

Bobsleigh CANADA Skeleton
Board of Directors Meeting 911, Minutes
September 20 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, Lee Genier, Astrid Wolf, Lisa Szabon-Smith, Brent Berezowski (conf call)
Regrets: Bernie Asbell
Staff: Don Wilson, Dwayne Dreher

1. Review and approval of agenda.

Motion 911 1: Wolf/Szabon-Smith
To approve the agenda as amended.

CARRIED

2. Review and approval of June 14 2011 BCS BOD 611 Minutes and July 19 2011 711 Minutes.

Motion 911 2: Berezowski/Genier
To approve the 611 BCS BOD Minutes as presented.

CARRIED

Motion 911 3: Berezowski/Genier
To approve the 711 BCS BOD Minutes as presented.

CARRIED

3. Business arising from minutes:

3.1 111.6.1 Youth Olympic Games

Amanda Stepenko and Keith Loach are taking on coordinator roles. Astrid brought forward that the YOG selection race will be a separate race during the Americas Cup. While this will be a logistical challenge, it will be functional. It has been clarified that there is no doping tests and that the FIBT will provide funds for the medals.

PENDING

4. General Operations Update.

4.1 CEO Report: 911, September 20 2011

1. General:
 - a. In late July there was a Sliding Sport Committee Conference call with a number of sport partners of the Whistler Sport Legacies, which was an addendum to the Whistler State of Sport Summit to review the future of the sport infrastructure and facilities. The key topics of discussion of the CC were: facility usage, budget and SSC leadership. At the Summit, Nathan Cicoria represented BCS. In relation to sliding,

the single largest issue is operating capital for the track. There is grave concern as to the ability of the WSL to build a sustainable financial model for the long-term operation of the track. In addition, the extent of pending capital costs will be known once the BC Coroner ordered safety audit is completed. BCS is represented by Bernie Asbell on the WSL Sliding Committee and supported by Walter Corey HPD of CLA. Tracey Seitz is the new General Manager of the WSL track and is key to building a sustainability plan.

- b. Dwayne and I completed and submitted the management questionnaire that accompanied our audit with Deloitte. Deloitte has reviewed the information. The next steps will be to populate the BCS Audit Committee and review the recommendations.
- c. Stephen Norris has been appointed the VP, Sport for Winsport and has been given the mandate to plan the future to make Winsport and the AIC complex the leading winter sport facility in the World.
- d. Alex Baumann of OTP and Jean Dupres of the COC have resigned their positions respectively. The resignations were not related. Chris Overholt is the new CEO of the COC, with whom both Chris Wilson and I have a good working relationship. A replacement for Alex has not been named as of yet.
- e. Dwayne and I have made numerous presentations and applications to various public and private agencies for hosting assistance with the BCS competitions. We are waiting for final approval levels from Sport Canada, although they initially rejected an application to support the ICC skeleton race in Calgary. We have been approved for a small grant from Calgary Sport Tourism. Through our relationship with Four Points Sheraton we have applied for funds for the Americas Cup and the World Cup to the Destination Marketing Fund (Hotel Association). The manager of the Four Points is the Chair of the Committee. I have had several meetings and developed applications for hosting funding to the BC and Alberta Governments. We are anticipating full support as per last year from Alberta, but we anticipate a reduction in funding from BC. I have spoken with Keith Bennett of the WSL and explained that if we receive less funding from BC, we will need to work very cooperatively with WSL to reduce costs correspondingly.
- f. BCS has hired Rusty Livingston in Calgary and Nicole Simon Zirnhelt in Whistler as Event Managers. Rusty has extensive previous experience when she held a similar post with BCS before moving to Leduc. She also worked the 2010 Olympics and will assist Nicole as necessary. I feel this is a better set up as we have two contractors working for BCS in the two communities and as such are more vested in the communities that should assist us develop as we move forward. Nicole is presently working with CLA and is also employed by BCBSA. I have not been able yet to have a meaningful conversation with Chris Le Bihan, President of BCBSA, to determine their short and long term involvement with World Cups in Whistler. I feel this is a critical step for BCBSA to take on for everyone's benefit: structurally, organizationally and financially
- g. Devin Findlay has submitted his resignation to the ABA board effective in late September. He was most recently working on the feasibility of amalgamation, fully or partially, between ABA and ASA.
- h. Lee and I have been working with Micaela Widmer on the Athletes auction. The event is called the ICE BLOCK Auction...from auction block to starting block. Wednesday Oct 12, 5-8 pm at Flames Central. Tickets \$50.00 each. There are four main live auction items and a number of silent auction items.
- i. We have established a World Cup sponsorship committee: Lee Genier, Jon Moser (formerly DOW) and Glen Downs (former AC athlete). We have met several times and the sponsorship offering will be on the street by the time of the meeting.
- j. Lyndon Rush, Neville Wright and I attended a DOW Chemical Family Olympic day in Fort Saskatchewan on September 10th. We had a bobsled and Lyndon brought his

Olympic medal. In addition to meeting our obligations to DOW, we are working to strengthen our relationship with them to extent and expand our sponsorship relationship.

