa River: An Historic Boathouse Revitalization crowd-funding campaign organized by the National Trust for Canada. It started on June 14 and finished on July 20. This is an annual event that encourages people to support a place that is meaningful to them. Twenty-five projects from across the country compete for a national prize of \$60,000 and additional regional prizes. An almost daily Facebook and Twitter campaign was mounted to encourage donations and votes in support of the ONEC Boathouse. In addition, a fundraising event was staged on July 14 at the Boathouse in partnership with City Councillor, Tobi Nussbaum. About 50 people attended who gave generously. Over \$8,000 was netted, and the publicity value was even more significant. Special thanks are due everyone who donated, to Tobi and his staff for their invaluable contributions and to the Rockcliffe Park Residents Association for its partnership.

Please note that I am happy to share the information and contacts that I have amassed thus far.

### **Marketing and Communications**

As Terry Kelly was travelling extensively, I took over the advertising campaign and became involved with the signage meetings. Also, I soon saw that while grant applications have definite merit, we might realize quicker returns by improving our marketing.

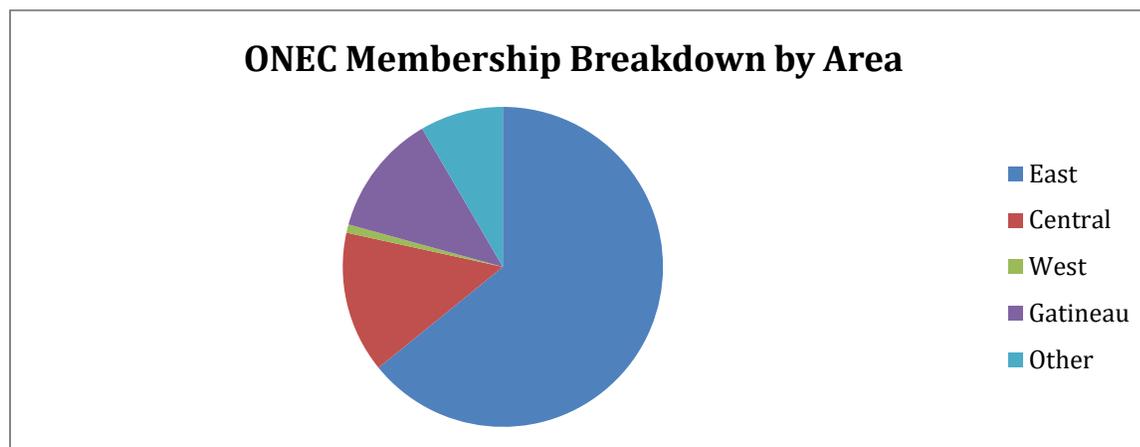
Starting in January 2017, here is what was done:

#### **a) Membership Analysis**

This was an important step, as any business needs to understand its audience and generate a demographic profile of its clients. This ensures that promotional dollars are spent wisely. The University

of Ottawa Student Report of 2015 was used as a base point and data was collected from the 2016 membership. Each membership was analyzed by type – single, multi-sport and family; by geographic region; and by gender and sport.

While the analysis confirmed that the majority of our members live close to ONEC, the numbers who live outside the immediate catchment area was interesting e.g. 12% of the tennis members at that time come from Gatineau. Please see Appendix 1 for the complete breakdown.



#### ONEC Member Profile

- The average member age was 55
- 75% were single memberships, 25% family
- Male/female ratio was 60% men/40% women
- Only 11% of members participate in more than one sport

The Membership Analysis was extremely helpful in identifying marketing opportunities. Very special thanks go to Daniel Marchand and Bruce Akins who did the analysis.

#### b) Advertising

The first step was to create an advertising plan that encapsulated publications, ad sizes, booking deadlines and costs. The total budget was \$4,000.00 and thus far, \$3,070.10 has been spent.

ONEC's promotional campaign ran from March until June with placements in numerous community papers. A variety of advertisements were generated – one for the Summer Day Camps, one generic membership ad and another to support Doors Open Ottawa. The ONEC Day Summer Camps appeared first in publications such as: The Glebe Report, the Lindenleader, the New Edinburgh News and Metro (Orleans) edition. The general membership ads appeared in the Manor Park Chronicle, the Lindenleader, in a special supplement in Metro targeting "Empty Nesters" and the Ottawa Citizen's special supplement on Summer Camps.

Increasing ONEC's presence through a sharper design was also an objective. With the assistance of graphic designer Cynthia Hamady, the ads were given more prominence and a consistent look and feel. The ad message emphasized the multisport facility offering competitive and recreational sports, fitness, fun and friendship. A "drive to web strategy" was used giving the ONEC website much more prominence.

## **Communications Tools**

A poster and a rack card were also produced to support Doors Open Ottawa.

## **Media Relations**

Leveraging as many free publicity opportunities as possible was a key component to raising awareness for ONEC. I therefore focused on placing as many articles as possible to complement our ad campaign as they are much more credible. Again the focus was on community newspapers.

