BC Athletics Board of Directors Meeting – April 2, 2016
Fortius Sport & Health/Athlete Development Centre, Calgary Boardroom
Minutes

Attending in person: Greg White, Chair; Jim Hinze, Vice Chair; Brian McCalder, President/CEO; Carey Dillen, Director Finance; Randy Longmuir, Director Programs & Technical Development; Paul Mathias, Director Administration & Planning; Sanda Turner, Director Zones 3, 4, 5; Jordan Myers, Director Zones 3, 4, 5; Katelynn Ramage, Female Athlete Director; Evan Dunfee, Male Athlete Director; Sam Collier, Manager Registration and Membership Services; Garrett Collier, Technical Manager Track & Field; Maurice Wilson, Technical Manager Road and Cross Country Running; Meghan Butterworth, Run Jump Throw Coordinator

Attending by teleconference: Roberta Tetlock, Director Zones 1 & 2; Tyler Heisterman, Director Zone 6

Regrets: Chris Winter, Marketing & Communications; Delores Sebellin, Director Events & Promotions; Neil Currie, Director Zone 7 & 8; Jennifer Schutz, Coaching Education Coordinator; Richard Lee, Coach, BC Endurance Project

1. Meeting was called to order at 9:04am.
2. An icebreaker was game played and formal introductions were made.
3. The outline of the format for the meeting and session with the Committee Chairs was noted.
4. No additions to the agenda.
5. Adoption of the agenda – R. Longmuir/P. Mathias – Passed
6. Approval of the Board of Directors Minutes of:
7. Receipt of the Executive and BCA Committees meeting minutes of:
   a. Executive Committee Meeting – March 8, 2016 – Circulated
   b. Officials Committee Meeting – March 5, 2016 – Circulated
   c. Masters Committee meeting – March 2, 2016 – Circulated
      Noted as received.
8. Business arising from the minutes
      i. Coach Training and Certification requirements document from Jennifer
         Schutz – Circulated
         1. Brian spoke to the Proposal being made by BC Atheltics.
            a. 2016: Gather NCCP number and encourage membership
               with Coaching Association of Canada.
            b. 2017: In-Training status requirement for all Coach Members
            c. 2018: Trained Requirement for all current Coach Members
               (course plus Making Ethical Decisions). Members who
               register as new coaches in 2017 or later will have 2 years
               to become Trained.
            d. Noted that this does not include certification as that
               requires evaluation as certification requirements are yet to
               be determined and Athletics Canada is looking at how the
               evaluation piece is to be managed.
            e. Also noted that the certification requirements for staff at the
               various events were noted on the back of the circulated
               document.
      2. Motion to approve the Pathway to BC Athletics Coaching
         Requirements as provided – R. Longmuir/J. Myers. Discussion
         was held. – Passed
      ii. Free Membership for Refugees
         1. Initiative for waiving membership for Refugees during their first
            two years in Canada. Greg noted the initiative has been approved
            by eight Boards of the Athletics Canada Branches and if
            unanimous with the support of the other two branches, Athletics
            Canada will look at a communication piece around the initiative.
      iii. 2018 World Mountain Running Championships Proposal – Circulated
         1. Bid received from a local bid committee in Golden, BC and
            proposal submitted to request BC Athletics support of the bid and
            hosting if successful
            a. Provide sanctioning and insurance for the event at no cost
            b. Provide officials for the event at no cost (including bearing
               the cost of travel, accommodation and meals if necessary)
            c. Promote the Championships through the BCA website and
               other channels
            d. Explore the possibilities of staging a provincial mountain
               running championship
            e. After discussion with BC Athletics staff, the proposal is
               being revised to request, if the bid is successful, providing
               a Grant, up to $5,000, in place of the above mentioned
               items and/or discounts on services.
i. Motion to approve the revised proposal of providing a Grant up to $5,000 – J. Hinze/P. Mathias – Passed

9. Correspondence
   a. Notification of staffing reductions at ViaSport
      i. Received from the CEO of ViaSport as there has been significant realignment of their staff, with the release of the Business Development Group, due to their budget and funding. Slightly affects BC Athletics with the processing of funding contributions due to the reduced staff.
   b. Receipt of the Funding Contribution Agreement from ViaSport
      i. Notification received as part of formal process.

