

**Bobsleigh CANADA Skeleton**  
Board of Directors Meeting 1111, Minutes  
November 23, 2011 18:00-20:00  
Bob Niven Training Centre, Boardroom

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

Call to Order – 19:00

Present: Reid Morrison, Bernie Asbell, Lee Genier, Astrid Wolf, Brent Berezowski, Lisa Szabon-Smith

Staff: Don Wilson, Dwayne Dreher

**1. Review and approval of agenda.**

Motion 1111 1: Wolf/Szabon-Smith  
To approve the agenda as amended.

CARRIED

**2. Review and approval of October 18, 2011 1011 Minutes.**

Motion 1111 2: Berezowski/Asbell  
To approve the 1011 BCS BOD Minutes as presented.

CARRIED

**3. Business arising from minutes:**

3.1 111.6.1 Youth Olympic Games

Brent brought forward a number of concerns about the process and go forward position of the YOG program. There was discussion about the lead role of the YOG program between BCS, ABA and ASA. BCS has maintained that the YOG needs to be driven by ABA and ASA. There have been no funds budgeted for support of the YOG. Nathan Cicoria has agreed to meet with the parents of the athletes of the YOG to try and understand the issues and come forward with a plan as directed by ABA and ASA.

PENDING

3.2 911.6.2 Athlete Program Fee

It was agreed that a guideline of Athlete Program Fees should make up no greater than 3% of the gross expenditures of the Association. As well we should clearly define the process by which budgets are developed with Athlete Council input. A draft will be provided at the next meeting.

PENDING

3.4 911.9.4 Sponsorship Finder's Fee

A proposal was drafted and discussion ensued. Draft two will be prepared and presented at the next meeting. Areas of change were: athlete only policy, donation process and income tax implications

PENDING

## **4. General Operations Update.**

### **4.1 CEO Report: 1111, November 22,2011**

1. General:
  - a. I have sent payment to our Auditor in the amount specified in the contract and I am waiting for their reply.
  - b. Through Amy Gough, an extremely successful fund raising event was hosted at the residence of the President of Encana. The event netted about \$85,000 that will be split in differing amounts between the World Cup skeleton athletes and the development skeleton athletes. All funds will be held in trust by BCS on the athletes' behalf and disbursed according to CRA policy. BCS is working with Encana to issue eligible charitable tax receipts.
  - c. We have received a hosting grant from the Province of Alberta for our World Cup in the amount of \$115,000. This is slightly down from last year but with the assistance of Winsport our expenses have also diminished.
  - d. Through Jon Montgomery, Pattison signs have given BCS several digital signs throughout the country to try and generate interest in a National Sponsor. VISA has provided us, free of charge the services of their marketing agency to generate creative to match what we are doing with the marketing event organized by Chris Wilson in Toronto on November 17<sup>th</sup>. The intent of the campaign is to generate interest in our sport and the opportunity for companies to become associated as a sponsor.
  - e. We have arranged the first meeting of our Audit Committee on November 23<sup>rd</sup> to be held at the RBC building. The Committee consists of Kirk Look CA, Controller of a Biomedical firm, Anne-Marie Feoli, senior accounts manager with RBC and Astrid. Dwayne is the staff person and I sit as ex-officio members.
  - f. We are working closely with the Winsport Marketing group to standardize the marketing of events at COP. This will include, roadside banners, in park signage, in park digital signage and signage distribution throughout Calgary. This arrangement will help our marketing and make our marketing dollars go further because of the joint venture with Winsport.
  - g. Stephen Norris, VP Sport for Winsport laid out a very ambitious plan for the advancement of Winsport as the world leading winter sport institute in the World with the next 3 – 5 years. It is based upon the pillars of the long-term athlete development, Canada Sport 4 Life, with top priority on the attainment of performance benchmarks. The NSO's are the primary target for priority service and fit into the new Winsport model: Discover, Develop, Excel.
  - h. The FIBT have given notice that the Cesana Track has been shut down indefinitely. This is a very serious issue in the long term in that the track that was built for the 2006 Games, in the country of the now President of the FIBT, is unable to be sustained. As far as the events to be held in Cesana go, the FIBT is utilizing the track at La Plange France
  - i. BCS has gone through selections and the names of the bobsleigh and skeleton athletes representing BCS on the World Cup, ICC and Europa Cup are posted on the BCS website.

