

Bobsleigh CANADA Skeleton
Board of Directors Meeting 909, Minutes
Tuesday September 22, 2009 18:00-19:30
Bob Niven Training Centre, Second Floor Boardroom

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

Call to Order – 18:00

Present: Reid Morrison, Brent Berezowski, Mike Kwiatkowski, Louis Poirier, Astrid Wolf, Justin Wilkinson

Regrets: Andrea Kotyk

Staff: Don Wilson, Dwayne Dresher

1. Review and approval of agenda.

Motion 909 1: Asbell/Kwiatkowski
To approve the agenda as presented.

CARRIED

Motion 909 2: Morrison/Berezowski
To approve Astrid Wolf as Treasurer for a one year term and be added as a Signing Authority.

CARRIED

2. Review and approval of July 21, 2009 709 BCS BOD Minutes.

Motion 909 3: Berezowski/Asbel
To approve the 709 BCS BOD Minutes.

CARRIED

3. Business arising from minutes.

3.1 (0108) Change Management Summit

No further work has happened since the last meeting of ABA and BCS. It was decided at that time that a review of the number of recruitment camps and the number of participants that were held under of the auspices of BCS, ABA or BCBSA of the summer would be performed. This information and input from the strategic review and SWOT analysis done by the Senior staff in August would be brought together in a meeting to create a strategic plan for 2011-2014 and beyond. Timing of that meeting not determined.

PENDING

3.2 (7.1/409) Winsport

Don gave an overview of three prior meetings organized with Winsport: AGM, users meeting and a WSC/COP redundancy review. Winsport has been very open with their position.

CLOSED

3.3 (5.0/509) BCS/Development Team Agreement – Athletes' Council

The final agreement has not been completed. The Athletes' Council and BCS development will work to ratify and agreement prior to the start of the 2009-2010 Development season.

PENDING

4. General Operations Update.

4.1 CEO Report: 909 September 22, 2009

1. General:

- a. OTP has initiated the 2011-2014 Strategic Planning process with a final report due April 2010. Senior staff has been involved in a planning retreat laying out a review of the Mission, Vision, Values, Strategic Objectives and a comprehensive SWOT analysis of all areas. With the foundation planning started, I will be leading sector reviews over the next three months to review content prepared and getting input for constituents.
- b. One of our obligations to the development of our sport as well as a requirement of Sport Canada is the creation and implementation of our Long Range Athlete Development Plan, LTAD. Nick Ward had hired a consultant to do preliminary work, but work on it has not been progressing over the last two years with the Olympic strategies taking precedent. Matt and Nathan made the project a priority this summer and have the structure and material to a high level and we anticipate completion of the draft document by April 1 and full production and run out by September 1, 2010.
- c. Through the assistance of Hockey Canada Bobsleigh utilized the services of Mark Messier in a successful leadership and team-building forum. Skeleton was involved in the opening conversation and several individuals participated. Skeleton ran a complementary team-building workshop with Sherry Dutton. Both exercises were well received from the athletes and coaches.
- d. Bobsleigh has held two testing camps with significant results from all athletes. These results are a component of the bobsleigh selection criteria. One of our obligations to OTP for full funding was the meeting of performance benchmarks of our pilots. This was achieved. Skeleton has held a number of cognitive workshops as opposed to physical camps as it was felt these were more critical.
- e. The Sport Canada SPORT FUNDING AND ACCOUNTABILITY FRAMEWORK 2010-2014 (SFAF IV) has been submitted for Bobsleigh and Luge Canada, which is how we are aligned at the federal level. This is the first high level evaluation of the policy and structure of our organizations and is a critical factor in determining our level of base funding for the next quadrennial.
- f. Shaulyn King and I will be attending the Winsport Sponsorship Summit. Claire was unable to attend, but felt that attendance was beneficial and Shaulyn was able to obtain a complimentary ticket and should assist us with event marketing and sponsorship.
- g. We have had high-level discussions with Winsport and Whistler Legacy Society as to post 2010. The post games and economic downturn is causing grave concerns and cautiousness moving forward. FIBT has both Calgary and Whistler as designated sites for World Cups in 2011 and 2012 and we are in discussion with WLS and Winsport about the implications of hosting these events.

2. Events:

- a. BCS is hosting two events in Calgary, America's Cup December 7-13 and InterContinental Cup, January 11-17, 2010
- b. One of our major issues going forward is the shortage of officials. BCS is hosting an official course on Oct 3rd and all Directors are encouraged to attend and see if anyone else is interested.

4.2 Finance

Dwayne reported that he is starting to input information into the accounting system, but was delayed by the 08/09 audit and the change issues new hardware and software. A report will be available for the next meeting.