- k. BCS has reconnected and solidified our partnership with Therapeutica (orthotic sleeping and travel pillows) and National/Enterprise rent a car. As well, BCS secured 5 X ¼ page ads in the Calgary Herald sponsorship. These will help advertise the Ice Block Event, the America and ICC Cups and the World Cup. The ads also assist in giving tangible dollar value to a local sponsor.

4.2 Finance

Dwayne presented the July 31, 2011 financials. All numbers are on target at this early stage. BCS is attempting to streamline the hardcopy reporting of the financials to the Board through the use of Simply Accounting. Previously Dwayne had been doing financials three times to include: to date to budget and to date to previous year in excel format. While the financials were presented that were not in form that could be attached to the minutes. Dwayne will working towards suitable formatting for the next Board meeting.

4.3 Marketing/Development:

Corporate Partnership Progress

- The World Cup event sponsorship package was completed this week and distributed to the sponsorship committee. We'll also distribute to a larger general BCS group to access any others that may have contacts.
- Over the past 3 months, I have met in person or on the phone with over 25 Canadian companies that are sponsors of the Olympic movement. This process has been invaluable from the standpoint of understanding the strategies and requirements of companies using sport to market their products. I have identified a number of these companies that I think offer high potential for BCS. It must be said however, that the timing is not positive for approaching many of these companies. Almost all of them are currently budgeting and planning for London 2012. Focus for winter sport is not on their minds right now. With that said however, I have made contact with 2 companies from this process I believe could do something with us in the more immediate future.
- Discussions with the company in the Natural Gas sector continue. As recently as this week, we were told that maintaining an Olympic partnership remains their priority, of which we are a part. They have hired a firm to complete a sponsorship audit with a goal of using the results to strengthen their commitment to sport. BCS would be a pillar of that strategy – however the timing will not put something in place as soon as we would like.
- Both Don Wilson and I have had telephone conversations and email conversations with key individuals at DOW chemical. Don also attended a DOW staff/family event last weekend. Although DOW is a worldwide Olympic sponsor and could benefit from the international exposure we can provide – their President Jack Broodo of the Canadian operations (there are 5 key presidents or Executive staff for the world) has stated to us that their Olympic strategy is unset past 2012.
- Requests for meetings/proposals and follow-ups have been sent and ongoing with companies in the following sectors. These were cold calls and are moving slowly but they are moving.
 - Pharmaceutical
 - Sport Equipment/Sleds

- Beverage
- Consumer goods
- Transport
- Auto
- Auto-parts
- Electronics
- Small Appliance
- Financial
- Petroleum

As you can see, despite best efforts our progress is slower than anyone would like in the hunt for replacement sponsors from VISA. Unfortunately, the BCS network is very small and leads from within the organization to influential individuals thus far have been virtually non-existent.

Our success at the 2010 Olympics (although certainly not a liability), is not enough alone to provide a return of investment to a company. Medals are a nice to have but not a must have. Despite our fantastic performances in Vancouver, our biggest supporter was still unable to make the relationship fit within the Global marketing direction. This is not unique to BCS. Other very successful NSO's from 2010 are in the exact same position.

The days of a huge rights fee sponsorship such as the VISA deal are likely over. We are going to have to sign at least 2 and possibly up to 4 or 5 companies to replace that revenue in smaller chunks. We're going to have to get creative and work harder to deliver quality servicing on our side.

We do have a very unique product to sell – but it is niche. We don't offer huge registration numbers like soccer or swimming. We don't offer huge spectator crowds or television ratings like hockey or figure skating. We don't offer a sport that the weekend warrior can relate to like skiing or golf. In my opinion, we have 3 main assets to sell:

1.) Mature, well spoken athletes doing unusually exceptional things.

When our athletes speak, they have an ability to relate to an older, professional crowd better than most athletes I've heard speak before. This ability to engage adults in adult conversations is a major strength from my observations.

