



Board of Directors Meeting
Date: Saturday, September 26, 2009
Location: Richmond

Present: Jim Mann, President; Nigel Easton, Vice-President; Mike West, Vice-President; Terry Vandale, Past President; Marnie Jepsen, Treasurer; Janice Mori, Secretary

REGION 1: Gerry Foster	REGION 7: Pat Cotter
REGION 2: Marianne Bauld	REGION 8: Mike West (Vice-President)
REGION 3: Donna Stuike	REGION 9: Ken Albrecht
REGION 4: Scott Kylo	REGION 10:
REGION 5: Ron Phillips	REGION 11: Cathy Stewart (Alt.)
REGION 6: Gord Judzentis	REGION 11: Liz Goldenberg
	REGION 11: Marnie Jepsen (Treasurer)

Guest: Jim McCaffery (Region 3 Alternate)

STAFF/VOLUNTEERS: Scott Braley, CEO/Executive Director; Heather Beatty (Technical/Education Coordinator); Penny Bartel (Participation Coordinator); Robbie Gallagher Communications/Administration Coordinator

1. WELCOME & INTRODUCTION

President Jim Mann commented on his observations of great dialogue at the committee sessions held the previous evening. He noted the challenges ahead and reminded all that the committees must concentrate on the work of the board, not on operational issues. Focus on concrete action items, goals and visions to go forward.

2. APPROVAL OF AGENDA

Motion # 2009/10 – 02

Moved by Gord Judzentis, seconded by Pat Cotter

“That agenda is approved as circulated and left open for additions.”

CARRIED

3. APPROVAL OF MINUTES

MOTION #2009/10- 03

Moved by Liz Goldenberg, seconded by Gord Judzentis

“To adopt the minutes of the Board Meeting of June 5, 2009 as circulated. “

CARRIED

MOTION #2009/10- 04

Moved by Marnie Jepsen, seconded by Ken Albrecht

“To adopt the minutes of the Board Meeting of June 6, 2009 as circulated. “

CARRIED

4.1 ENHANCED PERFORMANCE COMMITTEE

- Chair of committee, Mike West, noted that this committee must work closely with the Enhanced Participation committee to coordinate and realize goals.

Priorities for 2009-2010

- Competitions (Men/Women/Juniors/Wheelchair)
 - Comprehensive review playdown and provincial championship structures: consider 5 regions instead of 8; open spiels for men's instead of current structure; Curl BC events instead of host run.
 - Look at ways to reduce expenses.
 - Poll participating teams for feedback on events.
 - Review scheduling of Junior championship; is there potential for Shaw TV coverage?
- High Performance – expand mentoring program to coaches; investigate feasibility of holding a summer camp; review & identify what Curl BC “values” in the high performance program in light of anticipated funding cutbacks.
- Officiating – updating officials list; mentoring opportunities for Level 3.
- Ice Technicians – raise the level of qualified ice technicians throughout the province.
- Host Clubs – review and update the guidelines for bids and hosting templates.

4.2 ENHANCED PERFORMANCE – OPERATIONAL PLAN

Initiatives for 09/10 season presented by Heather Beatty

1. Athlete Development
 - a. Technical Training Days (2) & High Performance workshops (13)
 - b. Competition Camps
 - c. Services of Provincial Coaches available to teams/athletes including availability to teams competing in cashspiels.
2. Talent Identification
 - a. Documentation of level of commitment to high performance by application to program, attending workshops and accessing available resources.
 - b. Provincial Coaches will monitor progress through monthly goal evaluations.
 - c. Regional/Assistant Regional Coaches to assist in identifying promising athletes.
3. Coach Development
 - a. Provincial Coaches providing mentoring opportunities for regional/assistant regional coaches.
 - b. Create database of active coaches; identify for mentoring opportunities.
 - c. Create coaching network – email updates, newsletters, etc.
4. Ice Technicians
 - a. Provide support to Men's Interior & Coastal Championships (up to \$1800); review policy
 - b. Review financial commitments to host committees.
5. Officials
 - a. Levels 3-5 updated in June.
 - b. Up to 4 candidates for mentoring to Level 3
 - c. Recommend Level 3s for national championships
6. Competitions
 - a. Focus on programs to raise the level of our curlers on the national scene (top 100 ranking)
 - b. Work to increase number of teams competing in the “participation” competitions – seniors, masters, juveniles and mixed.
 - c. Review playdown structures.