10. Reports:
    a. Chair of the Board of Directors – Greg White
       i. Written Report circulated
          1. Items of Note
             a. Brought the Board’s attention to the portion noted under Competition Outcomes as some questions have been received as to how BC Athletics supports the clubs that bid for national championships.
             b. Athletics Canada – Highlights noted from monthly conference calls with branch council.
    b. Vice Chair of the Board of Directors – Jim Hinze
       i. Oral Report given
    c. Directors Reports:
       i. Zone Directors
          1. Roberta Tetlock – Division 1 & 2
             a. Written Report circulated
                i. Items of Note
                   1. Excitement in the air. Emphasis on coaching education. Good turn out for the seminar in Vernon today.
          2. Sanda Turner & Jordan Meyers – Division 3, 4, 5
             a. Written Report circulated
                i. Jordan Myers noted there is still no Chair or Treasurer for the Lower Mainland Cross Country Series and BC Athletics continues to support with providing the administration. Reached out to the clubs and asked for volunteers to step forward but no one has to date. What are the options or next steps?
                   1. Suggested to look at the other Series’ to see how they handle their administration.
2. Jordan asked if the Board would consider providing a consequence to the issue with potential removal of the funding.
   a. Suggested message is that the Grant not available this year if someone does not step forward to administer the Series and should this continue, the Series would be discontinued next year.
   b. Brian recommended making sure all options and avenues are attempted (advertise a volunteer required postings on sites like BC Sport, Viasport, the CPA website, etc.) first before releasing a communication of this nature.
   c. Jordan and Sanda to report back to the Board at the July meeting.

3. Tyler Heisterman – Division 6
   a. Oral Report given
      i. No Items of Note

4. Neal Currie – Division 7 & 8
   a. No Report provided
   ii. Athlete Directors
      1. Katelynn Ramage
         a. No report provided
      2. Evan Dunfee
         a. Oral report given
            i. Sits on the Athletes’ Council and welcomes any information affecting the athletes to be brought forward to him.
            ii. Noted his concern with BC Athletics Social Media and ensuring alignment with Rule 40 during the blackout period in July and August.
               1. Sanda asked if there was a Social Media Policy. The Chair noted he would touch base with the Staff and bring forward the information to the Board.

   d. Finance Report – Carey Dillen/Brian McCalder
      i. Budget Summary and detail for:
         1. Summary to February 29, 2016 – Circulated
            a. Noted the average membership revenue over 4 years is included as an example of what the financial statement will look like in the 2016-2017 Operating Budget (4 year
average of when membership revenue has been received compared to current practise of the total year’s revenue divided by 12 months). Also noted that this would therefore change the Operating Budget YTD Total Revenue, Difference and Net Income Operating Budget YTD Totals.

b. Variances from Operating Budget YTD Revenue primarily due to the timing of Membership Payments and start up of club programs (post Easter/Spring Break). Invoices for membership fees are issued monthly and Membership Fee Revenue owing is tracked weekly. Overall annual net income is still positively projected.

c. Also noted that all Government Revenue for 2015-2016 has been received.

2. Notes and Projection to Year End – included in the Summary to February 29, 2016


e. Administration & Planning – Paul Mathias/Brian McCalder
   i. Written Report circulated
      1. Items of note noted below
   ii. Strategic Plan Update
      1. Strategic plan needs to be updated and in effect for 2017. Targeted to be worked on this spring, starting within the next few months, still with the intention of using outside facilitation.
   iii. Human Resources Committee
      1. Waiting on report for summer student employment.
   iv. Organizational and Committee Structure review – Strategic Plan Governance review update
      1. Governance review started and looking at Board structure, Board members duties and responsibilities and Terms of Reference. Division and Committee structure as well as review of bylaws and policies is ongoing.
      2. Survey circulated to Board members and more recently a survey was circulated to the BC Athletics Member Club Presidents.
   v. AGM – December 2, 3, 4, 2016
      1. Organizing Committee – to be initiated
      2. Venue has been set for:
         a. Meetings – Hilton Hotel, Richmond
         b. Awards Banquet – Hilton Hotel, Richmond
   f. Membership Report – Sam Collier
      i. Written Report circulated
         1. Some discussion was held around the unique and type membership statistics as well as the correlation to the key performance indicators as they relate to the strategic plan.
ii. Total Individual Membership #'s – YTD – Circulated
   1. Motion to approve the 2016 list of individual memberships for 2016 received from March 6, 2016 to March 24, 2016 as provided – J. Myers/R. Longmuir – Passed

iii. Total Club Membership #'s – Circulated
   1. Motion to approve the 2016 list of club and school club memberships as of March 24, 2016 as provided – J. Hinze/R. Longmuir – Passed

iv. Total School Club Membership #'s – Circulated
   1. Motion to approve the 2016 list of school memberships as of March 24, 2016 as provided – R. Longmuir/E. Dunfee – Passed
   2. Some discussion was held around school club memberships and fees. Brian noted the proposal already made to the BC School Sports. Sam to report back to the Board at the July meeting with possible recommendations to the Membership.

