

Bobsleigh CANADA Skeleton
Board of Directors Meeting 1012, Minutes
October 17, 2012 18:00-20:00
AIC 3rd Floor Boardroom

Our Mission: Bobsleigh Canada Skeleton develops Olympic and World Champions.

Call to Order – 18:02

Present: Reid Morrison, Lee Genier (Conf Call sign-off 18:30), Sarah Storey (Conf Call), Bill France (Conf Call sign-off 18:15).

Apologies: Bernie Asbell

Staff: Dwayne Dreher, Don Wilson, Shivauna Brown (Conf Call)

1. Review and approval of agenda.

Motion 1012 1: France/Genier
To approve the agenda as amended.

CARRIED

2. Review and approval of September 18, 2012 912 Minutes.

Motion 1012 2: Genier/Storey
To approve the 912 BCS BOD Minutes as presented.

CARRIED

3. Business arising from minutes:

There was no business arising from the minutes.

4. General Operations Update.

4.1 CEO Report: 912

1. General:
 - a. I met with the chair of the Audit Committee and we reviewed the Audit. He is reviewing in detail and we will meet in late October to bring Committee together.
 - b. We have been denied event funding from the BC government through channels used previously. I have applied for Hosting BC funding. I have discussed the issue with Keith Bennett, of Whistler Sport Legacy and agreed to keep all costs to a minimum.
 - c. BCS was able to secure a \$30,000 sponsorship for the two North America Cups to be held in Calgary through the Calgary Hotel Association. If room night projections are achieved the sponsorship can rise as high as \$40,000.
 - d. BCS received the Whistler Sliding Centre report required by the BC Coroners office. Upon review of the document there appears to be no issues with the track, but the report did make a number of recommendations related to operations and procedures and great scrutiny by the IF's as to protocol and regulations for homologation. Representatives of the FIBT and FIL Track Commissions met in Whistler to discuss the report and review it's findings with the author: Dr. Alex Zahavich of SAIT. The report is expected to be released to the public in late October. A communication plan is being developed.

- e. Nathan and I have been working on the future of the domestic component of the sled workshop. The Eurotech association has changed the focus of Dave Hugill's job profile. We are developing a plan with Dave to ensure efficient and effective use of his time to support not only the National team program, but the provincial sled programs as well.
- f. As per the last meeting, a number of the branding initiatives driven by Shivauna are coming on line: the creative is completed, a sled trailer wrap has been produced, the website has been updated and a major recruiting/events banner is being constructed for the BCS sled shed wall. All of these projects are highlighting our new branding image.

4.2 Finance

Dwayne presented the Financials, Balance Sheet, Accounts Payable and Accounts Receivable as of September 30, 2012.

- Revenues were reviewed. The A/R from CSCC has not been noted as we wait for accounting from them. Funds from Sport Canada are anticipated.
- Cash Flow projections have been developed and sent to Sport Canada for their review and action
- On the expense side Admin is high on a percentage of budget because it includes the audit costs that are weighed to the start of the year.
- There are prepaid insurance premiums which are corrected near year end based upon actual days out of country and number of participants
- All athlete expenses that are paid out from their donation accounts are debited from the program they represent: National Bobsleigh, Development skeleton etc.
- The exchange rate for the Euro is very favorable at this time versus the value budgeted. Dwayne will be paying equipment and hotel deposits as soon as cash flow allows to take advantage the savings
- A/R and A/P coding issues are being cleared up and should be adjusted by next month
- It was noted that we have reconnected with a new agent from SSQ, where our insurance claim for Team Spring is being reviewed. We anticipate a clearer understanding of the significant A/R from insurance recovery by next meeting
- Reid commended Dwayne on have the financials up to date and prepared a week in advance of the meeting, which allowed for a more complete review by the Board.

4.3 Marketing/Development:

TOPIC OF CONCENTRATION: BCS DIGITAL AND SOCIAL MEDIA INITIATIVES

As a viable part of our marketing plan, in the last 60 days we've upgraded several areas of the BCS website to provide great engagement with our athletes, our sports and our brand.

