

**Bobsleigh CANADA Skeleton**  
Board of Directors Meeting 1208, Minutes  
Tuesday December 9, 2008 18:00-20:00  
Bob Niven Training Centre, Second Floor Boardroom

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

Call to Order – 18:05

Present: Reid Morrison, Bill Warren, Bernie Asbell (by phone),  
Regrets: Chris Le Bihan, Brent Berezowski  
Staff: Don Wilson

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

Motion 10081: Warren /Asbell  
To approve the agenda as presented.

CARRIED

**2. Review and approval of Oct 14, 2008 1008 BCS BOD Minutes.**

Motion 10082: Asbell/Warren  
To approve the 1008 BCS BOD Minutes.

CARRIED

**3. Business arising from minutes.**

3.1 (0108) Change Management Summit

In Brent's absence, the Board discussed the need to identify several key areas of concern based upon an executive summary developed by Nick Bass the High Performance Associate with OTP, responsible for bobsleigh and skeleton: pilot identification and training, development roles between BCS and the provincial section and collaboration between the sliding sports. All of these areas may be identified under this item, but it is essential to move forward on these specific areas to fulfill requirements of the OTP review.

PENDING

**4. General Operations Update.**

**4.1 CEO Report 1208 December 9, 2008**

1. General:
  - a. World Cup/Intercontinental Cup results for the start of the year have been promising. Medal. Performances - Winterberg: Helen and Jennifer Gold and Melissa Bronze, ICC – Calgary: Darla Gold and Keith bronze;
  - b. Bill Warren and I have reviewed and brought forward a number of amendments to the BCS Bylaws as attached. While many are cosmetic, we are proposing several substantive considerations:
    - i. Role of the Board, Section 7;
    - ii. Vice President reclassification, Section 7.1;
    - iii. Election and Term of Directors, Section 7.2;
    - iv. Clarity of the Role of the President, Section 8.1;
    - v. Role of the Chief Executive Officer, Section 8.5.
  - c. The CCES has revamped their Canadian Anti Doping Policy that comes into effect January 1, 2009. The Board is required to formally adopt the new policy as presented;

- d. Nick Bass, Steve Norris and I have been engaged in an Executive Summary Review of Bobsleigh by OTP, Skeleton to be forthcoming. The following questions should be discussed as they refer to Planning, Operations and Governance:
    - i. Does the sport have a strong strategic plan that includes the high performance plan? (i.e. minimum 2014 plan) – Is it realistic / achievable?
    - ii. Does the plan act as a reporting guide for key committee and board meetings?
    - iii. Is the NSO governance structure committed to delegating authority, responsibility and accountability to the HP staff leadership?
    - iv. Does the NSO currently have the financial and human resource capacity to deliver the high performance plan effectively? What capacity does the NSO have to increase its discretionary revenue?
  - e. Selection races and the training at Whistler in late October were successful. World Cup and Europa Cup teams were chosen. There were two significant retirements in skeleton in part due to selection results;
  - f. BCS has updated and distributed our Athlete's Handbook as well as all major policies which will be posted on the new website, slated for the new year to upload;
  - g. OTP has given indications that they may be forced to reduced funding in the final year of the Olympic preparation by as much as 15%;
  - h. Two very successful press conferences announcing the World Cup skeleton team (Vancouver) and bobsleigh (Toronto). Chris Dornan and Claire Carver-Dias did excellent work on both which included our sponsors and substantial national press coverage;
  - i. The Olympic Selection criteria for the Internal Nomination Process (INP) for bobsleigh has been vetted through COC and the second version with amendments is forth coming. Skeleton has finished their first draft and making amendments based upon feedback on the bobsleigh document. FIBT has just released their final selection procedures;
  - j. Reid is leading Olympic Preparation strategies and we are dealing with accreditation, housing and logistics;
  - k. We have done an equipment status review with David Hugill. One recommendation is that we continue with a white sled for bobsleigh and skeleton moving forwards towards the Olympics;
  - l. Matt, working with Bill France and the Whistler Legacy Society have been able to procure 7 seven sleds from Europe to start the fleet of development sleds in Vancouver as part of the BCBSA program;
  - m. Matt has been able to sell some older sleds in Europe and we have purchased two Singer sleds from the defunct Hungarian team;
  - n. There was an issue with confidentiality after the Whistler Camp that led to our loss off a contact to buy world-class runners from Latvia. We have instituted a Confidentiality Agreement for all athletes and Tuffy had initiated a relationship with an American runner manufacture that will be beneficial
2. Staff:
- a. Kelly Forbes has been retained in a strength, start and performance analysis capacity with the skeleton team on tour. The position and its effectiveness will be reviewed. The position is supported by OTP
3. Marketing/Sponsorship:
- a. Several prospects have ended negotiations sighting the present economy as the major influencing factor;
  - b. Shaw had a telethon that raised \$300,000+ for the sport fund and BCS was involved. Claire has met with them and they are committed to continuing with

BCS and possible increasing their Employment program to 10 athletes and including benefits during the work period.

- c. BCS is committed to be involved in the World Cup round table sponsorship with Alberta Tourism for the 2009-2010 season with the World Cup slated for Calgary just prior to the OWG.

4. Events:

- a. Shaulyn King coordinated two success BCS events: the America's Cup in November and recently the Intercontinental Cup. While there were a few issues with CODA, Shaulyn did an excellent job organizing and managing the events.
- b. Extensive planning is happening around the World Cup in Vancouver. The contracts have been signed and Claire and Shaulyn are in constant communication with Andrea Miller and VANOC.