v. Ongoing Matters
   1. None

g. Marketing & Communications – Chris Winter/Brian McCalder
   i. No Report provided
   ii. Planned Initiatives:
      1. Continued work on:
         a. Sun Run E-blast initiative
         b. Event sponsorship initiatives – Brian provided a quick update
            i. W50
            ii. BC Series
               1. Race support
               2. Timex support

h. Programs & Technical Development – Randy Longmuir & Staff
   i. Written report circulated
      1. No Items of note
   ii. Run Jump Throw Wheel – Meghan Butterworth
      1. Written Report circulated
         a. No Items of Note
   iii. Track & Field – J.D. to Masters
      1. Junior Development – Tyler Heisterman
         a. No Report provided
      2. Track & Field (15 to 35 yrs) – Garrett Collier
         a. Oral Report provided
            i. Items of Note
               1. Athlete Assistance completed.
               2. Ready to finalize standards and information for the 2016-2017 BC AAP program.
                  Standards will be set for 4 years with a
check every 2 years to make sure there are no anomalies.

3. Team Selection Standards & Criteria are being finalized and should be available online soon. Some adjustments to the standards include the use of both 5 year averages (depending on the age group), and the Top 8 performance of the previous year to produce standards. The Committee has also considered capping the number of athletes selected in each event, which is under review by BC Athletics staff. Internal discussion will look at whether or not we may be limiting development in events by using a cap.

4. Attended the RBC Training Ground as the BC Athletics Representative. Raised the concern that Track & Field athletes were making standards for other sports but athletes were not making standards for Track & Field.

5. Athlete development programs is the focus for the coming year. Initiatives have been provided to Tara Self who is providing them to the committee.

iv. Road and Cross Country Running – Maurice Wilson
   1. Written Report circulated
      a. Items of Note
         i. Whistler 50 – Rack cards have been received and were shared with the Board. Noted that registration would be opened in the next two weeks.
         ii. BC Super Series developed well with great response. Encouraging athlete engagement to act as social media reporters on site.

v. Masters – Track & Field/Road Running/Cross Country Running – Jim Hinze
   1. Oral Report given
      a. Items of note
         i. Americas Masters Games schedule has been released

vi. Officials – Jordan Meyer
    1. No Report provided

vii. Coaching – Jennifer Schutz
    1. Written Report circulated
a. Items of Note
   i. Para Infrastructure Grant now fully awarded (7 seated throws chairs purchased and delivered around the province (6 at clubs and 1 at BCWSA) for each new facility that hosts a Club Coach Throws course.
   ii. Looking at development and implementation of a targeted coach recruitment strategy for more coach recruitment, including a more formal way to connect with mentors in their community.
   iii. Coaching Requirements proposal requirements also noted in the report.

viii. Performance Hubs/Programs/Regional Centres – Brian McCalder
   1. BC Endurance Project – Richard Lee
      a. Written Report Circulated
   2. B.C. Regional
      a. Interior – Kamloops – Gary Reed, Regional Coach Middle Distance and Cross Country
         i. Written Report Circulated
      b. Fraser Valley – Abbotsford – Ziggy Szelagowicz, Regional Coach – Jumps and Combined Events
         i. Written Report Circulated

i. Events & Promotions – Delores Sebellin
   i. No Report provided
   ii. Planned Initiatives – AGM and Governance Sub-committee

j. Athletics Canada Update – Greg White & Staff
   i. Athletics Canada
   ii. Sport BC
      1. Sport BC Athlete of the Year Banquet Thursday, March 12, 2016
      a. Awards:
         i. Winston Reckord - Presidents’ Award – Athletics
      b. Finalists:
         i. Callum Pilgrim – Female High School – Abbotsford
         ii. Maria Bernard – University Athlete – UBC – WINNER
         iii. Raquel Tjernagel – Junior Female – Coquitlam Cheetahs TFC
         iv. Christabel Nettey – Senior Female – Vancouver Thunderbirds TFC – WINNER
         v. Ben Thorne – Senior Male – Race Walk West
         vi. Lenore Montgomery – Master – Greyhounds TFC
         vii. Gerry Dragomir – Male Coach – Race Walk West
         viii. Brit Townsend – Female Coach – SFU
         ix. UBC Women’s Cross Country Team – University Team
iii. BC Sports Hall of Fame – June 9, 2016
   1. Diane Clement, Builder Athletics – 2016 Inductee

