



In attendance:

Rick Le Blanc – President, OUC
Cam Sherriff – President, EUC
David Younger – 1st V.P., SDAC
Roe - OUE
Derek Causarano – President, SWODA
Marianne Collins – EUC
Dave Noble – EUC, SOS and DAN
Raimund Krob - SUCI

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 19:45

Rick Le Blanc - President, OUC

- ❑ Thanked everyone for attending.
- ❑ Reviewed the purpose of the meeting which was:
 - a) to review the functionality of the Google calendar. There are 6 clubs + OUC events posted
 - b) to introduce the clubs to free on line advertising to increase the clubs visibility in the market place
 - c) to inform the clubs about the Ontario Tourism Marketing Partnership Corporation, OTMPC. This an Ontario website, www.ontariooutdoor.com dedicated to outdoor activities.
 - d) to create “workshops” to attract, educate and retain members

Input from the Presidents:

Functionality of the OUC Google Calendar.

- a- Rick mentioned the following information should be part of each clubs Google calendar
 - 1- The name of the club calendar should be the full name of the club. IE. Scarborough Underwater Club Inc. not SUCI. The full name would appear in the drop down menu beside “Agenda”. Clubs can abbreviate their name within a specific date
 - 2- A contact email address. Perhaps one for diving, another for training courses and one for social events.
 - 3- Location and price of the dive or social event.
 - 4- # of divers that are permitted on a dive. Perhaps using “unlimited” for shore dives and a “specific number” of available spots on a charter. This would have to be updated as available spots decreased.
 - 5- Which certification level can attend the dive? i.e. Open Water, Advanced, etc...
 - 6- Links to dives sites, wrecks, accommodations, maps/directions, and the clubs website
 - 7- When listing a training course, it should mention the certifying agency for which your club uses.
- b- Move the “Club Events Calendar” icon to the top of the home page
- c- Move the calendar to the top of the page followed by the text. Reverse the order.
- d- Turn off “Phases of the Moon”. Marianne mentioned that it does not take up usable space. Dave will move the wording in the drop down menu to the bottom of the list.
- e- Make the calendar larger
- f- Everybody likes the calendar and its overall purpose.
- g- Rick will ask Raimund to send an email blast to help gain exposure of the Calendar.



Free on line advertising.

The following website can be used to advertise your club, it's training courses, events and general information:

- a) www.torontosun.com, www.thestar.com, www.kijiji.ca , www.craigslist.ca,
www.yourclassifieds.ca, www.sportsxpress.ca,
- b) Derek had mentioned that your town or city hall would have a website that would advertise or publicize your club
- c) There are local TV stations that dedicate time and resources to support local events.
- d) Diver Magazine will advertise OUC for free. It is published 3-4 times per year.

Ontario Tourism Marketing Partnership Corporation, OTMPC

- a) www.ontariooutdoor.com is an Ontario government website that promotes outdoor activities. Click on "Outdoor Adventures", scroll down to "Water Adventures" and scroll over to "Scuba Diving". Contact Mike Stiell at ontariooutdoor@gmail.com . Here is what he said in a recent email to me. **"...the most effective way to increase representation would be to have you email any other operators in the province that you think would fit in the program, i.e. offer outdoor diving opportunities to the general public - lessons, tours etc. The email could recommend that they email me to find out more about the program and to also have their experiences posted for free on the website."**

Contact Mike and use my name and the OUC's name. He will walk you through what is needed to get your club listed on the website. I will continue to work with him to get the OUC listed and a link to OUC's website.

Create "workshops" to attract, educate and retain members

- a) "Workshops" are a tremendous way to generate excitement within your club. The benefits would be a better-educated diver and a member who will see a greater value in your club that competitors do not offer.
- b) Cam from EUC will forward their list of workshops, both past and present. After I receive them I will forward them to the clubs.
- c) SUCI recently held two separate Rebreather sessions. Each session had 10 divers and SUCI feels they might have been able to hold a third class. Attached to this email is a step-by-step approach that Raimund put together to conduct a rebreather course. Double click on the embedded excel spreadsheet within the document to see a cost breakdown. After costs SUCI netted \$460.00

Adjourned Meeting as of 20:55 hrs.

Next meeting: August 8th, 19:30hrs