

Bobsleigh CANADA Skeleton
Board of Directors Meeting 509, Minutes
Tuesday May 19, 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, Lindsay Alcock, Chris Le Bihan and Bill Warren, Brent Berezowski
Regrets: Bernie Asbell
Staff: Don Wilson, Dwayne Dresher

1. Review and approval of agenda.

Motion 509 1: Berezowski/Warren
To approve the agenda as presented.

CARRIED

2. Review and approval of April 21, 2009 409 BCS BOD Minutes.

Motion 509 2: Alcock/Warren
To approve the 409 BCS BOD Minutes.

CARRIED

3. Business arising from minutes.

3.1 (0108) Change Management Summit

Brent gave an overview of his information forwarded last meeting. After discussion it was determined that BCS would concentrate on the Development aspect of the planning. One initial meeting has been held with representatives of ABA and BCS. Brent will report on the activities from the next meeting June 3.

PENDING

3.2 (7.1/409) Winsport

Reid and Bill gave an overview of discussion at CODA with reference to their mandate of sport programming or sport facility management. The present vision of Winsport is sport facility management, but there may cause to have them review that mandate based upon the original charter.

There is a desire to ensure the Centre for Excellence is finished, and the provincial government may take a more active role in securing a loan for Winsport.

There have been some high level discussions between the University of Calgary, Sport Canada and Winsport, about the operating costs of the Olympic Oval. Speed Skating Canada may need to reevaluate upwards their percentage of contribution to the operating of high performance programs at the Oval. This funding shift may have a positive effect on programming at COP.

PENDING

4. General Operations Update.

4.1 CEO Report: 509 May 19, 2009

1. General:

- a. BCS was very successful in our submission for OTP funding. However, a series of "conditioning" were put on the funding. Failure to meet the benchmarks will see a reduction in equipment funding. The four areas of condition are:
 - i. Integrated Support team with 5 meetings, led by Dr. Norris: schedule completed
 - ii. Pilot Physical Benchmark Testing: benchmarks completed, schedule set
 - iii. Equipment Inventory and evaluation: initiated
 - iv. Top Secret Program Reporting: initiated
 - b. With the assistance of JD Miller of B2ten, a foundation agreement was developed between BCS and Lyndon Rush for the Singer 4er purchased from New Zealand bobsleigh.
 - c. Met with an entity introduced by the Alberta Olympic Secretariat as a beta group developing an innovative sponsorship inventory database for sports and corporations. Wishes to use BCS as part of the test group. Probably commencement date in the fall.
 - d. Met with Axel Burkhardt and Marc Grandmontagne of adidas to discuss last year's performance, review the OWG gear and open discussion for the future. Adidas was sensitive to our lack of podium performances this year especially at the world championships as this is where they expect to get exposure. For the first time in 20 years, adidas has reduced their global marketing budget. Because of a COC ruling the flower ceremony is deemed to be "not in the field of play", as such HBC has the rights to the clothing being worn, which was a significant disappointment to adidas. They are interested in the future with Canada, but will reserve final judgment until post 2010 with an eye on our future potential for high performance.
 - e. Working with CSCC to finalize IST provider contracts.
 - f. Represented BCS at a Welcome Back ceremony put on by Shaw for the five BCS athletes that are part of their Hire-An-Athlete program. Very well received and the athletes did an excellent job of representing BCS.
 - g. We have had one planning meeting with the ABA discussing critical success factors towards a strategic development plan for pilots, equipment and facilities.
2. Events:
- a. Moving forward on the Whistler Cup. Claire's report speaks to the sponsorship with Canada Dry. While not overly enthused about having a competition overtop over the International Training Week, VANOC is supportive of our endeavor and BCS is committed to running a competition that is non-intrusive to the ITW, meets sponsor obligations and hopefully become a template for a long running event.
3. Staff:
- a. Jill Bakken has handed in her resignation one year before then end of her contract. She sighted the travel and a desire to change direction in her career goals. I have asked her to give strong consideration to working with ABA to assist development. Having Jill work for ABA may allow BCS to access Dennis Marineau more going into the Olympic Games

4.2 Finance

- Dwayne presented the financial statement as of March 31, 2009, which have been amended since the last meeting. A number of late invoices have come in which has reduced significantly the retained earnings of BCS, but we are still in a positive position.
- Due to some incomplete accounting by coaching staff, BCS will be retaining only four association credit cards: CEO, Finance Manager, Sled Mechanic and World Cup Team Manager.