### **4.2 Finance**

Dwayne presented the October 30, 2011 financials. (Attachment 1) We are meeting with members of the audit committee to review the management letter brought forward by Deloitte

### **4.3 Marketing/Development:**

Chris Wilson created a marketing information event in Toronto that is hosted by adidas Canada at their Mississauga offices. Jon and Mellisa are there to promote the sport and to generate interest from advertising companies and potential sponsors as to the opportunities that exist with an association with BCS. The event is coupled with a digital add campaign on board donated by Pattison and creative that was developed by TBWA/Toronto and paid for by VISA. A full report will be provided for the next meeting.

### **5. Athletes' Business**

- No new business

### **6. New Business**

#### **6.1 1111.6.1 Coach Development and Mentorship**

Brent asked for clarity on coach development and mentorship. It was pointed out that the biggest push for coach mentorship is to have in place Canadian coaches so that true development and mentorship can be accomplished. As of this season BCS has two foreign based coaches: Tom de la Hunty (British) and Stephan Bosch (American). These coaches are working with our development coaches, Pierre Lueders and Amanda Stepenko, but it is difficult as they are on separate tours. Interaction during the summer months is the only form of mentorship at this time.

On the skeleton side BCS has all Canadian coaches with Duff Gibson leading with Kelly Forbes, Keith Loach, Emily Malcolm and Cara Pavan.

BCS takes advantage of CSCC professional development and Olympic Excellence series through the COC, but this has been primarily Nathan Cicoria as High performance Director.

As BCS builds and completes the NCCP program it will be easier to evaluate, develop and mentor Canadian coaches in the future.

CLOSED

#### **6.2 1111.6.2 Alumni Committee**

Brent gave a brief outline of the Alumni Committee activities:

- 2 meetings, Lisa Szabon-Smith (1) and Louis Poirier
- Establish contact with alumni from all sliding sports
- Establish a core group of volunteers
- Formalize a contact list from all linked associations
- Hold an event in 2012

CLOSED

### **7. Adjournment**

- Meeting adjourned 20.00

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**NEXT MEETING**  
**Tuesday January 17, 2011**  
**BNTC – Bobsleigh Canada Office**