11. New Business:
   a. None

Motion to recess – J. Hinze/C. Dillen – passed. Meeting was recessed at 11:35am

LUNCH

Meeting and Session with Committee Chairs

Attending in person: Jerry Tighe, Cross Country Committee; Graeme Fell, Junior Development Committee; Jake Madderom, Masters Committee; Brian Thomson, Officials Committee, Jordan Meyers, Road Running Committee; Tara Self, Track & Field Committee (Midget 15/Youth/Junior/Senior)

12. Meeting was reconvened at 12:45pm.
13. Chair welcomed the BC Athletics Committee Chairs. An icebreaker was game played and formal introductions were made.
14. BC Athletics Committee Chairs
   a. Cross Country Committee – Jerry Tighe
      i. Written Report circulated
         1. Items of Note
            a. Support ongoing initiatives like RJTW and the Endurance Project.
            b. Try to provide an effective competitive schedule.
            c. Could use some August development camps organized by clubs.
            d. Identified the top 50 finishers in the BC High School Cross Country Championships who were not members of BC Athletics and communicated to the clubs.
            e. Coach development with education and recruitment by targeting retired athletes.
            f. Mountain running now has almost as many competitive events as Road Running. Used to be more cross country in the spring, but seeing less with Road Running during that timeframe.
            g. Opportunities for clubs to host national cross country championships and quite a bit of funding available to do so. Also trying to look for and recruit officials.
            h. Committee looking to IAAF and Athletics Canada for possible alignment for possible rule changes and race distances.
i. BC Cross Country championships combined events was well received.

j. Good progression of seasonal race distances towards 10km at Nationals.

k. Tentative schedule for the fall provided. Bids for the 2017/2018 BC Cross Country Championships to go out in the spring. Winner to be chosen in the summer.

l. External and internal factor of funding always an issue, but steady. Blue sky funding noted.

b. Junior Development Committee – Graeme Fell
   i. Written Report Circulated
      1. Items of Note
         a. Trying to increase communication with a survey to determine the users of the information but also what they liked about JD Track & Field. From that, trying to continue the dialogue to better the experience for athletes and parents, including building JD friendly meets and ensuring athletes are supported by trained coaches.
         b. Created a draft a Track Parent Handbook which is being evaluated by the committee at the next meeting.
         c. Introducing a team component to the JD Cross Country Series trying to focus on the two different groups within JDs – talented athletes interested in competing and others that enjoy the sport but aren’t interested in competition. Working towards better retention and focusing less on the individual performance and more on team development, team concepts and potential sponsorship.
         d. Still looking at providing alternate formats for clubs to consider. Trying to facilitate JD coaches by providing an opportunity for JD coaches to discuss and share information outside the track meets on a regular basis.
            i. Brian noted to pass on the information to Jen as a professional development opportunity.
         e. Difficulty finding coaches as it seems the technical aspect is found to be difficult for people. Trying to get young coaches to shadow more experienced coaches over a span of 5-7 sessions to develop confidence.
         f. Scheduling difficulties with the break between the last non championship meet and the championship meet as it creates a challenge with the lack of incentive to continue on. Most clubs find they don’t retain kids past the end of the school year.
i. Garrett asked about what the ideal weekend might be and Graeme noted that mid July, rather than late July (2 weeks earlier), would be ideal.

g. Revenue is an issue as most clubs use track meets for the revenue but the difficulty is that decisions are revenue based and therefore meets are not made attractive to kids for the long term. Therefore clubs tend to stick to a 2-3 day format which can be tiring for athletes and parents and makes them less popular. Need to create different ways for clubs to make money. Would rather have revenue generated by increased membership, however such is done by offering more desirable events.

i. Tara noted the concern for the feasibility of one day meets for some clubs. Discussion was held about the potential opportunities and options with one day meets and different formats.

ii. Chair suggested an offline discussion with the Track and Field Committee.

iii. Would like to see a pilot take place the weekend before the JD championships.

h. Opportunities – Junior Development age is beginning to grow with an expected increase in kindergarten age this coming year. Expectations for this to continue with hopes of seeing more JD athletes coming through the system and therefore ability to focus on long term athlete development.