2.) A unique client experience like nobody else.

Many companies I'm speaking with are looking for a "once in a lifetime" experience to offer clients. I believe we can deliver on this perhaps better than any other Olympic sport. The chance to go down a track with an Olympic driver, or travel to an exotic European destination to follow a team and interact with Olympic athletes is a unique asset. We can expand this experience in some cases by filming the race and providing the client with a video, or having a top quality lunch or dinner afterwards. As in point #1, the athletes are a central part of this strategy.

3.) A phenomenal European reach.

Our Canadian television ratings and spectator turnouts are low to average compared to many other Canadian NSO's. However the television ratings achieved in Europe are staggering and are competitive with figure skating, skiing and hockey. Although I'm not suggesting that we stop approaching Canadian focused companies; I do think we have more to offer a company that can take advantage of their logo being viewed by 250 Million Germans per year if possible.

I believe we need a jolt of energy, enthusiasm and National attention brought to our search. We need a bold initiative to draw attention to the unique opportunity that exists with BCS.

Chris Dornan, Don and I have discussed a plan to draw attention to our opportunity and head to Toronto where the majority of the big company head offices are located.

In order to run this type of function off we're going to have to invest in ourselves. Whether it's in travel, visual presentation materials or hospitality (or a combination of the 3), we need to invest in the opportunity to get in front of Corporate Canada and compel them to consider us. This is a very competitive landscape right now (two other winter NSO's just lost MAJOR corporate partners as well), and we need to do something to differentiate ourselves from the competition.

It has also been brought to our attention that our web presence and social media opportunities are currently lacking. As we look for tangible assets to provide ROI to our partners, this can be an effective way of generating impact for businesses and/or their employees. This would also need to be a cash investment made by BCS to move forward in this area.

5. Athletes' Business

- Currently the AC is looking for a replacement for Louis on the Board
- The Council has been working on the athlete fees proposal

6. New Business

6.1 Canadian Policy Against Doping in Sport -2011

Motion 911.3: Wolf/Szabon-Smith Bobsleigh Canada Skeleton endorses the principles of the CPADS-2011
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CARRIED

CLOSED

6.2 Athlete Program Fee

Reid discussed the implementation of a 3% of the total budget revenue cap of the amount of funds that can be asked from the athletes against the overall BCS annual operating budget. This item will be brought forward at the next Board meeting.

For the 2011-2012 season Lisa Szabon-Smith brought forward the Athlete Program Fee recommendation from the Athletes' Council for Board approval.

Motion 911.4: Szabon-Smith/Genier To accept the 2011-2012 Athlete Program Fee for bobsleigh and skeleton as presented. ATTACHMENT 1.
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CARRIED

PENDING

6.3 Officials Manual

Astrid reported on the creation of the BCS Officials Manual. She is very near completion of the manual, but BCS should have a volunteer code of conduct form as well. While it was noted that BCS has athlete, coaching and contractor codes of conduct we have no official volunteers code of conduct. Don will bring forward a draft form for the next meeting.

PENDING

6.4 Sponsorship Finder's Fee

Reid brought forward discussion that was initiated at an athletes Q&A session about the possibility of having a finder's fee if an athlete was able to provide a substantial introduction to a lead that culminated in a sponsorship for the Association. It was agreed that this was a very positive opportunity, especially because BCS is not like most other associations where parents are traditionally the conduits into corporate Canada. There are several issues that need to be clarified but it was agreed that 3-5% commission based upon the first year's revenue would be a good start. The variance being the amount of engagement the athlete has with the acquisition of the sponsor and the length of sponsorship contract finally negotiated: the longer the contract the more likely to pay out the 5% maximum. Board members were asked to give further thought to this proposal for the next meeting.

PENDING

7. Adjournment

- Meeting adjourned 19:30

NEXT MEETING
Tuesday October 18, 2011
BNTC – Bobsleigh Canada Office

ATTACHMENT 1

2011-2011 BCS Fees

National Team Membership Fee

Discipline	Athletes	NTMF	Total
Skeleton	15	\$336.00	\$5,040.00
Bobsleigh	25	\$336.00	\$8,400.00
Total			\$13,440.00

Athlete Program Fee

Skeleton	Athletes	APF	Total
World Cup	6	\$664.00	\$3,984.00
ICC	5	\$1,664.00	\$8,320.00
Europa Cup	4	\$3,539.00	\$14,156.00
Total			\$26,460.00

Bobsleigh	Athlete	APF	Total
A Level	2	\$-	\$-
B Level	7	\$664.00	\$4,648.00
C Level	4	\$2,164.00	\$8,656.00
D Level	12	\$4,608.00	\$55,296.00
Total			\$68,600.00

Rank

- Rank is determined by best overall result or WCh result.
- Male pilots take best result of either 2man or 4man
- Male brakeman use the best result from the discipline they raced most in. If brakeman slide for multiple pilots the pilot they race the most with is the rank they will use.
- If alternates do not race they are given the same rank as the 4man team for men and 2man team for women.

