

**Bobsleigh CANADA Skeleton**  
Board of Directors Meeting 209, Minutes  
Tuesday February 17, 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 – 18:05

Present: Reid Morrison, Bill Warren, Brent Berezowski  
Regrets: Chris Le Bihan, Bernie Asbell, and Lindsay Alcock  
Staff: Don Wilson, Dwayne Dreher

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

Motion 209 1: Warren /Berezowski  
To approve the agenda as presented.

CARRIED

**2. Review and approval of January 6, 2009 109 BCS BOD Minutes.**

Motion 209 2: Berezowski/Warren  
To approve the 109 BCS BOD Minutes.

CARRIED

**3. Business arising from minutes.**

3.1 (0108) Change Management Summit

Brent provided an overview position of his direction on the project:

Over the past year BCS Board of Directors have been working to establish a process for change management to help enhance the sliding sports in Canada

The immediate need is to define the scope for BCS and our relationships with the other sliding sports for the near future (1-2 years past 2010) and how to maximize our existing relationships, start to define new opportunities and enhance what exists today for development.

To accomplish these short-term goals we are initiating committees to address:

1) Winsports and our funding partners. How best for the sliding sports to develop and enhance our relationship with our development stakeholders. How does the new vision for CODA impact us and how do we ensure growth with our principle stakeholder? Are the sliding sports a priority?

2) Facilities. What does the future hold for the sliding sports for Whistler, Calgary and other facilities? Track time has been reduced. Costs are up. How is Whistler going to best be utilized?

3) Development. How should the development of athletes, coaches and technical staff progress from 2010? Recruiting. How were we successful in the past? Do we continue with the same program? Does anyone know what the post 2010 program is?

The first meetings will be held as soon as the sliding season is concluded. Each committee will meet separately and involve BCS admin staff and volunteers. All parties will be informed of the progress.

PENDING

#### 3.2 (7.1/1208) BCS Bylaw Update

Some final clarity was discussed in the area of election and terms of officers. A draft will be provided at the next meeting for further review.

PENDING

### **4. General Operations Update.**

#### **4.1 CEO Report: 209 February 17, 2009**

##### 1. General:

- a. The most significant event was the FIBT World Cup in Whistler February 3-7. The event itself was a test event for the 2010 Olympics and as such was considerable in scope and scrutiny. Astrid Wolf was the Race Director for bobsleigh and Ryan Davenport the Race Director for skeleton. Both events were received well by the FIBT and athletes with no major concerns;
- b. Canadian performances were very good: Montgomery Gold, Pain Bronze, Humphries/Moyse Silver, and Lueders/Bisset Bronze. Several fourths as well;
- c. From the "can you believe it" file, there were about 2500 tickets in total selling for a face value of \$5. There were reports of selling 8 times over face value as the event was sold out;
- d. I had an extensive meeting with Bob Storey, FIBT President to discuss Canada's participation as a leader within the world of FIBT and ensuring that our actions meet or at the very least, consider the ramifications of our actions, especially being a host country;
- e. Much discussion about the quality of world cups hosted by Calgary: the facility, the quality of officiating, which is in charge BCS/CODA, services to FIBT. This area needs much review if we wish to continue hosting events;
- f. BCS hosted a small alumni and friends of BCS social in Whistler after the WC and are planning one in Lake Placid at the Worlds as well. While not well attended by alumni, Reid and I reengaged Olympic Gold Medalist David MacEachren

who provided some very valuable insight into how BCS can better connect with alumni;

- g. CODA has officially changed its name to WinSport Canada. One of its initial projects, brought on by the economic downturn is a to consolidate a major fund raising campaign with the other winter sports. It has been brought forward that a similar campaign is starting February 19<sup>th</sup> with VANOC, Canadian Olympic Foundation and Canada Wins. All involved is receiving this initiative very well.
- h. BCS will review its discipline policy and athlete handbook to more clearly define how any act of physical abuse, either real or verbalized, will be dealt with by team officials;
- i. Pat Stopa has stepped down as Alberta Bobsleigh Association after 20+ years as their President. Tim Dyrigas is the new President. BCS will engage them in the near future as we pursue our planning;

## 2. Staff:

- a. Nothing to Report

## 3. Events:

Extensive discussions are being held by the FIBT for the 2009-2010 calendar. Cortina has been dropped and they are reviewing several options that could affect the Calgary World Cup.