BCS WEBSITE UPDATE

Phase 2 Launch: October 16, 2012

Collective Budget: \$2,000 (Phase 1 & 2)

Updates:

Home Page: Rebranded

Photo Gallery: Added video capabilities, YouTube

Promotions: New home page graphic and unique page

Donate: New home page graphic, unique page, unique PayPal links, update buttons

Recruitment: New home page graphic, updated page

Events: New home page graphic and ticket purchase capabilities

About BCS: Added Volunteers & Officials drop down

BCS Website Stats

AUDIENCE						
Year	Unique Visitors	Total Visitors	New Visitor	Returning Visitor	Page/Visit	Avg Visit Duration
YTD	18,567	28,147	62.7%	37.3%	3.08	1:59
2012 Forecast	23,209	35,184				
Growth	26%	9%				
2011	18,365	32,238	54.0%	46.0%	3.35	2:10
2010	74,765	102,550	71.6%	28.4%	4.19	2:31

OPERATING SYSTEMS				MOBILE		
Year	Windows	Mac	Mobile	iO/S	Android	BB
YTD	60.8%	23.1%	11.7%	80.23%	11.97%	7.25%
2011	63.5%	28.6%	5.8%	85.42%	9.07%	4.99%
2010	72.3%	20.7%	2.6%	83%	N/A	4.30%

TRAFFIC SOURCES				SOCIAL NETWORKS		
Year	Search	Referral	Direct	Referrals	FB	Twitter
YTD	69.6%	14.4%	15.9%	1,030	74%	15%
Forecast				1,288		
2011	62.9%	14.3%	22.8%	355	79%	11%
2010	74.3%	133.3%	12.4%	0		

Annual Consistencies:

- Language: English (87.7%)
- Country of Origin: Canada (77%), US (6.8%)
- Search terms: bobsleigh Canada (17% avg), bobsleigh Canada (4%)
- Landing Pages: 87% Home page (default) then 2nd interaction: Bobsleigh Team (14%-20%), News , Skeleton Team

Key Findings:

- High drop off rates after Direct or 1st interaction page
- Team Pages 2nd most popular area of site (home page 1st)
- 300% increase in Social Network referrals (last 45 days)

Recommendations:

- Add Twitter link on Team pages to BCS TwitterFeeds page
- Add upcoming event information on Team pages
- Add a "Did You Know" box under left navigation highlighting (e.g.) costs to operate a bobsleigh team, etc., with link to Donate page.
- Maximize and customize Social network messages redirecting to unique BCS pages

SOCIAL MEDIA UPDATE

Twitter

BCS Twitter Accounts: @BobsleighCAN (Primary); @SkeletonCAN (Secondary)
Followers: 66

Key Findings:

- 5% of BCS website traffic is coming via Twitter in last 45 days
- Incredible support by athletes in using BCS handle: @BobsleighCAN

Facebook

BCS Facebook page: /BobsleighCanadaSkeleton
Followers: 6
Owner: Emily Baadsvik (awaiting admin access)

BCS Facebook page: /Bobsleigh-Canada-Skeleton
Followers: 32
Owner: Unknown
Note: SB asked to have closed down

MARKETING

- 1) Marketing Plan & Strategic Priorities
 - a. Branding & Positioning
 - b. Public Relations
 - c. Digital Communications & Social Media
 - d. Events, Promotions and Retail Activation
 - e. Partnerships & Sponsorships

PARTNERSHIPS

- 1) Proposals at Contract – 1
Value: \$25k
- 2) Proposals Under Review – 3
Value: \$70k
- 3) Proposals Under Development – 5
Value: \$265k
- 4) Prospects - 25
 - Olympic Partners – 1
 - Financial Institutions – 4
 - Insurance - 1
 - Resources – 2
 - Media – 4
 - Professional Services - 1
 - Beverage (Energy Drinks) - 2
 - Telecomms - 4
 - Industry - 1
 - Petroleum - 4
 - Gov't - 1

