

**Bobsleigh CANADA Skeleton**  
Board of Directors Meeting 612, Minutes  
June 20, 2012 18:00-20:00  
Bob Niven Training Centre, Boardroom

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

Call to Order – 18:15

Present: Reid Morrison, Lee Genier, Jen Ciochetti, Sarah Reid, Bernie Asbell (Conf Call) and Astrid Wolf.

Absent: Brent Berezowski

Guest: Emily Baadsvik

Staff: Dwayne Dreher, Don Wilson

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

Motion 612 1: Wolf/Genier  
To approve the agenda as amended.

CARRIED

**2. Review and approval of May 15, 2012 512 Minutes.**

Motion 612 2: Genier/Wolf  
To approve the 512 BCS BOD Minutes as presented.

CARRIED

**3. Business arising from minutes:**

The was no business arising from the minutes.

**4. General Operations Update.**

**4.1 CEO Report: 612**

1. General:
  - a. BCS reluctantly accepted Pierre Lueders resignation on May 21. Nathan and I had met with Pierre on May 7<sup>th</sup> to go over the new Chief Technical Coach position created for him after confirmation of funding from OTP. We stated that we wanted to know the direction BCS was going prior to Nathan's vacation. At that time we had no indication that was not going to accept the position. We were disappointed with his resignation and surprised with the announcement that he and Florian Linder had accepted positions with the Russian Bobsleigh Federation, as he had given no indication that he was actively involved in discussions with another nation, although there had been rumors of the Swiss Federation pursuing his services.
  - b. Part of the dilemma with Pierre's departure was BCS had made a significant pitch to OTP for additional funding and the long term planning based upon succession planning post 2014. OTP, through Ken Read, Anne Merklinger and Lucinda Jaggar, have been understanding and supportive of our next steps.
  - c. BCS is actively involved in searching for a technical bobsleigh coach within Canada and internationally.

- d. As of October 14, 2014 not for profits will have to comply with new incorporation statutes. We have opened this discussion previously. I attended a webinar that laid some basic groundwork for the required changes. Membership delineation is a prime concern for most NFP's, in that under the new rules you must be able to contact all members. In BCS's case that is possible. Some of the discover athletes that are members of the provincial sections can be referred to as registered participants which will allow sports to remove them from membership privileges but maintain them for "numbers". Also, the new rules will restrict appointed Directors to 1/3 of the number of elected directors in an election. All appointed directors might only serve one term. I will continue to gather information, but a lead role in this transition should come from a Director and we need to have many Bylaw changes in place for the 2013 AGM to meet bylaw change deadlines.
- e. Reid and I attended the FIBT Congress in Sochi. Canada brought forward three main issues: Track Safety, Skeleton Helmet Requirements and Scheduling Principles. In addition to these issues, Canada brought forward concerns with the Financial Reporting of the FIBT to the membership.
- f. We had a number of applicants for the Director of Partnerships and Marketing, although many were lacking in key areas. We have shortlisted and are moving towards final selection and interviews.
- g. The AGM is July 19. The following Directors are up for election: Vice-President – Brent Berezowski, Director at Large – Lee Genier and Treasurer – Astrid Wolf.

#### **4.2 Finance**

Dwayne presented the latest version of the March 31<sup>st</sup> Financials. Documentation and explanation was provided to the Board on the status of the: Balance Sheet, Accounts Receivable, Accounts Payable and the Profit & Loss statement as adjusted by the pre-auditor.

Don presented the 2012-2013 Budget that shows a loss position of \$28,2015 on projected revenues of \$4.165M and projected expenses of \$4.193M. Don explained in detail the soft revenues in the budget equate to about \$300K, but 20% of these projected event/sponsorship revenues have been applied for in government grants, which have a high probability of success. He noted that new Director of Partnerships and Marketing was in the final stages of hiring at the acquisition of the required remaining revenues was the persons highest priority. Don also laid out the plan sale of older high-level sleds in attempt to reduce inventory and raise required revenues, over and above the stated event/sponsorship revenues, to offset expenses in the bobsleigh equipment area. This will reduce our inventory but we will have 5 Eurotech 2er sleds and up to 2 Eurotech 4er sleds.

