
Re: Board Meeting Follow up - Motion + Vote Needed

From Alanna Boudreau <execdirector@athleticsmanitoba.com>

Date Mon 2025-04-07 12:58 PM

To Kathy Wiens <office@mraweb.ca>; Ross-Stewart, Lindsay <lrossst@siue.edu>; Kathy Kelly <kathrynkelly41@gmail.com>; Omena Babalola <OBabalola@hydro.mb.ca>; Brian Walker <bwalker@fortgroupcpa.ca>; Donnae gordon <donnaegordon@hotmail.com>; greg.athayde@gmail.com <greg.athayde@gmail.com>; Kevin Sylvester <ksly1@hotmail.com>; Melanie Gregg <m.gregg@uwinnipeg.ca>; nfonck@yahoo.fr <nfonck@yahoo.fr>; Omena Babalola <omenab@hotmail.com>; Patricia Harms <HarmsP@BrandonU.CA>; Robert Renaud <robertrenaud66@gmail.com>; Chad Laferriere-Enns <claferriereenns@tdslaw.com>; Calvin Reimer (calreimes@gmail.com) <calreimes@gmail.com>; MRA President <President@mraweb.ca>

Hi everyone,

Apologies in advance for a long email but the context was requested and necessary. Please continue the discussion and let me know if you need anything else.

Q1. (Omena) I reviewed the fee structure and had a question about the increase for masters athletes being the same as those for the 16 to 34 age groups. Considering that AM doesn't provide the same level of support to masters athletes, should they have to pay the same fees?

The following is a breakdown of services provided to our members. There are three sections, a list of services accessible for ALL members, a few services/items that are limited to certain age groups, and then a list of items that are actually unique to the Masters community.

Benefits of Membership – for ALL members

1. AM membership includes Athletics Canada affiliation
2. Free (or discounted) Manitoba Runners Association membership
3. Insurance coverage
 - a. Liability and Sports Accident coverage
4. Provincial and National rankings
5. Provincial Records
6. Eligibility for annual awards
7. Access to sanctioned local competitions
8. Ability to compete at Provincial and National Championships
9. Ability to compete/qualify for international competitions and National Team opportunities
10. Email newsletters and membership updates
11. Access to member clubs and certified coaches

Benefits of Membership – Limited

1. Regional Team opportunities
 - a. MB Games (4 yr cycle)
 - i. MB Games program is supported with specific targeted funding from Sport MB that cannot be used for anything else.
 - ii. Program development and community outreach in preparation for the Games are hugely important to our overall standing/perception as a sport with Sport MB.

- iii. Funding from Sport MB is not enough to cover all Games related costs, and as such Athletes still must pay a team fee to participate.
 - 2. Provincial Team opportunities
 - a. U16/U18 (annually)
 - i. Legion Nationals: program is a free team but is funded through the Legion (Not subsidized by AM)
 - ii. Western Canada Team Challenge/Tri Prov: athletes pay a team fee.
 - 1. Program is built using a cost recovery/break even budget.
 - b. U23 (4yr cycle)
 - i. Canada Summer Games: program is supported with specific targeted funding from Sport MB that cannot be used for anything else.
 - ii. Performances at Games are hugely important to our overall standing/perception as a sport with Sport MB.
 - iii. Funding from Sport MB is not enough to cover all Games related costs, and as such Athletes still must pay a team fee to participate.
 - 3. Access to High Performance Athlete funding
 - a. AM Performance Pathway funding is available to athletes 16 or older
 - b. There is no age limit – if a Masters aged athlete were to hit a performance pathway standard as an Open athlete, they are eligible for support.

Benefits unique to Masters athletes

- 1. AM and AC membership also includes CMA membership
- 2. Athletics MB staff have been brought in to attend and support the MB 55+ Games (even though it is not yet a sanctioned competition)
- 3. There is additional administrative work associated with supporting/guiding new Masters members
- 4. There is additional administrative work associated with managing Masters records due to the 5-year age groups and the current lack of existing records, resulting in a substantially high volume of new records each season.
 - a. Recognize that as a result, Masters prov records are not currently posted on social media (they are emailed and posted on the website)
- 5. Masters Committee – there is additional administrative work associated with the committee
- 6. AM summer staff have hosted “try-it” summer clinics in the past specifically targeting Masters participants

Omena (and anyone else of course) – I am curious to hear if you feel that I have missed anything?