i. Evan noted opportunities like dry land training, and the benefits to Athletics and asked if anything was happening at a formal level. Graeme noted this was done at the club level but not aware of anything provincially or formally.

i. Need more coaches, officials and sources of additional funding. Blue sky funding ideas noted – provincial funding and private sponsorships.

c. Masters Committee – Jake Madderom

i. Written Report circulated

1. Items of Note

a. The Track and Field indoor meet in Kamloops saw participation up from last year.

b. Plans for 2016/2017 – Ensure BC Championships are in place and soliciting bids. Initiative to try to encourage more Masters members into the BCA Hall of Fame. Working through the deceased Masters athletes but looking towards more nominations to the living Masters athletes.
c. Opportunities for Masters athletes are good in BC and meets do currently provide for participation. Currently support for Masters championships within existing meets. Perhaps find better ways to manage any negative effects the inclusions of Masters has on meets (ex. Limiting number of throws).
d. Americas Masters Games in August at UBC but conflict with WMA Regional Games. BC Athletics has been in touch with the WMA President and result has been positive. Looking to obtain sanctioning for the Americas Masters Games.
e. Opportunities – Challenges with so many opportunities for Masters in Road Running so that most who participate don’t become members of BC Athletics. Revenue concern as well as a concern for the Road Running Championships. Blue Sky with a lower membership fee for BC Athletics comparable to the discount on the road races. Masters in Ontario organized differently than the other provinces, as their own organization, so they can set their own fees and rules which provides them more flexibility. Ontario wanted to increase their membership and therefore reduced their fee for first time members which was a successful endeavour.
f. Challenges – Clubs make money through hosting road races, which can be significant, however Clubs find it challenging with so many road races that it takes them away from participation in the existing event clubs are hosting. Athletes not as affected given choice of options.
g. Committee members over 65 will likely be retiring from the Committee so need younger Masters members on the committee.
h. Over the last few years, some requests have been made for a decathlon and/or heptathlon, but haven’t succeeded in putting it together. Hoping to work with Garret to try again.

d. Officials Committee – Brian Thomson
      1. Items of Note
         a. Looking to implement the draft Officials Committee Business Plan within a year or two, once a method of measurement is determined.
         b. Continue recruiting, especially through the clubs as they are the most successful avenue of new coaches. Also
looking to increase the number of workshops, especially at the National level.

c. Interesting work has taken place with Athletics Canada; defined core competencies for all of the Officials at all levels which will drives training materials and mentoring programs. Developed training in an online format and a prototype has been developed and provided to Athletics Canada for feedback. Also developing some support materials to leverage the Officials at events.

d. Retention continues with increasing the sense of community with social activities and communication.

e. Challenges and Opportunities – Recruitment is the weakest link with limited capacity. Sense that the recruitment from the clubs is not as much as it has been. Specialty clubs emerging and producing coaches and athletes but without parental involvement but no officials are being recruited.

f. Good relationships sustained for developing officials.

g. Would like to see more metrics on Active Officials, with more detail to how they are Active in relation to attending meets, not just being Active by paying dues.

h. More retention efforts on the community side through more appreciation.

i. Older members on the Officials Committee which brings great experience, but the likely retirements will have an impact.

j. Going forward, would like to see more streamlined models for going from one level to another. Look to leverage more for Officials and other ways to ensure a safe fair meet but with less people. Keen to enhance recruitment levels.

k. Internal and External Factors – Good rapport with Athletics Canada which should continue to be beneficial for Officials. Recruitment initiative sub committee had good progress and would like to see it continue.

l. Blue Sky – Ways to reduce the number of officials needed at a meet; utilizing technology to keep meets safe and fair but have less officials actually required. Leverage technology and new processes and would be nice to have a pilot project to explore this.

   i. Sanda suggested exploring where the old athletes are and focus on recruiting them into coaching, but should look at for retention.

   ii. Chair suggested looking at how to entice retired or retiring athletes as well as retired or retiring
coaches. Graeme noted the potential recruitment at the high school level and possible opportunity through the school associations.

iii. Jake noted the need for more mentoring and using the experience of the older Officials.

iv. Paul asked if there was any incentive for encouraging people to become more senior officials. Sanda raised the issue with the politics and the selection process with some events.

v. Tara asked if there was any discussion within the committee about paying the officials. Brian was not sure if the Committee discussed it but noted that it was discussed with the Sub Committee and was a recommendation being brought forward. Agreement all around to the value in the matter being discussed.

