



BC Athletics Board of Directors Meeting – May 22, 2023
Video Conference Meeting
Minutes

Attending: Darren Willis, Chair; Marcus Wong, Vice Chair; Brian McC Calder, President/CEO; Ota Hally, Director Finance; Garrett Collier, Director Programs & Technical Development; Newton Hoang, Director Marketing & Communications; Jordan Myers, Director Events & Promotions; Jasmine Gill, Director Zones 3, 4 & 5; Cristi Lundman, Director Zone 6; Sam Collier, Manager Registration and Membership Services; Megann VanderVliet, Track & Field Program Manager; Sabrina Nettey, Introductory Programs Coordinator; Kevin O’Connor – Non-Stadia Program Manager; Hailey Kjaer, Coordinator Officials/Coaches Development and Marketing & Communications

Regrets: Greg White, Past Chair; Rebecca Dutchak, Athlete Director; Jennifer Brown, Coaching Education Coordinator Richard Lee, Coach, BC Endurance Project

1. **Call to Order** – The meeting was called to order at 7:34pm.
2. **Introductions** – Introductions were made.
3. **Additions to the agenda** – There were no additions to the agenda.
4. **Adoption of the agenda – C. Lundman/G. White – Passed**
5. **BC Athletics Membership Fees**
 - a. Circulated:
 - i. Correspondence from Darren Willis dated April 25th, 2023
 - ii. The Athletics Canada Membership Fee proposal – received May 15, 2023
 - iii. Current 2023 BC Athletics Membership fees
 - iv. Membership Fee Calculator
 - b. Ota summarized that Athletics Canada is raising their fees so BC Athletics should consider raising theirs. Increase from Athletics Canada includes an annual escalator. Brian further explained that the Athletics Canada branches need to approve any membership fee increase, when it takes effect and if there is an escalator. All must happen before implementation of the fee structure. Will be presented to the membership at the upcoming AGM. Proposal includes increase in 2024 or delaying increase until 2025. Membership can come back with counter proposal, to change, amend what is proposed, delay, etc. Brian also noted, for this current financial year and

the given the cost of national team programs, Athletics Canada is going to be okay due to the deferred revenue from the pandemic years. Athletics Canada also maintained revenue from last year. Could use that money to fund world teams this year and other national teams that qualify.

- i. It was asked if this was why the option of implementing the increase in 2025 and Brian noted that was his assumption.
- c. Option 1 is the influx of revenue; Option 2 is the implementation in 2025/2026.
- d. Looking for guidance to Athletics Canada proposal from the Directors but intent of the meeting is to discuss the BC Athletics membership fees and looking at increasing revenue generations, especially if Athletics Canada is going to increase membership fees. Darren noted, he was thinking about when it was just BC Athletics to consider, with the adjustment to the salary grid, on how to present a resolution to the membership at the AGM this year to propose a membership fee increase. This was before the Athletics Canada proposal.
- e. The way it was modelled at one point, if the salary grid was at full capacity for the job positions, looking at 30-34% increase in membership fees given similar number of members and phasing in over 3 years since the full capacity wouldn't be achieved immediately. Athletics Canada proposal now hits hard and more immediately.
- f. Question was asked about the exceptions in the Athletics Canada membership and if what the provinces will pay may cause pushback from the provinces.
 - i. Brian directed the Board to the bottom of page 14 of the Membership Fee Review Proposal for the noted exceptions: Branches where U12 athletes pay \$2 per person, three branches also have the \$2 per athlete exception for Road as well, and one branch has the \$2 fee exception at the U13 level. Inconsistency across the country given the exceptions for the fee structure paid to Athletics Canada. Brian recalled, when the current fee structure was put in place, Newfoundland felt they could not ask their Road Runners to pay the \$15 fee to Athletics Canada. Brian advised he was not aware of the U13 or Road Running exception until now. He also thought it was the \$2 fee for U12 across the country. The membership would have to vote to change at the Athletics Canada AGM. BC Athletics has asked, at the branch meeting, for this to be included in the discussion of the Athletics Canada proposal. There was little time at the Branch Council meeting to make comments, however a couple other branches put forward a few other items to discuss at the Athletics Canada AGM, with regard to the fee proposal.
- g. Marcus noted he didn't see any other way and felt the Athletics Canada increased needs to be passed on to the BC Athletics membership, as would the increase due to the salary grid, if the salary grid has to be a flow through. Suggested it either be all at once or staggered over a couple years.
- h. Membership Fee Calculator, as the Competitive Athlete Membership U14 AC Fee should read \$15.25, not \$2.25.