Additional Notes

- Provincial Team opportunities are certainly an area that are provided to specific age group athletes – however it is important to remember those are by and large “Pay to Play” initiatives.
- In the 2024 calendar year – Masters athletes made up 8% of Athletics Manitoba’s overall athlete membership.
 - 45 Masters Athlete members out of a total 563
 - With access to 17 “membership benefits & services”
- So far in the 2025 calendar year – Masters athletes make up 17% of Athletics Manitoba’s overall athlete membership
 - 100 Masters Athlete members out of a total of 595

Q2. (Lindsay, Kathy W) The estimated increase in revenue is 13,650.00. Is this amount justified based on need? I.e., is this enough to cover increased costs for the organization or is it actually not enough, or is this more than what is needed? I am just thinking as a member of the AM I would want to know why this

amount and how it relates to overall budget. I'd also like to know a little more about the reasoning for the increases beyond the Athletics Canada increase.

- Currently (2024-2025 fiscal year) our Membership fees account for 9% of our overall revenue.
- Of that revenue 73% is "spoken for". In other words, it is either targeted funding that MUST be used on a specific program or initiative OR it is, revenue generated to cover off costs related to events or programs.
- Another way to look at it, is that of our total 729k annual revenue, 27% is unrestricted and can be spent however we deem necessary. In 2024-2025, that % equates to just over \$195,000.
 - Our total staffing costs (not including summer staff or the portion of Ming and Julia's salaries that are supported with targeted funding) were over 194k.
- We have run a deficit the last two fiscal years (22-23 & 23-24) and are forecasting one again as we wrap up 2024-2025.
 - While the initial deficits were noted as investments as we recovered from COVID, costs continue to increase and we have not made the necessary adjustments to improve the overall financial health and stability of our organization.
- The draft budget for 2025-2026 was prepared using similarly anticipated programs/projects and we are once again looking at a forecasted 25k deficit unless we make some changes and find some additional sources of revenue. This was presented to the Board in the financial statements at the last meeting.

Additional points of note

- We have recently established an Athletics Manitoba Hall of Fame, with no designated offsetting source of revenue.
- Our Strategic Plan identified a number of areas which will require new expenditures over the next 8 years.
- To answer part of Jessica's question – no the proposed fee increase is not technically enough, BUT I don't think that we should place the entire burden of this deficit on the membership fees alone.

If you made it this far, I appreciate you!!

As I noted at the outset, please continue the discussion and let me know if you need anything else.

Thank you,
A



Alanna Boudreau (She/Her/Hers)
Executive Director and Provincial Coach
416-145 Pacific Ave
Winnipeg, MB R3B 2Z6
204.925.5744

From: Manitoba Runners' Association <office@mraweb.ca>

Sent: April 4, 2025 5:26 PM

To: Ross-Stewart, Lindsay <lrossst@siue.edu>; Alanna Boudreau <execdirector@athleticsmanitoba.com>; Kathy

Kelly <kathrynkelly41@gmail.com>; Omena Babalola <OBabalola@hydro.mb.ca>; Brian Walker <bwalker@fortgroupcpa.ca>; Donnae gordon <donnaegordon@hotmail.com>; greg.athayde@gmail.com <greg.athayde@gmail.com>; Kevin Sylvester <ksly1@hotmail.com>; Melanie Gregg <m.gregg@uwinnipeg.ca>; nfonck@yahoo.fr <nfonck@yahoo.fr>; Omena Babalola <omenab@hotmail.com>; Patricia Harms <HarmsP@BrandonU.CA>; Robert Renaud <robertrenaud66@gmail.com>; Chad Laferriere-Enns <clafferiereenns@tdslaw.com>; Calvin Reimer (calreimes@gmail.com) <calreimes@gmail.com>; MRA President <President@mraweb.ca>

Subject: Re: Board Meeting Follow up - Motion + Vote Needed

Hi Alanna. I was thinking the same thing, both about the amount of the increase and the services available for Masters athletes. I'd like to know a little more about the reasoning for the increases beyond the Athletics Canada increase.