5. Athletes' Business

- No athletes were attendance because of sliding but Cody Sorensen brought forward 4 points:
 - The Athletes' fundraiser raised \$44,000. The exact disbursement of those funds needs to be determined.
 - Ambulance Access - Some athletes and coaches have expressed concern (especially after the recent first aid training) over ambulance access to the track. Large cement blockades prevent easy access. *WRITTEN RESPONSE TO AC: I spoke with Jim Younkers. Yes an ambulance will have to go around the AIC for the short term, but they are installing a gate instead of the cement block in between the icehouse and the BNTC. He feels this fall. This will allow for access. However, it was felt that at this time either an ambulance is on site for competitions and therefore the blocked route is not an issue, or if it is training COP medical is the first responder and any ambulance will be escorted into the park and no significant time will be lost.*
 - Greater transparency for new athlete fees, Re-evaluation of current structure - There has been debate as to re-consider team fees for new athletes who earn a spot on a top team in their first year. Many new athletes had not been made fully aware of the costs of the season and very little information was disseminated to them. Pilots argue that it restricts their ability recruit and would like a re-evaluation of the current plan. *WRITTEN RESPONSE TO AC: The fees for all athletes were posted on the BCS website as per the request of AC and approved at the annual general meeting (July). Since then a number of new*

recruits may not have seen the fee schedule. Although the fees were posted on the web, I had forgotten to update the athlete zone policies and procedures area which I have just done. For skeleton athletes the fees relate to the team they are selected for and as such we will not know who pays what until after the selection period. To a certain extent this is true of new recruits on the Bobsleigh side as this are selections this weekend. I will send the form to all athletes for their information and this has been done previously as well, but some new recruits may not have been on the list in July. As for the fees associated with new recruits, that issue was raised to me two weeks ago and in discussion with Nathan and informally at the Board level we agree it is an issue and we will deal with that issue tonight. The devil is in the detail as to how we deal with new recruits and what level of performance is required to be exempt from fee if that indeed is the case. **Don was asked to have the Athletes' Council pole the athletes to get a cleared view of their thoughts on adjusted fees. Report to the next meeting. PENDING**

- Selection Policies, Bobsleigh and Skeleton - As per the athlete agreement. Selection policies for both bobsleigh and skeleton was not made available to athletes on time. This has led to confusion amongst athletes and a failure to plan effectively. *WRITTEN RESPONSE TO AC: Bobsleigh was remiss in not having the SC up two months before the selection races - Bobsleigh Selection Criteria: When the original criteria was confirmed, BCS was unable to post it the web do to a technical problem with the server. Tom sent it to all athletes mid September directly. The criteria were not substantially changed from 2011-2012. - Skeleton Selection Criteria: Due to Nathan trying to get and consider feedback from athletes the final SC was not posted until late August/early September. Don't know the exact date, but it was posted on the web for ease of access for all. - For clarity, athletes have input to selection criteria, but selection criteria is not "approved" by athletes. Input is provided to staff. Staff created the selection criteria and then the final version is posted. This process, unfortunately takes time.*

6. Officials Report

There was no officials report, but Sarah asked for clarification on how senior official officials got assigned to various World Cups and World Championships. While the final selection is in the hands of the FIBT, Canada puts forward names for all major competitions, but just because a name has been put forward does not guarantee they will be selected.

Through funding from Sport Canada, BCS will be sending Astrid Wolf, Director of Officials, to the World Championships to work with the FIBT to advocate for our senior officials.

7. New Business

1012.7.1 Concussion Protocol

Don brought forward an issue that has afflicted two athletes who are not competing due to ongoing symptoms. The Board asked for clarification on specific BCS Concussion Management and protocols. As well BCS should review the policies associated with medical care aboard and support of supplemental medical, training or technical modalities requested by athletes that exceed the services provided by BCS.