4.3 Marketing/Development:

GENERAL OVERVIEW

BCS Sponsors (signed):

- Visa
- Shaw
- Dow
- Adidas
- Canada Dry
- KBC
- UVEX
- Bombardier
- Ludus Tours
- The Main Dish

Over the past year we have also approached and have been approached by dozens of potential sponsors, such as: Honda, National/Enterprise Car Rental, our insurance provider, The Keg, Total, Petro Canada, Panasonic, HP, New York Fries, the agent for another soft drink company, a cider company, Under Armour, a paint company, Bridgestone, Cushman and Wakefield, and several other groups, firms, corporations and potential sponsors of varying sizes and ilks. Often the sponsorship has been thoughtfully considered and supported by many people in these organization and then finally vetoed for any of a number of reasons, but usually because of budgeting constraints or the company being off-put by VANOC/Olympic mktg restrictions. Don and Dwayne have both been helpful, often feeding me links and connections, which I always pursue (and relentlessly follow up on) as far as possible.

My recent thoughts on developing new NSO sponsors at this time: While the interest in the Olympic Games and Olympic sport is rising, the appetite for corporate spending is moving in the opposite direction. Further, sponsors seem bent on capitalizing on Olympic exposure and when they find out the limitations around Games and marketing, they lose interest. From our end, I receive regular phone calls and emails from BCS athletes, friends and family proposing great advertising ideas around various projects, but the reality is that these corps have also cut much of their advertising dollars, and, further, the advertising branches of many of the multi-national corporations that are suggested to me, are based in the US, and have little interest in supporting and highlighting a Canadian National Team.

I think our focus needs to be on getting existing services/goods, etc that we use comped or discounted (as in the case of KBC, Adidas, Bombardier, and Shaw). We still hope to convince National Car Rental of the value of this...and I will continue to work with Don and Dwayne on connecting with other service providers who can help us cut costs.

The 2010 BCS Brand:

- See more on Adidas below.
- We have created BCS pens, jackets and pins. The latter two follow the lines of the Olympic design we developed with Michelle B. back in the spring. These will be used for our Family and Friends, bigwigs, and sponsors.
- KBC: I'm pleased to report that we received all KBC World Cup helmets in August (hooray)! This was one of the earliest deliveries we have received from them, and I believe it is partly due to the relationship we have worked to build with them over the past year – connecting regularly, consulting on the Olympic designs, sending them thank yous and photos, etc. They have also committed send us a large batch of Olympic-design

helmets. In return, for all of these helmets (thousands of \$ in value), we place the KBC logo on our website, and allow the manufacturer logo to remain on the sides of the helmets.

2010 Hosting:

-I have continued communicating with JetSet Crew on the BCS hosting venue in Vancouver. As mentioned in previous reports, this will be of no cost to BCS, but could prove valuable in servicing our sponsors, present a place for BCS family and friends to hang out when in Vancouver, and it has the potential to help us continue to build a strong BCS brand. It will definitely raise our profile with some bigname companies (Jaguar, Heineken, etc). It will connect us with some very strong brands (see www.jetsetcrew.com for more info on the group). We are also hoping to partner with Jetset Crew for a luxury car event and fundraiser in Vancouver (coming up), and are waiting for news from their end.

-Dow will have a five-star hosting venue in Vancouver, which may be open to our athletes and their families. I hope to have an update soon.

-Shaw will host a "Shaw House" at the Shaw Towers in Vancouver. They have agreed to provide us with passes that we can share with BCS family and friends. I am meeting with Amanda Bates tomorrow to discuss details.

-The COC has invited NSO's to plan social events at the COH (if the date is approved by the COC), for the cost of \$35/person for cocktail party and \$85/person for dinner party. We had discussed partnering with Luge to host an event on February 18, particularly to fulfill our obligation to Dow, but it seems that now that Dow does not require this (see Dow update below), Luge is pulling out.

-As a stand alone event, or an alternative event (to any of the above), or in addition to a COH event (see above), Tapley's in Whistler has agreed to offer us space to host small team good luck send offs, thank you events, parent/sponsor recognition nights or celebrations at their bar free of venue charge. Tapley's will be the "Home Bar of BCS..." (exact title to be finessed).

2010 Family and Friends:

As mentioned above, we would like to offer family and friend packages to BCS family and friends to show support and thanks, help minimize pressure on athletes, and more. Here are some of the other things we're working on:

TRAVEL - we signed with Ludus Tours (a travel package company). Ludus is now our official Tour Operator and Travel/Hospitality Provider for BCS. They will actively promote Bobsleigh Canada Skeleton and hospitality packages while we benefit by having a program to offer partners/members. They will cut a cheque for us after the Games for a percentage of sales they generated through our organization.

SPONSOR OVERVIEW:

Visa: They've committed event dollars (for our national championships) for this year. They are also eager to financially support another team announcement/media day event, as they have in the past.

Shaw:

-Shaw is finishing up some commercials and television profiles on our team.

-We are working with Shaw to plan a special activity around the team announcement this fall. Shaw staff may be involved – could be a BBQ on the street (weather-permitting).

TBD.

-Shaw hopes to host our team's post-Olympic celebration in Calgary.