<p>Motion 4.2.1 Asbell/Wolf</p>
---------------------------------

<p>To accept the 2012-2013 Budget as presented.</p>
---

<p>CARRIED</p>
----------------

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

**Chris Wilson**

**Wrap-up Report**

As this is my last report I will give in my position I would first like to thank everyone at BCS for the opportunity to represent the organization for the past two years. I would especially like to thank Don, Dwayne and the Board for their support and the athletes for being phenomenal spokespeople for the organization. I am disappointed to be leaving without a major sponsorship deal in place; however I have told Don that I will continue to do whatever I can for BCS from here in Toronto.

What follows is a recap of where we stand with active opportunities and leads:

### **Automotive Category**

We still are waiting to hear back from the potential automotive category sponsor we were involved in pitching with the Canadian Olympic Committee. No more details are available except that as I write this we are still in the running to be a part of this deal.

### **Financial Services Category**

We continue discussions with a financial investment company's agency that remains interested and supportive in sponsoring BCS. Currently the company is completing a brand re-launch and the sponsorship would be part of the second phase. They have received a complete sponsorship package (at their request) at a major sponsorship level. We are currently waiting for a scheduled meeting with the agency and their key person at the client's office.

### **Adidas**

Adidas Canada is interested in working with our athletes and potentially hospitality at the Calgary world cup event. Adidas was exceptionally pleased with the event we ran at their headquarters with Mellisa and Jon. Some of the discussions that we have had in the past centered around Adidas Canada using our athletes to help sell the benefits of their compression-wear to Canadian universities.

### **Dow Chemical**

Both Don and I have been keeping contact with Dow Chemical on a fairly regular basis. My contact has been with Shawna Bruce their Communications Manager. Thus far, we have been unsuccessful with getting them to discuss a renewal of their sponsorship. I did submit to them a proposal to increase their involvement significantly. Shawna's comments to me were that their head office was currently unsure if they would expand their Olympic involvement beyond their IOC sponsorship going forward.

### **Canadian Tire (or another retailer) program**

Eurosled has sent us samples of a custom recreational sled with BCS branding that I still believe can be a great marketing product for us. Thus far, we have been unsuccessful in securing a meeting with Canadian Tire's buyer for this category but I have a meeting June 25 where I expect to get the name to move forward on this. Canadian tire is currently selling Basketball Canada branded basketball hoops and I don't see this as much different of a program than that.

### **Purolator Courier**

We have had preliminary discussions with Purolator who initially expressed interest in discussing more about partnership. Tim's last note to me was that his 2012 budget was already spoken for but to keep in touch going forward. I would suggest that someone write Tim to follow-up and try to setup a meeting. As he is based in Toronto I am happy to attend that meeting if it helps.

### **Health Products**

We had two companies that were interested at one point in finding out more about sponsoring BCS in the health category. The connection that came through me was Brad Mummery with Bioforce Canada. Don had some contact with a Truostar Health. My last contact with Brad was asking if their products had any clearance with CCES and so far have not heard back.

### **Quantum Pacific Capital**

Their CEO contacted me during last season about doing a small sponsorship program (very small). It ended up that they decided to wait until the next season - but someone should contact him to follow- up. Due to the smaller level of the potential sponsorship I suggested a performance bonus for an athlete (or athletes).  
Based out of Hong Kong and Vancouver.

For what it's worth, here are my suggestions for BCS moving forward:

- 1.) Continue to promote the athletes as the biggest asset of BCS. I have been around a lot of athletes and I have never seen such great ambassadors. Using people like Jon Montgomery, Helen Upperton and Mellisa Hollingsworth can only provide good results.
- 2.) Promote the unique experience BCS can provide through travel, trips down the hill etc.
- 3.) Focus on the attributes of precision at speed, performance on the edge, a history of excellence, innovation and pure raw power.

I wish BCS luck in their future sponsorship search and as mentioned, am willing to do whatever I can in the future to help.

## **5. Athletes' Business**

- No new business

## **6. New Business**

### 6.1 Nutrition and Supplement Guidelines

Reid spoke to the history of tainted samples for supplements several years ago. It was agreed that the liability of BCS entering into any such agreements with nutrition and supplement companies, out weighed the benefit. If athletes wish to enter into endorsement deals of any sort with such companies they are forewarned that through WADA and CCES regulations they are responsible for the substances taken.

Motion 6.1.1 Genier/Asbell

That BCS will not enter into a sponsorship or official supplier relationship with any entity whose primary business is nutrition or supplement production and distribution. BCS however does not restrict any athlete, if they so chose knowing the rules and regulations of WADA and the CCES, from entering into a relationship with this type of entity.