PENDING

8. Adjournment

- Meeting adjourned 19.30

**NEXT MEETING AIC – 3rd Floor Boardroom
Tuesday, November 20, 2012**

**Bobsleigh Canada Skeleton
Balance Sheet
As of September 30, 2012**

	<u>Sep 30, 12</u>
ASSETS	
Current Assets	
Chequing/Savings	
1000 · RBC Operating Account-131	1,887.87
1010 · RBC Athlete Account-109	6,636.81
Total Chequing/Savings	<u>8,524.68</u>
Accounts Receivable	
1200 · Accounts receivable	258,643.97
Total Accounts Receivable	<u>258,643.97</u>
Other Current Assets	
1300 · Prepaid Expenses	20,463.00
Total Other Current Assets	<u>20,463.00</u>
Total Current Assets	287,631.65
Fixed Assets	
1500 · Furniture and Equipment	3,013.00
1510 · Computer Hardware	3,096.84
1520 · Bobsleds	265,012.60
1530 · Bobsled runners	83,287.46
1540 · Skeleton Runners	66,324.96
1550 · Video and Electronic Equipment	8,999.00
1560 · Workshop Tools	2,474.00
1570 · Skeleton Sleds	52,684.48
1580 · Other Skeleton Equipment	25,089.68
1590 · Moulds	0.00
Total Fixed Assets	<u>509,982.02</u>
Other Assets	
1400 · Bobsleigh Canada Trust Fund	512,026.84
Total Other Assets	<u>512,026.84</u>
TOTAL ASSETS	<u><u>1,309,640.51</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	81,817.20
Total Accounts Payable	<u>81,817.20</u>
Credit Cards	
2210 · David Hugill Visa	-150.00
2220 · Don Wilson Visa	3,874.08
2230 · Dwayne Dreher Visa	26,299.36
Total Credit Cards	<u>30,023.44</u>
Other Current Liabilities	
2100 · Accrued Liabilities	26,763.00
2400 · RBC Line of Credit	275,000.00
2500 · GST/HST Payable	-4,866.70
2700 · Cash Advance	5,500.00
2801 · Deferred revenue - current	23,080.00
Total Other Current Liabilities	<u>325,476.30</u>
Total Current Liabilities	437,316.94
Long Term Liabilities	
2800 · Deferred revenue	23,080.00
Total Long Term Liabilities	<u>23,080.00</u>
Total Liabilities	460,396.94
Equity	
3000 · Retained Earnings	41,539.00
3100 · Opening Balance Equity	631,077.06
3125 · Comprehensive Income Adjustment	-101,716.07
Net Income	278,343.58
Total Equity	<u>849,243.57</u>
TOTAL LIABILITIES & EQUITY	<u><u>1,309,640.51</u></u>