4.3 Marketing/Development:

Business Development Report 509:

The 2010 BCS Brand:

I have been working with Michelle Bartleman to develop a unified BCS brand 'look' for Olympic Games – this includes our outfitting, helmets, sleds (as you're aware), newsletters, media guide, and friends and family items we will develop (eg. Fleece, pins, hats). We are coming close to a final draft on the sled designs, and are reviewing first drafts of the family and friend 'look.'

-See more on Adidas below.

-KBC: I met with Jennifer Lee from KBC on Friday to discuss the 2010 helmet order and designs. They will provide all helmets free of charge and are willing to work with us to develop a design for the helmet should we desire one.

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 big name companies (Jaguar, Heineken, etc). It will connect us with some very strong brands (see www.jetsetcrew.com <<http://www.jetsetcrew.com>> for more info on the group).

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 things we're working on:

TRAVEL - Ludus Tours: we are at the negotiating/contract stage with this travel package company. Ludus is proposing to be an official Tour Operator and Travel/Hospitality Provider for BCS. They will pay BCS a licensing fee for the right to be the official hospitality partner (actual category name TBD). This means Ludus actively promotes Bobsleigh Canada and hospitality packages while Bobsleigh Canada benefits by having a program to offer partners/members (as well as additional revenues).

CLOTHING - In response to the RFP posted on our website, a company called Thriller Shop (www.thrillershop.com <<http://www.thrillershop.com>>) said they would like to provide us with free printing, product design and comp. products. They've connected me with a clothing manufacturer, who have agreed (unofficially) to produce clothing for us to sell, in return for having our athletes photographed in their clothing. After discussing this opportunity with Don we feel that it does not conflict with our Adidas agreement, since the clothing is 'fan clothing' and not competitive gear, and will be used among family and friends and not by athletes. We will be ironing out the details over the next couple of weeks.

CELEBRATORY EVENTS – We are still looking at options for small, cost-effective family, friend and sponsor events in Whistler. The cost of using space at the FIBT hospitality house seems prohibitive, as does renting a restaurant/bar/venue for these events. I have been working closely with Tourism Whistler on our Whistler Cup initiative and will consult with them on this further. More on this soon.

Properties – Bobsleigh:

Request:

That we release the 3 bottom of sled properties to athletes.

Background:

-For the past two seasons we have given the athletes the opportunity to use any BCS

sled/opportunities properties that we have not sold (after mid-Oct). While this is a great gesture, it does not leave athletes much time to sell the spots or execute any fundraising initiatives.

-A couple of athletes have shown the initiative to request use the bottom of the sled for fundraising purposes.

-The bottom of sled properties does not particularly appeal to corporate sponsors.

Suggestion:

-We release the properties for athlete use. If an athlete chooses to use the bottom for visibly non-commercial fundraising: signatures vs. logos, they can go beyond the proposed property sizes (eg. Combine three spots). If they choose to sell the spots and place sponsor logos on them, they need to abide by property chart sizing (this is to respect the hierarchy of property costs and sizing for sake of our top sponsors).

Visa:

-Visa is extremely pleased with the quality of exposure they received this season. When I was at the head office two weeks ago I noticed that there were bobsleigh clippings hung all over a few of their offices.

-They are unofficially on board to become title sponsor of our Whistler Cup in the fall.

-I have our annual NEXT SEASON planning meeting with Brad on June 8th

-They are processing the performance bonus cheques for our athletes as I write!

Shaw:

Shaw has become a great communications sponsor. They are fully using the properties and rights they purchased and are very supportive of our team.

-Shaw's Hire-an-Athlete program launched this week. Shaw hosted a welcome back event at their building to welcome back the 5 BCS athletes who are employees. New this year: athlete-employees will receive full medical/dental benefits.

-Shaw paid a photographer to produce studio quality photos of our team. They have turned these into autograph cards and have given these to our athletes for free. They also allowed me to use the photos for the Canada Dry campaign.

-Shaw has filmed and aired a series of profiles/commercials on our athletes/team and many have aired already.

-Our athletes will be involved in the Shaw fundraising telethon in June.

-Shaw has agreed to help Chris Dornan and I with a special good luck video project. (Don't mention this to the athletes – it's a surprise!).

-Shaw would like to host a post-Olympic celebration for us in Calgary. Chris and I are working on this.

Dow:

-I have yet another new contact at Dow (seems like there's a lot of reorg going on there). I have an update/planning meeting set up with this person for next week.