- i. Marcus noted, whenever fees increase, people ask why. BC Athletics has the rationale given the increase with Athletics Canada, but people also tend to question what they are getting for their increased membership? They'll want to know if it's worthwhile? Will want to have a strong response so people will be okay with it. Brian agreed and noted, in the past, there has been a rationale document presented to explain the increase. The motion to increase did pass. Jordan noted there were some repeat offenders who ask questions but a good clear, brief rationale would be helpful. Sam also noted that the last fee increase, with the document, was better received and accepted. There were a lot less calls than the previous fee increase.
- j. Athletics Canada's premise to raising the fees, is that the branches did not want to have any more self-funded teams so had to be raised at the Athletics Canada level. Initiatives were taken by Athletics Canada staff to generate more revenue and the branches to increase financially through increased membership fees.
 - i. There are more teams than there were and proposal includes not supporting World Mountain Running Championship going forward without any membership fee increase. Document outlines number of teams looking to support – Partner funded teams and AC Core funded teams.
 - ii. Question was asked if mountain running would affect our membership? Brian noted there a lot from BC as well as from other branches. BC is maybe 30-40% of the teams this year.
- k. Recapped that the Directors agree to increase the fees, so need to look at doing it all at once or over a number of years.
- l. As funding for this next year is good, it's really in terms of pushing through their decision and when membership fee increases would hit, likely 2025 is financially doable for them. Possible for graduated increased over a couple of years versus all at once on the BC Athletics membership? Would help alleviate and potential loss of membership. Brian confirmed there has been a slight dip in membership when fees were increased in the past, however membership is significantly up from when the last membership fee was increased. Last year at 6800 members. Some will drop out; some will reduce their membership type.
- m. Question was asked about day of event membership; will they be discussed or in another meeting? Through sanctioning events, \$3 is low and could be increased. Brian noted any membership fee, day of event or annual fees should be included in the discussion.
- n. Question was asked about if some Clubs passed on the fee, would athletes look to join another club? Sam advised the athlete or member always pays the BC Athletics portion of it. No Club has made up the BC Athletics fee as it has never been separated out. Clubs may have increased their membership fee, their portion, but the BC Athletics fee is the BC Athletics fee and is included in the club membership.
 - i. Marcus noted his club may consider not increasing their fee but would have less revenue. Kevin noted his club has the training fee even at a tryout, then when

they look to be a competitive member, they tell them the benefits. Hope to have fewer members on the training fee.

- ii. It was asked if the clubs have seen their costs rising substantially and if they have any other fees increasing at the same time. Sam noted any increase to access fees was not known. Processing fees on TrackieMe have been an ongoing issue and will be higher with Interpodia. Will hopefully have other ways for payment so that they don't have to have payment processing fees.
- o. Jordan noted one of the things to be discussed at the race conference in the fall was sport hosting, tourism and funding streams, which would be geared to all, including clubs, to take part in. BC Athletics and Triathlon BC sponsorship support to get more event directors to the event. Seeing some fees increased.
 - i. Asked if there would be opportunities for BC Athletics as well and Jordan noted, as BC Athletics is a Provincial Sport Organization, and given the strategic plan, there may be a bigger conversation to be held but there are likely opportunities to look at unique ways to generate revenue.
 - ii. Christi noted that she is finding right now, in the lower socioeconomic areas, the limiting factor is not membership fees. Junior Development program fills up really fast and there is a hunger for sport. The limiting factor is the availability of coaches and officials. Recommend buffering the fees around coaches and officials so as to not to create more barriers to recruitment.
 - iii. Brian further explained, with regard to BC Tourism and BC Athletics events, BC Athletics applied and received commitment of \$42,600 for this current fiscal. Funding was also provided in the previous fiscal as well. Not sure if BC Tourism event funding will be an annual opportunity but has been during and post pandemic. Could provide opportunities for PSOs, Clubs and even regional organizations to apply.
- p. Megann asked, before Athletics Canada had their proposal on the table, increasing the membership fees for the salary grid, what percentage was in mind? Darren thought it was a 30-35% increase over time to fully account for the potential of every position earning its full value. Suggested to have it graduated over 3 or more years.
- q. It was recommended, if there was an appetite to support membership and their current revenue streams, could have the conversation with some clubs on how they organize themselves. Could raise the fees but offer to have a conversation with clubs on how BC Athletics can support them to do better.
- r. It was noted the Athletics Canada AGM was being held June 1st, 2nd and 3rd.
- s. It was recapped that the initial goal was to have a resolution to go forward to the membership at the BC Athletics AGM in August. Would like to have a resolution to increase the BC Athletics fee, phased in over the next three years and try to build in and account for the potential Athletics Canada fee increase, regardless on when that may commence.
 - i. Sam noted coming back every two or five years wears thin on the membership. Best to make a decision and include an escalator so not coming back again and