Injury

- If injured and unable to compete the rank from the year prior to injury will be used for 1 injured season only. Any longer and the injured athlete will start from Level D.

Retired/Year off

- An athlete starts at Level D if they come back from retirement or a year off.

Pilots Racing as Brakeman

- If a pilot slides part of the year as a brakeman the greater of the number of races in each position will be used unless WCh result is best.

Dispute

- Any disputes follow the Dispute Policy.

SCHEDULE "C"

BOBSLEIGH CANADA SKELETON MEMBER AND PROGRAM FEE RATES, 2011-2012

All Membership and Program fees will be set at the Annual General Meeting each year for the upcoming competitive season.

1. If an athlete is selected to a Bobsleigh CANADA Skeleton team: World Cup, Intercontinental Cup, Europa Cup, Americas Cup as a designated member of the National Bobsleigh or Skeleton Team or the National Bobsleigh or Skelton Development Team, the athlete agrees to pay for following NATIONAL TEAM MEMBERSHIP FEE (NTMF):
 - 1.1. \$336.00, payable in full by October 1, 2011
 - 1.1.1. The National Team membership fee entitles the member to receive:
 - 1.1.1.1. FIBT Licence;
 - 1.1.1.2. CAIP Insurance, Bronze Level, (an athlete may upgrade to Silver or Bronze level at their own expense);
 - 1.1.1.3. Member services and programs operated under the auspices of BCS;
 - 1.1.1.4. If the member fails to be selected for any BCS National Team (WC, ICC, EC, AC) after selection races, \$236.00 will be reimbursed to the athlete.
 - 1.1.1.5. Failure to pay the required fee will designate the athlete not in good standing with BCS and disciplinary action will be taken.
2. If an athlete is selected to a Bobsleigh CANADA Skeleton team: World Cup, Intercontinental Cup, Europa Cup, Americas Cup as a designated member of the National Bobsleigh or Skeleton Team or the

National Bobsleigh or Skeleton Development Team, the athlete agrees to pay for following BOBSLEIGH OR SKELETON ATHLETE PROGRAM FEE (APF):

- 2.1. Bobsleigh Program Fee: (A, B, C, D Level)
 - 2.1.1. A Level Bobsleigh Athletes (Rank 1-3) - \$0 payable in three (3) equal instalments: November 15, December 15 and January 15;
 - 2.1.2. B Level Bobsleigh Athletes (Rank 4-8) - \$664 payable in three (3) equal instalments: November 15, December 15 and January 15 (\$221);
 - 2.1.3. C Level Bobsleigh Athletes (Rank 9-16) - \$ 2,164 payable in three (3) equal instalments: November 15, December 15 and January 15 (\$721);
 - 2.1.4. D Level Bobsleigh Athletes (Rank 17-U) - \$4,608 payable in three (3) equal instalments: November 15, December 15 and January 15 (\$1,536).

- 2.2. Skeleton Program Fee:
 - 2.2.1. World Cup - \$664 payable in three (3) equal instalments: November 15, December 15 and January 15 (\$221);
 - 2.2.2. InterContinental Cup - \$1,664 payable in three (3) equal instalments: November 15, December 15 and January 15 (\$555);
 - 2.2.3. Europa Cup - \$3,539 payable in three (3) equal instalments: November 15, December 15 and January 15 (\$1,180);

3. Terms of Program Fee Payment:
 - 3.1. Fees may be paid by cash, cheque or VISA;
 - 3.2. Fees are due as per the identified dates. Provisions for credit card payment or post dated cheques may be arranged with the Finance Manager prior to departure on tour;
 - 3.3. BCS is obligated to provide the program agreed to for which the program fee was assessed as per the Development Athlete Fee Reimbursement Policy
 - 3.4. \$100.00 of all APF is non-refundable;
 - 3.5. Failure to pay the required fee will designate the athlete not in good standing with BCS and disciplinary action will be taken.