m. Blue Sky – High profile track and field meet in BC. Commonwealth Games in Victoria in 1994 recruited a lot of Officials. Targeting an event 5-10 years out could really help drive Officials recruitment.

e. Road Running Committee – Jordan Meyers

i. Written Report circulated

1. Items of Note

a. Athlete Development – Committee continues to look at ways to attract more junior talent and provide more opportunities through key clubs and events/regions.

b. Coach Development – Road Running Coach Education seminar is being scheduled.

c. Competition & Events – Participation tracking similar to last year with the Super Series providing new opportunities. Championships have been confirmed.

d. Competition – Measurement and Officials – Looking at consideration and recommendations from Officials to look at race officials for Cross Country events or Road Running events for the finite requirements. Measurement seminar being encouraged to getting the correct measurement for course distance.

e. Anti Doping Initiative – Keen to recruit and train and looking to have controls in place with a program. Looking at options and requirements for and trying to formalize with hopes to launch in 2017 or sooner.

i. Evan noted the restricting the invitation to athletes if they are banned.
f. Organizational Capacity – Increased meeting frequency with plans to continue. Building a Race Director guide as reference resource. Committee leadership has changed. Hope to build opportunities to rotate the leadership more frequently.

g. Challenges – Participation in events with the density of choices and the calendar continues to be full. Retention, recruitment and succession planning with volunteers continues to be a challenge. Engagement and retention are difficult for newer events and traditional events are seeing many of their key leads not being replaced. Largest risk is the volunteer experience. Finding sponsorship and partners for events has become increasingly difficult and yet is part of the long term viability of events when participation declines. Lack of revenue diversification on the events is significant. Permitting costs and planning expectations has become more of a challenge. Road closure are becoming more difficult yet planning is a major consideration and expectation for an event permit. Seeing the need to support road running event provincially with resources.

h. Competition – Consideration to the alignment of goals to the National Athletics Canada program; to stronger links for bringing Junior Development into senior competition; to recommendations from the Officials Committee to build a Road Running specific program related to the need of the Road Running events.; and to requirements on every Road Running club to have a single official.

i. Organizational Capacity – Consider an audit of the organization streams and different committees with regard to leadership, revenue, market share, budgets, and engagement with membership.

j. Blue Sky – Encouragement of an environment of sharing. Reviewing resources, current programs and communities to build and improve the current offering with the idea of succession planning and teaching.

f. Track & Field Committee (Midget 15/Youth/Junior/Senior) – Tara Self
   i. Written Report circulated
      1. Items of Note
         a. Initiatives – Review of the standards and criteria of the BC AAP in hopes to simplify the application and the process. Looking at BC Team selection standards, criteria and process. Looking at selection standards set at 8th place of
Canadian rankings for most of the events and will stand for 4 years with a check every 2 years.
b. Brought forward the idea of event group plans with strategic planning within each event group to better events and different initiatives for benefits to the athletes, specific to their event area.
c. Like to look at hosting athlete camps to aid in recruitment and retention of athletes and having specific event groups at different camps. Also holding a talent ID Camp, specific to Track & Field. Looking to increase school involvement, to get coaches into the schools to teach track and field and find new athletes.
d. Challenges – Finding hosts for athlete camps, making sure schools have all the information or access to the information but if overcome, could be very successful.
e. Continuing recruitment and contract within schools. Also hosting competitions for athletes to race locally and putting a competition schedule in place to encourage athletes. Looking at ways to encourage hosting camps throughout the year, like four seasonal camps a year.
f. Areas of Emphasis – Athlete retention with a focus to keeping the athletes at the university level. Need to figure out how to encourage and entice the younger participants (high school) into Track & Field.
g. Blue Sky – Ways to better fund athletes to encourage their athletic performance and more money into the AAP.
   i. Evan noted that athletes like him are not doing enough for BC Athletics. If an athlete is given funding, suggested having an agreement with the athlete to commit to doing promotional materials, etc.
   ii. Graeme suggested putting together an outreach program and getting provincial funding to approach the schools by using the current athletes to approach the kids at the schools.
      1. Evan further suggested connecting the athletes back to and with the clubs.

15. Chair extended thanks to the Committee Chairs’ for their attendance and for all their various levels of participation.
16. Next Board of Directors meeting will be held on Tuesday, July 26, 2016 at 5:30pm
17. Motion to Adjourn – J. Hinze/R. Longmuir. Meeting was adjourned at 2:59pm
Director Signature _______________________________________________