5.0 GOVERNANCE

President Jim Mann quoted from another organization to emphasize the role of a board of directors: *“(The) Board of Directors governs the association on behalf of all members to ensure continued financial viability, commitment to the constitution and fulfillment of (its) mandate. The board supervises management and monitors management’s performance against specific goals.”*

- Consideration of change for Curl BC to address the issue that board members come and go; staff needs to understand the vision of the organization to concentrate on the day-to-day operational plans.

- Scott made a presentation using the CCA model as an example. Board governance is based on Ends (what the organization is for: board focus) and Means (operations/services: staff/volunteer application)

- In explanation of Ends, Jim offered a CCA Global End with the 1st Level Ends statements:

Global End: The Canadian Curling Association exists so that people in Canada realize a positive curling experience where the results merit the investment.

In no specific order of priority:

E1: Curlers experience benefits.

E2: Curling enthusiasts demonstrate ongoing support.

E3: Host communities of CCA-operated national and international championships and events experience a positive economic impact and an enduring legacy of enthusiasm for curling.

E4: Members have conditions conducive for mutually-beneficial collaboration and for enhanced participation in curling.

E5: Teams competing in CCA championships and events will have conditions for optimum performance, without compromising the principles of fair play or their physical, psychological or emotional health.

E6: Teams sanctioned by the CCA and representing Canada internationally will have the competitive skills and attributes to consistently achieve podium results.

- Curl BC is essentially operating two businesses - Participation and Performance and both must be considered as Ends statements are developed.

- Board structure could change under this governance model; however, any change would require amendments to bylaws at an AGM.

- Following the discussion on a new governance model, the following motion was presented to reflect the committee structure for 2009/10 season:

Motion 2009/10-05

Moved by Janice Mori, seconded by Marnie Jepsen

“That we amend Section 4.1 (m) of Curl BC policy to read:

m) The President shall, within 6 weeks of assuming office, appoint chairs and members of the committees of the Board.

and that Sections 4.2 (b), (c) and (d) be deleted with renumbering of Policy completed as necessary.

CARRIED

6.0 FINANCE

Treasurer, Marnie Jepsen, provided an update on the financial statements to August 31st as distributed, noting funding cuts much more than anticipated.

- Revenue projections will be revised to show the loss of \$125,000
 - Gaming grants – discontinued
 - Core grant – predicting a reduction; actual to be announced at the end of the month.
 - Canada Games funding – unsure of status
 - Sponsorship level is less than budgeted.
- Resulting loss in revenues will also be reflected in reductions to expense accounts.
 - Goal to have Performance self-funding
 - Staff/committees will need to identify where cuts can be made
- Long term budget numbers will be revised to reflect the current funding situations.
 - For example: Game Plan funding is gone; no indication so far if program will be replaced.
 - Desire to reach for the \$1M mark as it moves the sport to the top level of provincial funding. May be able to achieve this through presentation of total revenues and total expenses of our major championships.

Note to Board: when reviewing financial statement Excel file, check tabs for more information.

- When committees are setting goals they are reminded that given current financial restrictions they must consider what is being offered; what programs can continue; what revenue sources can be accessed?
- Initiative for this season: investigate philanthropic donations as a funding source.