## **Story Angles and Results**

- ONEC rowers supporting the Foundation Fighting Blindness in its Canada150 Row3Capitals tour was a great hook and I got articles placed in the Manor Park Chronicle's March issue and the Glebe Report's April issue.
- Rockcliffe Park Residents' Association Newsletter April issue ran a piece that I submitted on the introduction of the brigade canoes to ONEC's Summer Day Camps. They also ran a story on Carleton University's 4th year architectural student project supervised by Professor Maria Esponda of the Azrieli School of Architecture and Urbanism and entitled An Adaptive Reuse of the Ottawa New Edinburgh Club. I was also able to place two articles supporting the This Place Matters.
- The possible Boathouse renovations really resonated. John Curry picked up this story and gave us a front and indeed a multiple page spread on this topic. It appeared in Metroland's Ottawa East Community News general and apartment editions. The general edition has a circulation of around 40,000.

These articles are important both in terms of raising public awareness for ONEC as well as fostering relations with the NCC.

## **Image Bank**

Having a bank of fresh high quality images is vital and so I devoted some time to building our existing portfolio. This is now categorized by sport, boathouse and social. Tennis still needs much more attention, as do the children's Summer Camps.

## **Social Media**

This plays an ever-increasing role and was used extensively to support the overall promotion of ONEC, This Place Matters and other major events such as the Junior Tennis Championships.

## **Signage**

My predecessor, Terry Kelly, Imbaw Storer, and latterly myself, worked extensively with Achia Design and the National Capital Commission to create a large exterior sign to clearly advertise ONEC to vehicular and pedestrian traffic on the Sir George Étienne Parkway. Although this got close to completion, we had to put this project on hold for budgetary reasons. The City of Ottawa student grant application to value of \$24,000 did not come through for the first time in many years. Serious consideration should be given to reinstating this project in 2018.

## **Conclusion**

ONEC's marketing and communications is a major undertaking. While I feel that I made a good start, there is much more to do. See Appendix II for 2018 recommendations. Although I am not returning to the ONEC board, I am happy to help from the sidelines and to act as a bridge.

Lastly, I wish to thank Imbaw Storer for all his leadership and truly amazing work; members of the Executive Committee and all my fellow ONEC board members who have contributed their time and considerable talent to making ONEC such a wonderful club.

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## **Report of the President, Imbaw Storer**

The 2017 ONEC AGM marks the end of my two-year term as President, my third and final year on the Board. It has certainly been a very challenging, but very rewarding experience. I believe that the Board and I have accomplished much, and that we have moved the situation regarding the boathouse, as well as our relationship with the NCC, significantly forward.

When I started as President, there was much uncertainty regarding the future. Simply put, our lease obligations were incredibly daunting: we were fully responsible for the upkeep of the buildings, and in addition had to pay an increasing rent based on market rates. Throw in some pre-existing City of Ottawa Orders against the boathouse, and the merely daunting became seemingly insurmountable.

However, thanks to the efforts of my predecessor, Marilyn McIvor, in opening up a dialogue with the NCC – particularly about ONEC’s financial situation – we have been able to get the NCC’s attention and support by showing a willingness to open the boathouse to a broader audience.

I have continued with the approach of showing off ONEC and the boathouse as potentially significant community resources, if the infrastructure deficit can be addressed. However, it takes substantial time and effort to get movement from government bodies such as the NCC and volunteer lead non-profits such as ONEC. But in comparison to where we were just a few years ago, I think we have managed to get to a point where there is the possibility of significant public investment in our facilities – in particular, but not entirely, the Boathouse – and a more certain future for ONEC as a club. While there is much more work to be done, the opportunities are there to take hold of and should not be missed.

These opportunities, how we got to them and where they could lead, were included in the Executive Committee’s presentation shared with the membership in early October ([ONEC - The Path Forward](#)) and I have included updated excerpts as part of this report ([Updated Extracts](#)).

I would like to thank the entire membership for their support during my term, especially those volunteers that have made ONEC a significant part of their lives and go far above and beyond what should be expected. I would also like to thank the Board for continuing with the mission despite the uncertainty that we have faced, and I would like to thank my Executive Committee for holding me up when I was feeling quite overwhelmed by the task. And I must thank Bernie, our Manager, and his staff for all they have done to oversee our day-to-day operations.

I would also like to thank all of the partner organizations and individuals that I have developed relationships with as we worked together in championing the boathouse and ONEC, including, but not limited to, City Councillor Tobi Nussbaum, MP Mona Fortier, Professor Mariana Esponda and the Azrieli School of Architecture & Urbanism, Evan Pilkington for his efforts and advice, the Rideau-Rockcliffe Community Resource Center, the Rockcliffe Park Residents Association, and Elmwood School.

Lastly and most importantly, I must thank the NCC. Bill Leonard, Director of Real Estate Management, Chris Hetherington, Chief of Bill’s Commercial Portfolio and, their boss, Gary Lacey, Executive Director of Capital Stewardship, have provided so much support despite all the other much larger Capital Region commitments they face.

I hope ONEC can continue to develop these partnerships, as well as form many new partnerships with the greater community in the future.