again to the membership. Athletics Canada pushing to include an escalator, could have the discussion to do that with the BC Athletics fees going forward. Percent annual increase which doesn't have to be yearly; could be every 2 years. Coming out of COVID, if all the cards were on the table, with the escalator, would have something to look at and put into their planning and forecast. Would be cleaner for the clubs and safer, when it can be applied to the future, rather than hitting them every five to ten years. Basically, an automatic increase for what and when.

- ii. Brian agreed that was a good policy and the farther out the membership and clubs have to prepare, the better. When something is passed at the AGM, there is a lag time before it is implemented, which allows clubs to adjust to increase revenues or pass on the membership increases.
 - iii. Marcus noted his agreement with Sam that it was better all done at once. May minimize the perceived impact. Recommended it not be gradual, but to do the increase and then have an escalator with an automatic increase.
- t. Darren asked, if BC Athletics were going to structure something like this, the organization has the Athletics Canada proposal, has a ball park on salary, so would it be possible to add it on top of what Athletics Canada is proposing and see what the fee increase is over 3 years? Then would need to determine escalator or annual increase after that. Ota noted that would be reasonable and a good idea.
- i. Darren further asked Ota, what type of annual increase seems reasonable over the long term? Gone through 20 or more years with relatively low levels of inflation and now going through a period of higher inflation. Athletics Canada's 3% seems reasonable. Ota agreed that 3% is reasonable as inflation is higher now but is targeted to bring back down. 3% would be reasonable for the long term.
 - ii. Darren further clarified, that if 3% was the Athletics Canada portion and then a further 2% for BC Athletics, wouldn't a 5% increase seem excessive. Ota noted the organization had a handle on salary but were there other expenses increasing as well? Aim is to have a balanced budget.
 - iii. Brian noted BC Athletic is are experiencing increased costs, like team travel to national championships. Darren also noted the increased risk with receiving potential complaints and needing to go to dispute resolution.
- u. Darren summarized getting a 3 year step plan to get the bulk of the increases covered and then having an escalator. Would like to know from the Finance Committee, a reasonable prediction on the full impact of such a plan and, more specifically, to propose what the increases may be.
- v. **Motion to increase the membership fees, with details to be worked out and presented to the Board for approval. – M. Wong/C. Lundman – Passed**
- i. Proposal to have one increase of the membership fee, but spread over three years and then an escalator per year. Number not known at this point, but

proposal will come back to the board for approval and then be proposed to the membership at the AGM.

1. Sam noted the language for the resolution needed to be given to her by July 14th.
- ii. To be presented at the next Board Meeting June 14th, with the possibility to reschedule to a later date or have a subsequent meeting if not ready by the 14th. Discussion around possible meeting date of Wednesday, June 28th at 7:30pm. To be confirmed by email.

6. New Business

- a. CEO Hiring Update
 - i. Darren noted interviews would be taking place later this week with the final candidates. Would be comfortable offering the position to any of the candidates. So, looking forward to having a good fit for the organization.

7. Motion to Adjourn – N. Hoang/O. Hally – **Passed**. Meeting was adjourned at 8:32pm.

Director Signature _____

Director Signature _____