7.0 ENHANCED PARTICIPATION COMMITTEE

- Committee chair, Terry Vandale

Priorities for 2009-2010

- Increase curling participation throughout the province with emphasis on “curling for life” concept.
- Create an inventory of successful participation programs (i.e. Region 11 Tour which promotes participation in club bonspiels)
- Increase number of clubs participating in the Dominion Club Challenge.
- Obtain accurate membership data from all curling clubs;
- Encourage expansion of school programs in all regions; target grade 4 level.
- Investigate why participation is down in Seniors, Masters, Juvenile & Mixed playdowns. Review national proposals and make recommendations to the Board.
- Increase number of wheelchair curlers throughout the province.
- Encourage non-affiliated curling clubs to join Curl BC.
- Investigate interest in stick curling – is it time for a specific provincial event?
- Encourage more curling groups (Blind sports, Special Olympics, Firefighters, etc.) to join as associate members – list of benefits valued at over \$1000.

Motion 2009/10-06

Moved by Terry Vandale, seconded by Pat Cotter

“That the Curl BC Associate Membership fee be increased to \$200.

CARRIED

Motion 2009/10 – 07

Moved by Pat Cotter, seconded by Cathy Stewart

“That we accept the Lillooet Memorial Curling Club as a Region 7 member club.” CARRIED

CEO Scott Braley commented on the process and commended Pat Cotter, Regional rep, for the personal contact which encouraged this club to join Curl BC.

Motion 2009/10 – 08

Moved by Terry Vandale, seconded by Ron Phillips

“That clubs in the Peace River Region (northeastern BC) will affiliate with the CCA through Curl BC and continue to compete through the Peace Curling Association of Alberta.” CARRIED

In consideration of Curl BC Policy 5.2(h), the following motions were put forward:

Motion 2009/10- 09

Moved by Terry Vandale, seconded by Gord Judzentic

“That the Terrace Curling Club be considered a member-in-good-standing.” CARRIED

Motion 2009/10- 10

Moved by Terry Vandale, seconded by Nigel Easton

“That the Port Moody curling Club be considered a member-in-good-standing.” CARRIED

After discussion, the following item was determined to be a possible priority for the Participation Committee:

- Investigate the concept of Mixed Doubles. The World Curling Federation has a World Championship event (last 2 yrs) and is potentially an Olympic event. Mixed Doubles requires less people to play and less time so might be a way for clubs to increase ice utilization/club membership.

7.1 ENHANCED PARTICIATION – OPERATIONAL PLANS

Initiatives for 2009/10 presented by Penny Bartel

1. Youth Development – Optimist Youth Camps (3 regions); Capital One Rocks & Rings pilot program in the Vancouver area.
2. Club Development – disseminate information to all regions (templates, newsletter stories, etc.) of the Regional Tour model to increase participation in club bonspiels; assistance to clubs to participate in the Dominion Club Challenge.
3. Adult Program Development – partner with municipal recreation centres to develop short initiation programs to attract new members; recruit Associate members.
4. Supporting Existing Clubs – determine baseline date from club evaluations; develop strategies for using the date to help clubs with planning; support clubs with initiatives like Sport BC’s Power of Sport Tour.
5. Community Development - audit of what is currently offered in BC, noting gaps in development, to create a BC adaptation of the Long-Term Athlete Development *Curling for Life* model.

8.0 RECOGNITION & AWARDS

- Liz Goldenberg outlined the priorities for this year:
 - investigate the number and quality of awards; perhaps restructure to participation and performance awards.
 - review the nomination process to address diminishing number of nominations.
 - create marketing/promotion strategy of awards program
- President Jim Mann noted that we also need to be proactive in nominating BC people for the national awards.

9.0 STRATEGIC PLAN

- Noting that the process was addressed in the governance discussion, suggests that the Strategic Planning and Governance committees should be merged.
- Strategic plans lead to operational plans.

10.0 ENHANCED CAPACITY & INTERACTION

- Chair Nigel Easton presented the committee discussion items and highlighted the direction and priorities for this season, noting the cross-over with Performance items.

