



In attendance:

Rick Le Blanc – President, OUC
Ron Bogart – President, SUCI
Cam Sherriff – President, EUC
John Varney – President, SDAC
Brant Telfer – President, OUE
Paul Wood – Presidents, Ajax
Derek Causarano – President, SWODA
Marianne Collins - EUC
John Charest – Regional Coordinator, Ont. West

Absent:

Chris Phinney - President, SOS
Terry Bell – President, Nautilus Scuba Club
Tyler Caughill – President, Canadian Sub Aqua
Courtney Gibson – President, Hart House
Claire Conner - President, York Sub Aqua
Ted Skelton – President, Aqua Knights
Al Evans – President, London Skin and Scuba
Derek Graham – President, Mississauga Scuba
Paul Leger – President, Steel City Sport Divers
Rick Lambert – President, Toronto Rainbow Reef Rangers
Elaine Elliot – President, Barrascuba

Meeting called to order 19:42

Rick Le Blanc - President, OUC

- ❑ Thanked everyone for attending the first “Club Presidents” meeting.
- ❑ Gathered some information from those on the call about their diving history and club status.
- ❑ Reviewed the purpose of the meeting which was:
 - a) Follow up on the many points that were brought forth at the November
 - b) Build a healthy, vibrant diving community through our clubs

- ❑ Topics we discussed were:
 - a) Discuss how the clubs attract new members and keep those that they have trained.
 - b) Reciprocate advertising of each other’s website.
 - c) Cross club training when there are not enough students to make it financially viable to train
 - d) Have dive schedules posted on OUC’s website to be linked back to the club.
 - e) Comments

Input from the Presidents:

How the clubs attract new members and keep those that they have trained.

- a) Some clubs rely heavily on “word of mouth” from their members to attract new O/W students.
- b) Some clubs use flyers and pamphlets posted in malls and where their pool is located.
- c) Most clubs hold Discover Scuba sessions 2-4 times per year.
- d) Some clubs attend the Ontario Travel Show and/or the Outdoor Adventure show to educate the public on diving and give the public information about their club. SWODA and London Skin and Scuba attended the London Outdoor Adventure Show and found it productive.
- e) 2 clubs, Ajax and EUC have had booths in malls or mall parking lots. Ajax feels they got no new members but very high traffic. Thousands of people visited their booth. EUC had good results and gained a few new divers.
- f) Most clubs are using Facebook.
- g) Ajax spent plenty of money on a new more interactive website.
- h) EUC retains their members by creating various workshops. They get 12-20 members to attend the workshops. Workshops like dry suit training, identifying various locals and tropical fish and equipment classes. Some workshops are free others are a minimal expense. EUC and SUCI also have rebreather classes.
- i) EUC and Ajax members have attended Santa Claus parades.
- j) Sudbury Dolphin Aquatic Club will create a local scuba directory.



- k) Recently Ajax has focused on the Girl Guides and Boy Scouts. Good for the community participation but only retained 1 diver as a member.
- l) Rick proposed that the Clubs pool some money to be able to advertise OUC/diving in a large medium such as radio, newspaper to the general public. We want to raise diving's profile in Ontario to attract new member divers. It was suggested that someone amongst our membership would have the media expertise to guide us and the Presidents would ask their membership

Reciprocate advertising of each other's website.

- a) Clubs agree to post OUC'S logo on their website so club members can access OUC's website.
- b) OUC has the clubs info on their website which link back to the club's website. Clubs were asked to veiw the short blurb and change or add to it as needed.

Cross club training when there are not enough students to make it financially viable to train at one club.

- a) It was thought that when clubs in close proximity to each other and train under the same diving agency, could pool their O/W students to make larger more economical classes. Instructors from one club can provide the training. Each club would keep revenue but the pool and/or classroom time would be shared. PADI is the only agency using on-line training.
- b) This same method can be used to advance present members skills. Elevate them to Advance, Rescue and Divemaster.

Have dive schedules posted on OUC's website to be linked back to the club.

- a) The clubs wish to implement a system where their members can see various dives and training courses that other clubs have organized. Club members and other non club, non OUC certified divers will have a wider range of dives to choose from and on dates that are convenient to them. Google calendar is thought to be the best method for everyone to view this information. Most clubs use Google calendar and find it flexible and informative. Rick will contact Dave Noble to see what logistically is involved.
- b) Google calendar will have to be updated more often and club/agency rules would have to be followed.

Comments.

- a) Derek discussed the 24 Hour Scuba Relay which London is holding on June 2nd and 3rd. Beneficiary of the is the Heart and Stroke Foundation. Clubs are asked to send 10 divers. If a team of 10 cannot be assembled, individual divers can be grouped with other clubs. Visit www.24hourscubarelay.ca for more information and fill out the necessary forms.

Adjourned Meeting as of 21:45 hrs.

Next meeting: June 6th, 19:30hrs