Revenues as of October 31, 2011

	Actual 04/01/2011 to 10/31/2011	Budget 04/01/2011 to 03/31/2012	Variance	Actual 04/01/2011 to 10/31/2011	Actual 04/01/2010 to 10/31/2010	Variance
<b>REVENUE</b>						
<b>Sport Canada Revenue</b>						
Sport Canada - Core	460,066.00	453,279.00	6,787.00	460,066.00	468,591.00	-8,525.00
Sport Canada - Excellence-OTP	871,036.27	1,617,400.00	-746,363.73	871,036.27	0.00	871,036.27
Sport Canada - Olympic Program	0.00	0.00	0.00	0.00	0.00	0.00
Sport Canada/OTP Research and Inv	150,000.00	150,000.00	0.00	150,000.00	0.00	150,000.00
Sport Canada - Events	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Sport Canada Revenue</b>	<b>1,481,102.27</b>	<b>2,220,679.00</b>	<b>-739,576.73</b>	<b>1,481,102.27</b>	<b>468,591.00</b>	<b>1,012,511.27</b>
<b>COC Revenue</b>						
COC - OTP	0.00	0.00	0.00	0.00	1,118,813.00	-1,118,813.00
COC - Other	0.00	0.00	0.00	0.00	0.00	0.00
COC - OLCF	52,608.00	52,608.00	0.00	52,608.00	0.00	52,608.00
<b>Total COC Revenue</b>	<b>52,608.00</b>	<b>52,608.00</b>	<b>0.00</b>	<b>52,608.00</b>	<b>1,118,813.00</b>	<b>-1,066,205.00</b>
<b>Sponsorship Revenue</b>						
Sponsorship 1	75,000.00	100,000.00	-25,000.00	75,000.00	125,000.00	-50,000.00
Sponsorship 2	75,000.00	50,000.00	25,000.00	75,000.00	57,500.00	17,500.00
Sponsorship 3	35,000.00	23,300.00	11,700.00	35,000.00	35,000.00	0.00
VIK	69,240.00	180,000.00	-110,760.00	69,240.00	0.00	69,240.00
<b>Total Sponsorship Revenue</b>	<b>254,240.00</b>	<b>353,300.00</b>	<b>-99,060.00</b>	<b>254,240.00</b>	<b>217,500.00</b>	<b>36,740.00</b>
<b>FIBT Revenue</b>						
FIBT - WC/AC/EC Contributions	0.00	40,000.00	-40,000.00	0.00	0.00	0.00
ROC Contributions	0.00	0.00	0.00	0.00	0.00	0.00
WM Contributions	0.00	0.00	0.00	0.00	0.00	0.00
Prize Money	76,640.00	80,000.00	-3,360.00	76,640.00	0.00	76,640.00
<b>Total FIBT Revenue</b>	<b>76,640.00</b>	<b>120,000.00</b>	<b>-43,360.00</b>	<b>76,640.00</b>	<b>0.00</b>	<b>76,640.00</b>
<b>CDN Sport Centre Revenue</b>						
Bobsleigh Institute Program	180,130.00	225,000.00	-44,870.00	180,130.00	0.00	180,130.00
Skeleton Institute Program	0.00	55,130.00	-55,130.00	0.00	0.00	0.00
IST Services	0.00	580,000.00	-580,000.00	0.00	0.00	0.00
<b>Total CODA Revenue</b>	<b>180,130.00</b>	<b>860,130.00</b>	<b>-680,000.00</b>	<b>180,130.00</b>	<b>0.00</b>	<b>180,130.00</b>
<b>Event Revenue</b>						
Sponsorship	27,250.00	215,000.00	-187,750.00	27,250.00	5,875.61	21,374.39
Entry Fees	0.00	75,000.00	-75,000.00	0.00	0.00	0.00
FIBT Event Funding	0.00	56,000.00	-56,000.00	0.00	0.00	0.00
Sport Canada - Events	0.00	125,000.00	-125,000.00	0.00	0.00	0.00
ASRPWF Funding	8,500.00	8,500.00	0.00	8,500.00	10,000.00	-1,500.00
<b>Total Event Revenues</b>	<b>35,750.00</b>	<b>479,500.00</b>	<b>-443,750.00</b>	<b>35,750.00</b>	<b>15,875.61</b>	<b>19,874.39</b>
<b>Sled Revenue</b>						
Repairs	0.00	0.00	0.00	0.00	0.00	0.00
Sled Sales	0.00	0.00	0.00	0.00	0.00	0.00
Other	0.00	0.00	0.00	0.00	0.00	0.00
Sled Rental	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Workshop Revenue</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Other Revenue</b>						
Interest	0.00	1,500.00	-1,500.00	0.00	0.00	0.00
Membership/Affiliation Fees	200.00	0.00	200.00	200.00	1,475.00	-1,275.00
Donations	0.00	15,000.00	-15,000.00	0.00	2,500.00	-2,500.00
Merchandise Sales	0.00	0.00	0.00	0.00	0.00	0.00
Rebates/etc	11,595.18	30,000.00	-18,404.82	11,595.18	1,335.14	10,260.04
Visa Performance Awards	0.00	0.00	0.00	0.00	0.00	0.00
Sled Auction Ticket Sales	3,550.00	0.00	3,550.00	3,550.00	5,400.00	-1,850.00
Donation - Specific	12,776.00	0.00	12,776.00	12,776.00	7,000.00	5,776.00
US Currency Gain	0.00	0.00	0.00	0.00	0.00	0.00
Euro Currency Gain	0.00	0.00	0.00	0.00	0.00	0.00
National Team Fee	0.00	13,440.00	-13,440.00	0.00	33,833.32	-33,833.32
Skeleton Program Fee	0.00	9,000.00	-9,000.00	0.00	0.00	0.00
Bobsleigh Program Fee	0.00	86,000.00	-86,000.00	0.00	3,600.00	-3,600.00
NCCP Course Fees	0.00	0.00	0.00	0.00	0.00	0.00
Equipment Sales	1,392.00	0.00	1,392.00	1,392.00	875.00	517.00
GST Received	0.00	0.00	0.00	0.00	0.00	0.00
ABA Fundraising Events	0.00	0.00	0.00	0.00	589.75	-589.75
National Team Fee	4,704.00	0.00	4,704.00	4,704.00	0.00	4,704.00
Windsport Event Contribution	15,000.00	0.00	15,000.00	15,000.00	0.00	15,000.00
CSCC Contribution	27,000.00	0.00	27,000.00	27,000.00	0.00	27,000.00
VAT Refund	2,078.42	0.00	2,078.42	2,078.42	0.00	2,078.42
Paypal	0.22	0.00	0.22	0.22	0.00	0.22
2010 Olympic Tickets	0.00	0.00	0.00	0.00	1,040.00	-1,040.00
Ice Block Silent Auction Sales	10,570.00	0.00	10,570.00	10,570.00	0.00	10,570.00
Cash Advance	0.00	0.00	0.00	0.00	0.00	0.00
Official course fees	0.00	0.00	0.00	0.00	0.00	0.00
Adidas Performance Bonus	0.00	0.00	0.00	0.00	10,929.44	-10,929.44
Cash Advance Returned	0.00	0.00	0.00	0.00	0.00	0.00
Credit Card Purchase fees	0.00	0.00	0.00	0.00	26.25	-26.25
Sled Auction Sales	0.00	0.00	0.00	0.00	21,305.00	-21,305.00
Womens Bobsleigh Celebration Sales	0.00	0.00	0.00	0.00	0.00	0.00
Skeleton Recruitment Camp fees	0.00	0.00	0.00	0.00	0.00	0.00
Bobsleigh Recruitment Camp Fees	400.00	0.00	400.00	400.00	403.59	-3.59
<b>Total Other Revenue</b>	<b>89,265.82</b>	<b>154,940.00</b>	<b>-65,674.18</b>	<b>89,265.82</b>	<b>90,312.49</b>	<b>-1,046.67</b>