Priorities for 2009 – 2010

- Coaching – to encourage club understanding of the added value to their members by having qualified instructors/coaches; to identify at least one qualified and active Club Coach (Level 1) in each curling club.
- Officiating – to train officials as required for regions hosting provincial events.
- Ice Technician courses – to integrate current ice technician contractor practices into the Curl BC structure; to train more ice technician instructors.
- Communications/Marketing – to determine the best way to utilize social marketing tools (Facebook, Twitter, etc.) to reach members and potential members.
- Funding Partner Relationships – to lobby for greater support for clubs through gaming access grants.
- Philanthropic – to investigate philanthropic avenues for generating funding for the organization.

10.1 ENHANCED CAPACITY– OPERATIONAL PLANS

Initiatives for 2009/10 presented by Robbie Gallagher

1. Governance/Human Resources – provide education and materials on the governance model; create “ends” statements for Board approval; review Curl BC’s Policy manual to determine what is policy/what is procedure.
2. Finance/Revenue Generation – revise long term budgets based on new economic reality; include provincial championship revenues-expenses with Curl BC statements, implement revised membership fee structure.
3. Internal Communications/Marketing – email ***The Curling Connection*** to 3500 individuals and encourage clubs to forward to their email base; create “members only” and “Board Members only” sections on Curl BC website.
4. Facilities – lobby for reinstatement of Direct Access Capital grants; facilitate clubs applications for federal/provincial infrastructure grants.
5. Education – schedule courses: Ice Technicians (3); Officiating (5); Coaching – Club Coach (9); Competition Coach (7) and facilitate the NCCP transition by training learning facilitators, update database and contact coaches

10.2 ENHANCED INTERACTION – OPERATIONAL PLANS

Initiatives for 2009/10 presented by Scott Braley and Penny Bartel

1. Government – lobby for core grant parity with summer sports; lobby for reinstatement of \$10M Direct Access sports funding; prepare application for 2010 in the youth and disabled sport categories.
2. Philanthropic – pilot test an annual Curl BC raffle; partner with Richmond Oval to create an annual fundraiser; establish a planned /annual giving campaign; modify the annual Optimist raffle prize distribution.
3. Corporate – increase TV advertising revenues; renew sponsor agreements with Best Western, Canadian Direct Insurance, and Merit Travel; establish new agreements with Sato Canada and bank.
4. External communications/marketing – update media list to minimum of 2 per club community; promote sponsors; create a curling promotion package for club use; create 3-5 key messages for Curl BC promotional & media materials; improve website and increase traffic.
5. Inclusion – provide adaptive curling information on website; establish working committees for stick & wheelchair curling; establish contact with marginalized groups to promote curling (i.e. Aboriginal Sport & Recreation Assoc., Promotion Plus).
6. Secondary/Post Secondary Initiatives – enhance partnerships with BC School Sports and the CCA/University Curling.

11. ADJOURNMENT

- January Meeting – consideration of a Go-To-Meeting in face of recent funding cutbacks.

Motion 2009/10-11

Moved by Donna Stuike/seconded by Ron Phillips

“That the meeting adjourns.”

4:45 pm

Presentation of Curl BC Elsie MacKenzie Award to Al Kersey; Curl BC Sponsor of the Year to Trisha Tyrrell (Canadian Direct Insurance) and Curl BC Friendship Award to Cary Blackburn (Hurricane Web Publishing) at evening event.

ACTION ITEMS from September Board Meeting

PARTICIPATION

- Associate Members –send potential groups/contacts to Penny.
- Non-affiliated Clubs - provide contact information to Penny.
- Rocks & Rings – assist in finding club contacts in areas utilizing the program.

PERFORMANCE

- Coaches/Officials – submit names for mentoring opportunities.
- Camps/Workshops – promote program to competitive curlers.

CAPACITY

- The Curling Connection – encourage clubs to distribute to their membership.
- Club Instructor/Coach – identify at least one current coach in each club within each region.
- NCCP Courses – advise coaches of the new course – Competition Coach – and the transition period.

INTERACTION

- Philanthropic - Identify possible donors in your region.
- Corporate – Forward contacts for possible TV advertising spots.

Attachments:

1. List of Regional Services
2. New Training Program for coaches of competitive teams (in mtg. package)