Dow:

-Planning out Olympic plan with Dow. We are obligated to host an event for them in Whistler, but they don't seem to want one. Rather, they would like some of our athletes to attend their venue in Vancouver at some point during the Games (athlete-schedules permitting). This will save us \$.

-Dow has asked me to help secure "experience-related" prizing for their United Way Fundraiser (eg. Bobsleigh rides). They will cover the cost of this, but it would be nice for Winsport/COP to offer a significant discount.

-As mentioned above, I am working with Dow to secure passes for BCS Family to visit the Dow hosting venue in Vancouver during the Games.

Adidas:

-I worked with Adidas to confirm our sponsor logos on our outfitting. Adidas also agreed to do 'some' of our athletes' personal sponsor logos.

-We will receive the essential outfitting by mid-to-late October and the rest will be collected in Europe in November.

-Adidas paid for the production and shipping of our Adidas sled decals, saving us close to \$1500.

Canada Dry:

-SIGNED! We received our sponsorship payment from Canada Dry after close to ten months of working with them to finalize a sponsorship centered around a 'win a trip to the Lake Placid World Cup (was originally supposed to be the Whistler Cup!) – which will be promoted in more than 12,000 grocery stores across Canada). I have been working with CD and Lake Placid to finalize plans. Check out the contest website for the details:

<http://www.raisingourcanadianspirits.com/>

-You will see their logo on our sleds and bobsleigh race suits this season as well.

Bombardier:

-To help reduce BCS expenses I asked for Bombardier to produce and ship us the Bombardier sled decals this year, which they agreed to do.

OTHER:

Trust Fund:

A trust fund valuation update, newsletter, letter, and info sheet is going out this week.

The newsletter was developed to address the feedback/suggestions of Trustees.

The market value of the Trust Fund investments, as of July 31, 2009, is \$316,381.33.

Adopt-an-Athlete:

-This highly successful initiative will continue this year. See website for more information.

Maple Leaf Project:

-This project will be launched at the team announcement this fall and its success will rely largely on influential BCS members using their connections to pitch the concept.

Image Usage/Approvals:

I have been the BCS liaison with VANOC for bobsleigh and skeleton images/wording/athlete photos since December. Some weeks we get up to 10 requests for image/creative approvals. It increases as we approach the Games.

Community Initiatives:

-The plan for a fundraising initiative with "Shoot for a Cure" was rejected by VANOC, unfortunately.

-Through the connection above, we were asked to assist with a Paraplegic Fundraiser in Calgary. We donated three visa jackets and a bobsleigh helmet, helping them raise \$1200.00. Dwayne played a large role in the success of this initiative – he even volunteered at the event.

-The City of Surrey has asked us to assist with the preparation of an interactive Bobsleigh and Skeleton display during the Games. I am working with Visa to try to secure a sled and Chris and I will assist them with the preparation of copy and BCS marketing materials to include in the display.

-Dow has asked us to help them with a United Way fundraiser this fall. We will donate more signed items, and, if any athletes are available, we will see if athletes can assist in some way.

-International Student Card: I worked out a deal with the ISC to provide our coaches, staff and athletes will free international student cards that get them discounts overseas and in North America (on a range of services and goods). The contact from ISC has taken a liking to us and is working to build financial support for us through his university admin connections.

Whistler Sliding Centre Legacy:

-Paul Shore would like for me to arrange a meeting between us, the Legacy group and Visa and Dow (separately) about potential track naming rights.

5. Athletes' Business

- The Board was made aware that the Athletes' Council has made some changes in the Athletes' Council Charter which will allow the Council to function more effectively and make provisions to ensure representation at the Board meetings: (<http://www.bobsleighcanadaskelton.ca/PoliciesAndProcedures.aspx>)

6. VANOC/Whistler Update

- Reid informed the Board that no new information on the status of the COC replacement on the Whistler Legacy Society was forthcoming. However, he and Don did attend an over view meeting in Calgary where the new President and CEO of the Society, Keith Bennett, who will assume his role as soon as the Games are completed, spoke of his vision of the future.

7. New Business

7.1 Dates of Board of Directors Meetings

- September 22
- October 20
- November 17
- December 15
- January 19
- February – No meeting, Olympic Winter Games
- March 16
- April 20
- May 18
- June 15
- July 20 – Board Meeting and AGM

7.2 Board of Director Code of Conduct

Don and Reid explained that a security clearance check was standard protocol for all Olympic staff and is more and more prevalent in volunteer organizations for volunteers and staff. An addendum was added to the Board of Directors - Code of Conduct as well as to all contract renewals for staff that BCS may request a Police Information Security check.

Motion 909.4: Morrison/Wolf

To adopt the updated Board of Directors – Code of Conduct document.

CARRIED

CLOSED

8. Adjournment

- Meeting adjourned 19:30

TUESDAY OCTOBER 20, 2009
BOB NIVEN TRAINING CENTRE – BCS BOARDROOM
16:00-18:00