Adidas:

-Adidas (Germany) is reevaluating its sponsorship investments and is having difficulty justifying its investment in a Canadian sports team that had mediocre results last season. Last week Don met with Adidas in Germany and was able to assuage their concerns somewhat. I plan to send them the media hits chart (to be provided by Visa), any upcoming VANOC sponsors' ads with use of our imagery, and any clippings/links where Adidas is displayed prominently.

-I have now obtained approval from the IOC to go ahead with the 2010 designs Adidas proposed.

Canada Dry:

After more than nine months of working with Canada Dry on a BCS sponsorship deal (centered around a 'win a trip to the Whistler Cup contest' – which will be promoted in

11,000 grocery stores across Canada), I was notified yesterday that I will finally see a contract in my inbox next week (insert rowdy cheering here)! Canada Dry has already developed the contest campaign as well as the accompanying creative work – I've attached a file that shows the proposed creative (it will have many edits) – but the official contract has been held up in their legal dept for over a month. One year contract, around \$50K.

Whistler Cup:

- Shaulyn is leading a group in the development of a competition plan.
- As we know, Canada Dry is on board to promote this event through their contest.
- Visa is interested in title sponsorship.
- Shaw would like to assist with our coverage needs (for VIP room mostly).
- We are partnering with Tourism Whistler to get comp. Items and services which will help reduce expense side of budget.
- Ideally, would like to bring on a couple more sponsors – Tourism Whistler is helping us develop local interest and support.

Trust Fund:

A trust fund valuation update, newsletter, letter, and info sheet was sent out in late April. The newsletter was developed to address the feedback/suggestions of Trustees.

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.

Community Initiatives:

-Voodoo Airbrushing had approached us asking if they could paint our helmets for the Olympic Games. Due to shipping logistics, timing, and volume of helmets, we do not think this is feasible. However, through this business development process Voodoo has connected us with "Shoot for a Cure" and another group that two owns defunct second hand sleds. We may work with all three groups to develop a fundraising campaign for "shoot for a cure" –e.g. painting old sleds and doing a tour with them to raise awareness of our team and the charity. I will be meeting with these groups on Friday to discuss the project.

WSC Corporate Events:

-VANOC has basically informed us that corporate events at the track in the spring of 2010 will not occur, due to Olympic tear-down, end of VANOC contracts, late start of legacy group. This means our plans with GE and Visa to host such events will be postponed until fall 2010 and beyond. Legacy group is very much interested in having these events thereafter.

Whistler Sliding Centre Legacy:

-Paul Shore has been consulting with us about the future of the track in Whistler and recently provided us with an outline of what kind of corporate support the track will need beyond 2010. They would like to work with us to approach Shaw and Visa for their support. Don and I have just begun to discuss this and would love the board's input.

The Board accepted the recommendation to allow the bottom of the sleds to be retained as the property of the athlete. Claire is to make that change in the Athlete Properties document.

CLOSED

5. Athletes' Business

Chris brought forward the issue of branding for the team. Don commented that the sled program was more of an image campaign, than a branding campaign. It was noted that the Skeleton refocused the players with the Sweep Series. This seemed to be more the direction bobsleigh may have to engage, refocusing the team to how do they prepare as a group to win medals at the Olympics: compete against the world not each other. It was suggested that much of this "branding" of the bobsleigh team needed to come from the athletes themselves, but Don agreed that he would open discussions with Tuffy and Matt as to activities that could elevate the team focus of the bobsleigh program,

Lindsay stated the Athletes' Council was engaged in elections. A request has been sent to all athletes for nominations for the 6 open positions. Several nominations have come forward. Deadline for nominations is May 30.

Athletes' Council met and discussed an agreement as it relates to obligations by both BCS and the athletes especially on the development tours where there are fees paid by the athletes and there is an expectation of what they will receive for those fees. This discussion at the Athletes' Council level was precipitated because of the changes to the Euro Cup tour last year when the second half of the seasons in Europe was dropped by the decision of the FIBT and the Euro Cup athletes returned to Canada and engaged in an extended training cam in Whistler.

The Athletes' Council will pursue discussions with Matt and Nathan to develop an agreement of expectations between BCS and Development athletes, especially when fees are involved.

PENDING

6. VANOC/Whistler Update

- No new information.

7. New Business

- No New Business

8. Adjournment

- Meeting adjourned 20:00

**TUESDAY JUNE 16, 2009
BOB NIVEN TRAINING CENTRE
18:00-20:00**