CARRIED

CLOSED

### 6.2 President's Award

Reid asked for nominations for the two awards that are presented annually at the Annual General Meeting.

CLOSED

### 6.3 Membership Clarification

Don noted that there might be some confusion around an athlete's required membership of a PSO with the institution two years ago of the National Team Membership Fee. This fee is meant to cover insurance and administrative costs associated with being a member of a Senior or Development National bobsleigh or skeleton team. The fee does not replace the requirement for all athletes participating in BCS selection race(s) to be first a member of their provincial association (BCBSA, ABA, ASA or OBA) and if they reside in a province without a PSO, then they may register directly with BCS. Don will send out a clarification notice to all athletes and PSOs.

CLOSED

## **7. Adjournment**

- Meeting adjourned 19.30

---

**NEXT MEETING - BNTC – Bobsleigh Canada Office  
Tuesday, July 17, 2012**

**Bobsleigh Canada Skeleton**  
**2012-2013 - Draft Budget - June 18, 2012**

	Budget 12-13	Budget 11-12	Actual 11-12
Ordinary Income/Expense			
Income			
Total 4000 · COC Revenue	55,654	52,608	152,608
Total 4010 · Cdn Sport Centre Revenue	695,168	860,130	862,414
Total 4020 · Event Revenue	438,750	567,500	542,932
Total 4030 · FIBT Revenue	60,000	40,000	49,635
Total 4040 · Other Revenue	236,000	46,500	233,664
Total 4050 · Sponsorship Revenue	203,333	353,300	422,573
Total 4060 · Sport Canada Revenue	2,367,832	2,221,129	2,226,066
Total 4070 · Athlete Program Fees	108,844	108,450	82,499
<b>Total Income</b>	<b>4,165,581</b>	<b>4,249,617</b>	<b>4,572,392</b>
Expense			
Total 5000 · Administration	80,900	63,300	199,745
5014 · Insurance	51,000	55,900	50,398
Total 5015 · Long Term Athlete Development	1,500		6,452
Total 5020 · Meetings and Representation	7,000	7,500	14,237
5090 · Salaries and Benefits (Admin)	310,575	290,575	273,228
5091 · Salaries and Benefits (Coach)	746,685	659,685	688,638
Total 5100 · Americas Cup Event	83,300	32,800	44,091
Total 5200 · Canadian Championships Event	3,500	6,700	1,873
Total 5300 · Development Bobsleigh	109,050	183,370	175,433
Total 5400 · Development Skeleton	109,330	80,384	86,760
Total 5500 · Int Cup Skeleton	-	95,327	80,659
Total 5600 · Int Cup Skeleton Event	8,700	28,000	8,707
Total 5700 · IST Logistics	-		1,401
Total 5800 · National Team Skeleton	412,607	303,652	293,671
Total 5900 · National Team Bobsleigh	705,476	570,845	601,439
Total 6000 · Officials expenses	4,900	8,500	913
6100 · Cdn Sport Centre Bobsleigh	235,168	275,000	308,707
6150 · Cdn Sport Centre Skeleton	250,000	305,000	343,707
6170 · Performance Technology	-	20,130	8,037
6180 · Research and Innovation	150,000	150,000	149,331
6185 · Bobsleigh Equipment	551,105	326,700	403,655
6190 · Skeleton Equipment	6,000	24,200	280
6195 · Debt Repayment		10,000	6,383
Total 6200 · Recruiting	25,000	29,270	11,339
Total 6300 · Starts and Strength Training	58,000	74,200	66,785
Total 6400 · Workshop	10,000	47,000	15,799
Total 6500 · World Cup Calgary	-	200,000	121,489
Total 6600 · World Cup Whistler	110,000	200,000	102,702
Total 6700 · Marketing and Promotion	30,000	29,760	31,707
6800 · Official Languages	5,000	9,000	4,345
6950 · VIK	180,000	180,000	180,000
<b>Total Expense</b>	<b>4,193,796</b>	<b>4,266,798</b>	<b>4,218,481</b>
<b>Net Ordinary Income</b>	<b>4,165,581</b>	<b>(17,181)</b>	<b>353,910</b>
<b>Net Income</b>	<b>(28,215)</b>	<b>(17,181)</b>	<b>353,910</b>

