

**MINUTES OF THE BCA EXECUTIVE COMMITTEE MEETING
HELD ON MARCH 19, 2009 AT THE SPORT BC CAMPUS, RICHMOND, B.C.**

Action By

1. **CALL TO ORDER**

The meeting was called to order at 5:35 p.m. Present in Richmond: Larry Harper (Chair), Jim Hinze, Brian McCaldar, and Ann Kirk (Recorder). On the phone: Greg White, Diana Hollefreund and Tom Dingle. Liz Jones joined the meeting in progress by phone.

2. **AGENDA**

2.1 Adoption: **MOVED (Hinze/Dingle) THAT THE AGENDA, AS CIRCULATE, BE ADOPTED. CARRIED**

3. **MINUTES**

3.1 **BCA Executive Committee Meeting**

MOVED (White/Hinze) THAT THE MINUTES OF THE JANUARY 14, 2009 EXECUTIVE COMMITTEE MEETING, AS CIRCULATED, BE ADOPTED. CARRIED

3.2 **BCA Committee Meetings**

The following BCA Committee Meeting Minutes were received:

- Masters Committee - February 11/09
- Officials Committee – February 1/09 and March 7/09

4. **ACTIONS ARISING FROM THE MINUTES**

- An Action List updated to February 1/09 was circulated for information and updating. The Chair highlighted the following items:

- Review of Management Salaries by the Compensation Committee in conjunction with the Human Resources Committee.
- Consideration of strategies/projections re: possible change in DOE formula. *(Note: This may no longer be necessary)*
- Suggest to BCA Masters Committee that they support the 2010 World Masters Indoor Athletics Champs in Kamloops and determine how they could be of assistance. *(Jim will address this at the Masters April 1/09 Meeting)*
- Initiate negotiations re: fundraising initiative (rebate from on-line sales)

Greg/Diana

Greg/Maurice

*Jim
Liz*

5. **REPORTS**

5.1 **Chair of the Board of Directors Report** (Larry Harper)

5.1.1 **Meeting Dates** - A list of Executive and Board Meeting dates was circulated and approved.

Board Meeting Dates:	Saturday	April 4/09	Room 195
(8:00am – 4:00pm)	Saturday	June 20/09	Room 155
	Saturday	August 15/09	Room 155
	Saturday	October 24/09	Room 155
	AGM	December 4, 5, 6/09 – Hilton Hotel, Richmond	
	Saturday	January 30/10	Room 155

Executive Committee Meeting Dates:	Wednesday	May 13/09	Room 201
(5:00pm – 8:00pm)	Wednesday	July 22/09	Room 201
	Wednesday	September 23/09	Room 195
	Tuesday	November 17/09	Room 195
	Tuesday	December 15/099	Room 195 (+AGM debriefing)
	Wednesday	March 10/10	Room 195

5.1.2 **BCA Membership and Committees Review**

- A review of membership and committee matters to be an agenda item for the April 4/09 Board Meeting.

Larry/Brian

5.1.3 **Directors Responsibilities**

- Larry will be contacting each Director to discuss their responsibilities and a list of Committee Liaison

assignments will be presented at the April 4/09 Board Meeting.

Larry

5.2 **Vice Chair of the Board of Directors Report** (Greg White)

BCA AGM

- Greg extended thanks to all the Directors for their support at the AGM which was much appreciated.
- He felt that having a Director speak to each of the Resolutions was good and recommended that this be continued at future AGMs.

5.3 **Financial Management** (Liz Jones)

- Detailed Financial Statements to January 31/09 and a Profit and Loss Statement to February 28/09 were circulated and reviewed. Brian noted that from figures to date the projections to year end look better than last year. Liz will make comments re: the financial status at the April 4/09 Board Meeting.

Liz

- Larry noted that sometime in the future it will be necessary to replace and/or update the BCA computers, financial software, website etc. and suggested that a reserve fund be started to meet the funding that will be required.