**Bobsleigh Canada Skeleton
Profit & Loss Budget vs. Actual
April 2012 through March 2013**

	<u>Apr '12 - Sept '12</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
4000 · COC Revenue				
4002 · OLCF	55,654.00	55,654.00	0.00	100.0%
Total 4000 · COC Revenue	55,654.00	55,654.00	0.00	100.0%
4010 · Cdn Sport Centre Revenue				
4011 · Bobsleigh Institute Program	125,000.00	125,000.00	0.00	100.0%
4012 · Skeleton Coaching Supplement	30,000.00	30,000.00	0.00	100.0%
4013 · IST Services	0.00	485,168.00	-485,168.00	0.0%
4014 · Skeleton Institute Program	55,000.00	55,000.00	0.00	100.0%
Total 4010 · Cdn Sport Centre Revenue	210,000.00	695,168.00	-485,168.00	30.21%
4020 · Event Revenue				
4021 · ASPRWF Funding	0.00	16,000.00	-16,000.00	0.0%
4022 · Entry Fees	0.00	25,000.00	-25,000.00	0.0%
4023 · FIBT Event Funding	0.00	26,000.00	-26,000.00	0.0%
4024 · Sponsorship	0.00	351,000.00	-351,000.00	0.0%
4025 · Sport Canada Event Funding	0.00	50,000.00	-50,000.00	0.0%
4026 · Winsport Event Contribution	0.00	5,750.00	-5,750.00	0.0%
4029 · Event Admissions	0.00	16,000.00	-16,000.00	0.0%
Total 4020 · Event Revenue	0.00	489,750.00	-489,750.00	0.0%
4030 · FIBT Revenue				
4032 · WC/AC/EC Contributions	0.00	60,000.00	-60,000.00	0.0%
Total 4030 · FIBT Revenue	0.00	60,000.00	-60,000.00	0.0%
4040 · Other Revenue				
4042 · Recruitment camp Fees	160.00	1,000.00	-840.00	16.0%
4044 · Equipment Sales	768.25	231,000.00	-230,231.75	0.33%
4045 · Membership/Affiliation Fees	50.00	2,000.00	-1,950.00	2.5%
4048 · VAT Rebate	0.00	2,000.00	-2,000.00	0.0%
Total 4040 · Other Revenue	978.25	236,000.00	-235,021.75	0.42%
4050 · Sponsorship Revenue				
4051 · VIK	0.00	180,000.00	-180,000.00	0.0%
4053 · Sponsorship 2	0.00	5,400.00	-5,400.00	0.0%
4054 · Sponsorship 3	26,666.67	23,333.00	3,333.67	114.29%
Total 4050 · Sponsorship Revenue	26,666.67	208,733.00	-182,066.33	12.78%
4060 · Sport Canada Revenue				
4061 · Excellence/OTP	85,318.40	1,764,832.00	-1,679,513.60	4.83%
4062 · Research and Innovation	150,000.00	150,000.00	0.00	100.0%
4063 · Sport Canada Core	436,000.00	453,000.00	-17,000.00	96.25%
Total 4060 · Sport Canada Revenue	671,318.40	2,367,832.00	-1,696,513.60	28.35%
4070 · Athlete Program Fees				
4071 · Bobsleigh Program Fee	0.00	66,608.00	-66,608.00	0.0%
4072 · Skeleton Program Fee	0.00	28,124.00	-28,124.00	0.0%
4073 · National Team Membership Fee	0.00	14,112.00	-14,112.00	0.0%
Total 4070 · Athlete Program Fees	0.00	108,844.00	-108,844.00	0.0%
Total Income	964,617.32	4,221,981.00	-3,257,363.68	22.85%
Expense				
5000 · Administration	52,249.06	86,300.00	-34,050.94	60.54%
5014 · Insurance	0.00	51,000.00	-51,000.00	0.0%
5090 · Salaries and Benefits (Admin)	119,093.65	310,575.00	-191,481.35	38.35%
5091 · Salaries and benefits (Coach)	295,155.94	746,685.00	-451,529.06	39.53%
5100 · Americas Cup Event	0.00	83,300.00	-83,300.00	0.0%
5200 · Canadian Championships Event	0.00	3,500.00	-3,500.00	0.0%
5300 · Development Bobsleigh	6,045.24	109,050.00	-103,004.76	5.54%
5400 · Development Skeleton	595.92	109,330.00	-108,734.08	0.55%
5600 · Int Cup Skeleton Event	0.00	8,700.00	-8,700.00	0.0%
5800 · National Team Skeleton	63,442.78	412,607.00	-349,164.22	15.38%
5900 · National Team Bobsleigh	76,405.94	705,476.00	-629,070.06	10.83%
6000 · Officials expenses	482.37	4,900.00	-4,417.63	9.84%
6100 · Canadian Sport Centre Calgary	0.00	485,168.00	-485,168.00	0.0%
6200 · Recruiting	2,332.74	25,000.00	-22,667.26	9.33%
6300 · Starts and Strength Training	13,252.25	58,000.00	-44,747.75	22.85%
6400 · Workshop	5,196.26	10,000.00	-4,803.74	51.96%
6600 · World Cup Whistler	2,854.17	110,000.00	-107,145.83	2.6%
6700 · Marketing and Promotion	3,220.31	30,000.00	-26,779.69	10.73%
6800 · Official Languages	497.25	5,000.00	-4,502.75	9.95%
6900 · Meetings/Representation	5,978.57	7,000.00	-1,021.43	85.41%
6950 · VIK	0.00	180,000.00	-180,000.00	0.0%
7100 · Equipment	58,528.88	557,105.00	-498,576.12	10.51%

Bobsleigh Canada Skeleton
Profit & Loss Budget vs. Actual
 April 2012 through March 2013

	<u>Apr '12 - Sept '12</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
7300 · Research and Innovation	0.00	150,000.00	-150,000.00	0.0%
7500 · Long Term Athlete Development	0.00	1,500.00	-1,500.00	0.0%
Total Expense	<u>705,331.33</u>	<u>4,250,198.00</u>	<u>-3,544,864.67</u>	<u>16.6%</u>
Net Ordinary Income	259,285.99	-28,215.00	287,500.99	-918.97%
Other Income/Expense				
Other Income	0.00	0.00	0.00	0.0%
Net Other Income	0.00	0.00	0.00	0.0%
Net Income	<u>259,285.99</u>	<u>-28,215.00</u>	<u>287,500.99</u>	<u>-918.97%</u>