#### 4.2 Finance

- Due to a health issue, Dwayne was unable to prepare a report for the meeting but an up to date will be sent to the Board prior to Christmas for their review.

#### 4.3 Marketing/Development

Claire provided an overview on her business development activities:

- **General Observations:**
  - The economic climate has slowed down interest in sponsorship. Several potential sponsors have been approached and have responded that companies are not in a position to engage/spend on new non-essential programs at this time. Even General Electric (who had previously committed to a \$30K team building event at the Whistler track), have cancelled the event, with the hopes of making it happen in 2010 instead.
  - Though we have continued to pursue any new sponsor leads and possibilities, in light of these reactions to the economy, we have chosen to focus more heavily on further developing and entrenching existing sponsor relationships, getting those sponsors to cover costs that we would normally cover, and developing funding initiatives outside of corporate sponsorship (adopt-a-slider, Trust Fund etc).
- **Visa:**
  - Our relationship with Visa is stronger than ever. They were thrilled with both of our Team Announcement events and the media attention that ensued. They covered some of the cost of these events.
  - Visa is fully engaged in our World Cup preparations – above and beyond the event contract, which was signed in November, they are covering some of the costs of the media day in January (in Vancouver), contributing dollars to additional promotional initiatives within Whistler (signage and flags), they have also commissioned pins for the event
- **Adidas:**
  - We coordinated with Adidas to have athlete personal sponsor logos placed on Adidas outfitting in Europe
  - Athletes received clothing packages in Europe
- **SAIT/Lincoln:** we received free usage of Lincoln machinery (for Skeleton) and are negotiating to keep machinery (for no cost)
- **Dow:**
  - Dow rep has said that Dow will not likely leverage sponsorship due to company's hesitance to spend on any new non-essential programs/projects.
  - In partnership with Luge, Don sent note to Dow this week to reiterate our commitment to their company and to initiate Olympic sponsor reception planning

- **Shaw:**
  - Shaw telethon raised \$300K for CAN Fund – we contributed auction items to the effort
  - Don Wilson participated in the telethon
  - I have worked with Shaw to enhance the Athlete Employment program. They have committed to re-hire the 5 athletes on the program last year, and 5 additional athletes (pending senior management approval).Based on our requests and feedback, the employment program will have clearer criteria for hiring, and include full benefits for athletes in the program, as well as a subsidized Shaw television/internet package for participants.
- **Bombardier/Visa/Shaw decals:**
  - Cut costs by getting Visa/Shaw/Bombardier to cover the cost of sled stickers this year.
- **KBC:**
  - Have committed to develop new helmet design for our 2010 team.
  - Provided new helmets for free again this season.
- **Canada Dry:**
  - I have worked with Canada Dry's Marketing Agency to develop a thorough sponsorship package for Canada Dry. Package includes: Use of our team image in Point of sale ads, "Win a trip to 2010 World Cup in Calgary" contest, and secondary signage on bobsleds.
  - If accepted by Canada Dry, this package will bring in \$50K for our team.
- **Adopt-a-Slider:**
  - Adopt-a-slider program was launched in October (posted online)
  - Pamphlets were prepared, distributed and well-received by athletes
  - As of December 1, 2008, \$24,000 was raised through this program**
- **Trust Fund:**
  - Fund is at \$295,000 (slight drop due to investment performance and despite several new contributions)
  - A season opening mail out was completed in October
  - A year-end mail out, including a letter, an update newsletter, fund information, ad for our World Cup, and ad for Alumni reunion in Lake Placid – is being delivered this week – we hope that this will be as successful as last year's year end push.
  - We hope to open up a CanadaHelps account to assist with this program (and allow for donation of securities).
- **World Champs Alumni Reunion:**
  - We have tentatively booked an alumni reunion to take place in the bar at the Lake Placid Marriott on the last Saturday evening of the World Champs.
- **World Cup:**
  - I meet with VANOC weekly to discuss plans for WC. Plans are progressing nicely. Event tickets will go for sale (and be mailed out to sponsors) next week.
- **World Cup Sponsor and Alumni recognition evening:**
  - We have initiated plans to hold a casual reception at a bar in Whistler on the Saturday of our World Cup.
  - I have contacted the COC to gauge their interest in participating in/partially funding this event
- **Marketing Properties:**
  - All sled stickers were ordered and applied to sleds
  - All non-BCS used properties were released for athlete usage on Oct 15, 2008.

## **5. Athlete Council Update**

No report. Athletes are on tour.

## **6. VANOC/Whistler Update**

- No new information. Continuing Olympic preparation strategies.

## **7. New Business**

### 1208 7.1 BCS Bylaw Update

Bill and Don have update and revamped as deemed appropriate, the BCS bylaws. The Board has provided input into the draft. At the next meeting the revised bylaws will be reviewed and consideration will be given to accept them in principle and make a resolution to bring the amended bylaws forward to the Annual General meeting of the membership.

PENDING

### 1208 7.2 CADP 2009 Policy Approval

The Canadian Centre for Ethics and Sport as distributed the revised Canadian Anti-Doping Procedures version 2009. The Board was asked to adopt the new policy.

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| <p>MOTION 1208 7.2: Warren/Asbell</p> |
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| <p>To accept and adopt the Canadian Anti-Doping Procedures, version 2009 as distributed by the Canadian Centre for Ethics in Sport.</p> |
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| <p>CARRIED</p> |
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## 8. Adjournment

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**NEXT MEETING TO BE CONFIRMED  
BOB NIVEN TRAINING CENTRE  
18:00-20:00**