Action: Suggested that an amount be determined and set aside before year end, March 31/09.

Liz/Brian

5.4 **Administration and Planning** (Diana Hollefreund)

5.4.1 **Reports**

- Diana will have update reports re: Criminal Records Check Policy, Human Resources Committee Policy and Membership Fees available for the April 4/09 Board Meeting.

Diana

5.4.2 **Strategic Plan Update**

- A copy of the Plan was circulated.
- Need to review the Plan, fill in what has happened and establish actions for this year.

Action: Need to allocate a section of time at a Board Meeting to generate more policy discussions and fully engage the Board in the Plan.

Diana/Brian

5.4.3 **Office Staff**

- Taunya Geelhoed has been hired to fill the position of BCA Administrative Assistant and Run, Jump Throw Program Assistant.
- Continuing to investigate replacement for the Track & Field Manager position.

5.4.4 **PSO Leadership Council**

- The PSO Leadership Council, of which Brian is member, is for Sport Associations to bring their concerns and issues and be a venting Council for proposals that Sport BC is driving. Council hopes to be an advocate for the PSOs to influence SBC and as a result the Sport Alliance when it comes to initiatives re: Gaming, Direct Access and Sports Funding. PSOs are not talking directly to Government but are using other avenues and supporting SBC and their role within the Sport Alliance.

5.4.5 **"Sport Matters " (A provincial election strategy)**

- A group of people in Ottawa was concerned that Sport was not being properly marketed to government in terms government understood so they established a marketing strategy aimed at presenting the importance of Sport to government, playing heavily on the healthy living aspect, the concept that it is good for government to give money to Sport, good to be seen giving money and the need that the funding be consistent over a number of years, not last minute money as is done now. They did some work at the Federal level with some success and they also were successful in Ontario, Quebec and Alberta when they were hired through the Provincial Sports Associations to assist them with an advocacy campaign around Sport in their provincial elections. They are now

planning to work with other provinces and since BC has a provincial election coming up soon they will be using office space in SBC to help Sports with the right speeches and material which is easily presented and given out to politicians. They are asking for volunteers from Sports to assist them.

- BCA needs to engage all member clubs in this process and provide them with the information required to make sure the message gets out to government and that it is a consistent steady message well thought out. A volunteer will be required for a period of time to manage emails/materials and perhaps work in the Sport Matters office part time. A call will go out for a volunteer to work approximately 120 hours from now through May. BCA needs to organize volunteers to assist in getting the messages to our membership and have them drive questions in an apolitical format to the candidates so that all candidates begin to talk Sport and Sport becomes part of their thought process and they link Sport to health education, safer communities, provincial pride and the value Sport brings in these areas to the population in the Province which then hopefully will drive funding for the Sport community to a higher level.

- Please advise the BCA Office of any suggestions for a volunteer to work part time from now through May on this initiative.

BCA Membership Communication Strategy

- Brian noted that there are some concerns with the current communication methods used to reach the BCA membership.

Action: Recommended that there be a complete review of the BCA communication strategies.

Staff/Board

- Larry strongly recommended that all Board Members sign up on the Sport BC email list for SBC publications.

Directors

5.5 Marketing and Communications (Brian McCalder)

- Working on sponsorships for the 2009 H2H
- Working on getting community organizations to apply for funding through the Community Grant Programs which could be used for programs such as the training and delivery of Run Jump Throw program.
- Was successful in securing \$1500 sponsorship for the 2009 AGM.
- Agreement with Big Kahuna is a benefit to BCA and Members Clubs (club affinity program).

5.6 Events and Promotions (Jim Hinze)

5.6.1 Discounts.

- A list of stores willing to offer BCA members a discount on store purchases was circulated. The name, address and phone number of these stores will be listed on the BCA website. A member must show their BCA membership card to receive the discount. The store websites will have an item indicating the discount being offered. The names of other stores will be added when discounts are confirmed.

5.6.2 Police and Firemen Games

- BCA is providing Officials and advertising for this event. Also, will be discussing the rental of BCA equipment to them.