<b>Expenses as of October 31, 2011</b>				
		<b>As of 10/31/11</b>	<b>2011/12 Budget</b>	<b>Variance</b>
<b>100 National Bobsleigh Program</b>		119,464.48	<u>570,845.00</u>	<u>-451,380.52</u>
1000 Administration		38,506.07	63,300.00	-24,793.93
1050 Administrative Salaries and Benefits		178,074.61	290,575.00	-112,500.39
1075 Debt Repayment		5,147.35	10,000.00	-4,852.65
1100 World Cup Calgary		5,425.80	205,000.00	-199,574.20
1130 World Cup Whistler		4,762.91	205,000.00	-200,237.09
1150 Canadian Championships		0.00	10,500.00	-10,500.00
1165 Americas Cup		220.51	26,000.00	-25,779.49
1180 Intl Cup Skeleton		0.00	21,000.00	-21,000.00
1200 Meetings/Representation		3,921.50	7,500.00	-3,578.50
1300 Officials Program		0.00	8,500.00	-8,500.00
1500 Marketing/Communications		9,939.45	29,760.00	-19,820.55
1600 OTP Research and Innovation		29,338.18	150,000.00	-120,661.82
1800 Long Term Athlete Development		0.00	0.00	0.00
200 National Skeleton Program		22,624.46	303,652.00	-281,027.54
2000 High Performance Salaries and Benefits		374,127.14	659,685.00	-285,557.86
300 Development Bobsleigh Program		52,802.18	183,370.00	-130,567.82
3100 Workshop		36,148.92	47,000.00	-10,851.08
3200 Bobsleigh Equipment		154,627.51	326,700.00	-172,072.49
3300 Official Languages		665.16	9,000.00	-8,334.84
3400 Skeleton Equipment		492.20	24,200.00	-23,707.80
3500 Insurance		20,413.00	55,900.00	-35,487.00
3600 Performance Technology		3,061.00	20,130.00	-17,069.00
3800 VIK		0.00	180,000.00	-180,000.00
400 Development Skeleton		7,360.74	80,384.00	-73,023.26
500 Recruitment/Participation		9,042.23	29,270.00	-20,227.77
600 Intl Cup Skeleton		0.00	95,327.00	-95,327.00
700 Starts and Strength		30,706.10	74,200.00	-43,493.90
800 Performance Services		1,818.97	580,000.00	-578,181.03
<b>Total Expenses</b>		<b>1,108,690.47</b>	<b>4,266,798.00</b>	<b>-3,158,107.53</b>
<b>Total Revenues</b>		<b>2,169,736.09</b>	<b>4,249,607</b>	<b>2,079,870.91</b>
<b>Profit/Loss</b>		<b>1,061,045.62</b>	<b>-17,191.00</b>	<b>-1,078,236.62</b>