## 4.2 Finance

- Dwayne and Bill presented the financial statement completed as of January 31, 2009. Overall budgeted revenues and expenses are on line. Any discrepancies from budget numbers were identified and explained.

## 4.3 Marketing/Development

### **Business Development Report: 209 February 17, 2009**

Claire submitted her report:

- **General Observations:**
  - As noted in my last update, despite the upcoming Games, new interest in sponsorship has decreased due to the economic climate and the changes some companies have had to make in response to the climate. The focus remains 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). So far this approach has proved successful.

#### **The 2010 BCS Brand:**

-We plan to work very closely as a staff to establish a unified

BCS brand 'look' for next season and the Olympic Games – this includes our outfitting, helmets, our sleds, our newsletters, and any friends and family items we will develop (eg. Pins, hats). I will be meeting with Michelle Bartleman (who created the Whistler World Cup logo) tomorrow to discuss engaging her in the design of this look.

**2010 Hosting:**

-While we were in Whistler, Don, Chris and I met with an event company called JetSet Crew to discuss creating a BCS hosting venue in Vancouver. This will be of no cost to us, but could prove valuable in servicing our sponsors and building a strong BCS brand.

**Visa:**

-Our relationship with Visa is strong. They were fully engaged in our World Cup preparations and enjoyed their experience at the event. They worked with us to arrange additional WC ads and banners in the Village, and organize and run a Village event (autograph signing & sled photo opportunities) on Feb 7th.

**Adidas:**

-We are working closely with Adidas to finalize our outfitting designs for 2010 Olympic Games

-I am working with the COC to make sure designs meet with COC and IOC approval

**World Cup Whistler:**

-We hosted reps from Visa, Shaw and Dow at our World Cup earlier this month. We also hosted reps from the COC, alumni, and friends of trustees

-Track signage and event signage was arranged and hung for Visa, Shaw, and Dow

-World Cup tickets were sent to all sponsors, some of the corporations that have shown interested in becoming sponsors

**Shaw:**

-The deadline for athlete employment program applications was Jan 31. I will receive an update from Shaw this week.

-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.

**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 over \$50K for our team. Part of the deal here is that we need to have our Olympic team compete at the World Cup they are sponsoring.

-We are working on the contract right now.

**Trust Fund:**

- Fund is at \$285,000 (slight drop due to investment performance and despite several new contributions)
- A full newsletter, letter, fund update, and invites to our Lake Placid alumni social were mailed out in December.
- A fund update letter will go out next week.
- Chris Dornan and I will be working on a communications calendar over the next two weeks. This will include what we communicate in what format to what audience and at what frequency.

**World Champs Alumni Reunion:**

- Booked an alumni reunion to take place in the bar at the Lake Placid Marriott on Feb 21 evening of the World Champs.

**Image Usage/Approvals:**

- I have been the BCS liaison with VANOC for bobsleigh and skeleton images/wording/athlete photos since December.

**Business Development:**

- RFP – I created a Request for Proposal (for sponsorships) back in the fall, and it was posted on our new website. Already we have received one Proposal. We may promote this within media as an innovative approach to sponsor development to see whether it builds interest.
- We continue to talk to companies about opportunities to sponsor our team.

**5. Athlete Council Update**

No report. Athletes are on tour.

**6. VANOC/Whistler Update**

- No new information.

**7. New Business****7.1 OCO '88 Fund Trust**

All the winter NSO's and various key stakeholders in September received a request from Winsport Canada (organization formerly known as CODA) to support an application to the Alberta courts to allow the principle of the OCO '88 Fund Trust to be drawn down from \$57M to \$45M. This would allow for essential operating capital in this time of extreme financial difficulty. A letter was provided by BCS at that time. Subsequent to that request, a follow up letter was received by all winter NSO's that stated the original estimate of the Fund Trust's assets was incorrect. The amount in the Trust as of December 2008 was \$52M. A request was put forward to allow the Trust to be drawn down to \$40M. Don was directed to send a letter to Winsport that outlined BCS's disappointment in the situation that has evolved, but that BCS felt there was no option but support the application.

CLOSED

## **8. Adjournment**

- Meeting adjourned 19:45
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**TUESDAY March 10, 2009  
BOB NIVEN TRAINING CENTRE  
18:00-20:00**