Kathy

Kathy Wiens

Executive Director

Manitoba Runners' Association



**Manitoba
Runners'
Association**
Running The Distance Since 1971

Phone: (204) 477-5185

Address: Box 34148 Fort Richmond
Winnipeg, MB R3T 5T5

From: Ross-Stewart, Lindsay <lrossst@siue.edu>

Sent: April 4, 2025 9:59 AM

To: Alanna Boudreau <execdirector@athleticsmanitoba.com>; Kathy Kelly <kathrynkelly41@gmail.com>; Omena Babalola <OBabalola@hydro.mb.ca>; Brian Walker <bwalker@fortgroupcpa.ca>; Donnae gordon <donnaegordon@hotmail.com>; greg.athayde@gmail.com <greg.athayde@gmail.com>; Manitoba Runners' Association <office@mraweb.ca>; Kevin Sylvester <ksly1@hotmail.com>; Melanie Gregg <m.gregg@uwinnipeg.ca>; nfonck@yahoo.fr <nfonck@yahoo.fr>; Omena Babalola <omenab@hotmail.com>; Patricia Harms <HarmsP@BrandonU.CA>; Robert Renaud <robertrenaud66@gmail.com>; Chad Laferriere-Enns <clafferiereenns@tdslaw.com>; Calvin Reimer (calreimes@gmail.com) <calreimes@gmail.com>; MRA President <President@mraweb.ca>

Subject: RE: Board Meeting Follow up - Motion + Vote Needed

Hi Alanna,

I have a question related to the amount generated by the increases. The estimated increase in revenue is 13,650.00. Is this amount justified based on need? I.e., is this enough to cover increased costs for the organization or is it actually not enough, or is this more than what is needed?

I am just thinking as a member of the AM I would want to know why this amount and how it relates to overall budget.

Thanks,
Lindsay

Lindsay Ross-Stewart, PhD, CMPC

**AASP Registered Mentor
Associate Professor**

Exercise and Sport Psychology Graduate Program
Edwardsville, IL 62026
lrossst@siue.edu
(618) 650-2410

From: Alanna Boudreau <execdirector@athleticsmanitoba.com>

Sent: Friday, March 28, 2025 3:24 PM

To: Kathy Kelly <kathrynkelly41@gmail.com>; Omena Babalola <OBabalola@hydro.mb.ca>; Brian Walker <bwalker@fortgroupcpa.ca>; Donnae gordon <donnaegordon@hotmail.com>; greg.athayde@gmail.com; Kathy Wiens <office@mraweb.ca>; Kevin Sylvester <ksly1@hotmail.com>; Melanie Gregg <m.gregg@uwinnipeg.ca>; nfonck@yahoo.fr; Omena Babalola <omenab@hotmail.com>; Patricia Harms <HarmsP@BrandonU.CA>; Robert Renaud <robertrenaud66@gmail.com>; Ross-Stewart, Lindsay <lrossst@siue.edu>; Chad Laferriere-Enns <claferriereenns@tdslaw.com>; Calvin Reimer (calreimes@gmail.com) <calreimes@gmail.com>; MRA President <President@mraweb.ca>

Subject: Board Meeting Follow up - Motion + Vote Needed

Hi everyone,

As requested yesterday in the Board meeting - attached is a table with the proposed membership fee increases for the 2026 membership year.

I have provided some rationale, as well as a breakdown of the both the TOTAL amount that a member would pay AND the actual amount that AM keeps as revenue. We have also done a rough forecast of what the impact of the increase would be on the revenue collected.

- Please review
- If you are comfortable with what you see - someone will need to Motion to Approve (either as submitted or with adjustments)
- Everyone will need to vote YAY/NAY or Abstain

I think it is reasonable to request that this entire item be resolved by **April 15th** at the absolute latest. I'm giving us a window in case there is some discussion that needs to happen. However as I noted yesterday, this cannot wait until our next meeting in May as it needs to go out to the membership in advance of the AGM.

Thank you,
A