5.7 Membership Report (Sam Collier)

- A written report was circulated. To date, membership is approximately the same as last year.

2009 Club Membership Applications:

MOVED (Dingle/White) THAT THE BCA CLUB MEMBERSHIP APPLICATIONS FROM THE FOLLOWING BE APPROVED:

<i>Alberni Valley Track Club</i>	<i>Roads & Runners Racing</i>	
<i>Chilliwack Track & Field Club</i>	<i>Semiahmoo Sun Runners</i>	
<i>Coquitlam Cheetahs</i>	<i>Sunshine Coast Athletics</i>	
<i>Hershey Harriers Athletic Club</i>	<i>Vancouver Falcons Athletic Club</i>	
<i>Kajaks Track & Field Club</i>	<i>Vancouver Island Runners' Association</i>	
<i>Kelowna Track & Field Club</i>	<i>Vernon Amateur Athletics Association</i>	
<i>New West Spartans Track & Field Club</i>	<i>Victoria International Running Society</i>	
<i>Ocean Athletics Track & Field Club</i>	<i>Victoria Marathon Society</i>	
<i>Pacific Road Runners</i>	<i>Victoria Track & Field Club</i>	
<i>Powell River Track Club</i>	<i>Wheelchair Race Series</i>	
<i>Prairie Inn Harriers Racing Team</i>	<i>BC Wheelchair Sports Association - Athletics</i>	
<i>Prince George Track Club</i>	<i>Racewalk West</i>	CARRIED

MOVED (Hinze/Dingle) THAT THE BCA CLUB MEMBERSHIP APPLICATIONS FROM THE FOLLOWING BE ACCEPTED PENDING RECEIPT OF THE OF THE MISSING REQUIREMENTS:

<i>Vancouver International Marathon Society</i>	<i>Require fees and signature on form</i>	
<i>Golden Ears Athletics</i>	<i>Require names of 5 members</i>	
<i>Prince George Road Runners</i>	<i>Require names of 5 members</i>	
<i>Sub Zero Running Club</i>	<i>Require names of 5 members</i>	CARRIED

6. NEW BUSINESS

6.1 Athletics Canada/Branch Memorandum of Understanding (MOU)

- A copy of the "Memorandum of Understanding between Athletics Canada and Branch to 2012" document was circulated. The intent of the MOU is to create alignment from Branches to Athletics Canada. Some areas of the document BCA is fine with, some are not in our direct sphere of influence, some align with the BCA Strategic Plan or

are expansions that need to be looked at and some are new which may not be one of our objectives for this quadrennial.

Brian and Larry will be meeting with Joanne Mortimore on March 26 to review the MOU. Also will look at the Sport Canada Evaluation Document re: how they value membership numbers across the country, the amount of money generated by membership fees and the effect on funding.

Road to Excellence – BCA identified key coaches in the system (about 30) and invited them to attend a meeting on March 5th with Alex Gardiner (AC Head Coach) and Martin Goulet (AC Chief High Performance Officer) to learn about the direction of High Performance and Athletics Canada.

6.2 myBackCheck.com

- Diana recommended that BCA register with myBackCheck.com. This to be an agenda item for the April 4/09 Board Meeting
- Larry noted that the records check fee for Senior Games personnel will be waived.

Diana

6.3 BCA Road Running Committee AGM

- Greg advised that he will be attending the Road Running Committee AGM to be held on March 25.
- Suggested that staff post a general notice of the meeting on the BCA website.

Staff

6.4 BCA Board Vacancies

- Tom Dingle noted the need to have the clubs in Zones 1 and 2 nominate a Director for that Zone and that effort should be made to find a suitable person to fill the Director, Marketing and Communications position.

7. ADJOURNMENT

MOVED (Dingle/Hinze) THAT THE MEETING BE ADJOURNED (7:20pm)

Submitted by Ann Kirk,
Recording Secretary
March 26/09

Director _____

Director