



Track and Field  
Road Running  
Marathons/Ultras  
Cross Country Running  
Race Walking

**BC Athletics Board of Directors Meeting – March 9<sup>th</sup>, 2013  
Minutes**

**Attending in person:** Greg White, Chair; Brian McCaldar, Pres/CEO; Pam Medland, Dir. Admin & Planning; Carey Dillen, Dir. Finance; Sam Collier, Membership; Jim Hinze, Vice Chair; Garrett Collier, Technical Mgr Track & Field; Bill Koch, Officials; Roberta Tetlock, Dir. Zone 1, 2; Sanda Turner, Dir. Zones 3, 4, 5; Graham Dodd – Dir. Zones 3, 4,5; Randy Longmuir, Dir. Zone 6; Clifton Cunningham, Road Running; Dawn Copping, JD Committee; Jake Madderom, Masters Committee; Jerry Tighe, Cross Country

**Regrets:** Denise Clements, Dir. Events & Promotions; Maurice Wilson, Road and Cross Country Running; Bruce Deacon, Marketing & Communications; Taunya Geelhoed, Run Jump Throw Coordinator; Ron Bunting, Track & Field Committee

**1. Meeting was called to order at 9:35am**

**2. Introductions were made**

**3. Session with Committee Chairs**

- a. Welcome by the Chair
- b. Track & Field - Garrett Collier
  - i. Focus for 2013 – 2016:

2013 - Focus on Canada Summer Games plan. IPS workshop held and identified what coaches and athletes want more of. Finalized athletes assistance list and looking at team selection procedures and standards

To 2016 - Canada Summer Games will lead to the next in 2017. Setting up program and plan to use as an annual template. Hope to choose coaching and staff as early as possible to involve in the decision making for the team selection process. Will continue looking at team selection and look at possible BC combined events championships, possibly the BC relays championships.

- ii. Role to delivering on the strategic objectives: Most effective with Sport Performance objectives, good competitive and training plan and BC event specific camps.
- iii. Committee Structure: Representatives in all areas and added a representative for wheelchair sports and blind sports to improve inclusion of para athletics. BC high schools committee also formed, however do not have a representative for the high school sports at that this time.
- iv. Other topics/questions: Relationship with Athletics Canada? Dialogue comes through office and then Garrett communicates to the committee, however

when he is no longer the chair of committee, the office will still pass along information to the new Chair who will in turn pass it along to the committee. How do we facilitate the transition for a provincial athlete to a national athlete? Primary focus of committee is how the athletes are doing provincially and nationally. Engagement with personal coaches and committee provides structure. Includes providing the personal coaches professional development opportunities. New structure coming from Athletics Canada

c. Officials – Bill Koch

- i. Focus for 2013 – 2016: To increase the number of the officials, hold more level 1 workshops and to upgrade the level of officials, especially to National level. Challenges - Do not have enough officials due to many retirements. Officials are already overworked and it's challenging to find officials available and willing to run the workshops. Trying to get more action on the spectator code of conduct. Retaining less than 25% from the level 1 to the level 2 and maybe 25% of level 2 are retained to move up to level 3. Small percentage of athletes are retained for officials. Also some coaches, teachers, a few masters athletes and some parents.

d. Road Running – Cliff Cunningham

- i. Focus for 2013 – 2016: Working with Park and City for fair and equitable treatment. Formalizing team selection process and standards. Developing a best practices seminar. Race Series number are good and numbers are up from last year on participation. Hosted the half marathon championships.
- ii. Role to delivering on the strategic objectives: 5K championships coming up and numbers are up 25%. Numbers are up for most of the events this year. However, percent of BCA members is low and only 1% of BCA membership represents Road Running and therefore not a large part of the strategic plan. There isn't a high impact on coaching as BCA is club based but road running is not.
- iii. Committee Structure: Great participation of the board at the committee level and worked through procedural issues. Now looking to build more programs and stability. Targeting national championships in two events as haven't hosted a national championship road event in BC in a long time. Large number of US corporate events coming in the next year and it will be difficult on the smaller clubs and events.
- iv. Other topics/questions: What can the board do to assist what committee? Having difficulty relaying the message of the benefits of the BCA membership to individual participants. Looking to find the key to attract the individual member. Maybe hold events that include the BCA membership. Possible increase to communication with E-marketing. Working to convert day of event members into annual members and since Road Running is already collecting data is there any way to share that data? Due to challenges with data and privacy restrictions, information can be sent out on BCA's behalf, but the personal data being collected cannot be shared. Comments received that competitive membership is too expensive which may not be a reasonable argument but may be valid.

e. Masters – Jake Madderom

- i. Focus for 2013 – 2016: Trying to have a combined events Masters championship in conjunction with another event. Happens on national and international level but not one in BC for a while. Indoor facility in Kamloops hosting a good meet;

would be good if event could be turned into or include an indoor Masters event. Will be asking for 2014.

Short term to long term objective – create a hall of fame for the Masters athletes within the BCA hall of fame. Processes need to be put in place and more structure and process to nominate formally.

Significant misunderstanding to how masters is organized in Canada and internationally. Canadian Masters Athletics responsible, but not clear how it rolls down to the provincial level. Negotiated with Athletics Canada and CMAA to combine the membership. CMAA is still independent organization and have the responsibility from International Masters Association to look after events in Canada. Not clear what the responsibilities of the BCA Masters committee has with CMAA

- ii. Role to delivering on the strategic objectives: Aiming to excellence in athletics through Masters having 4 world record holders in 2013 and expanding on that. Requires good coaching and have that in the Masters level.
- iii. Committee Structure:
- iv. Other topics/questions: There's one exclusive race in cross country, are there other masters only races in specific events? Masters mile in west Vancouver, non sanctioned event. Road Running will always be combined event. For a full senior member of Masters age, what do they apply for? Can get both but it isn't clear that you should apply for both but if they don't apply for both then they are not eligible to participate in Masters events and they may think they are. Age of Masters was switched between 35 and 40 and may have created some confusion.

f. Cross Country - Jerry Tighe

- i. Focus for 2013 – 2016: Reviewing the race distances on a constant basis for the various age groups. Recent memo from Athletics Canada for youth race in 2015 at the Canadian Championships. Looking at criteria for age groups to run. Reviewed the awards criteria for cross country. Constantly looking at the calendar of events. Athletics Canada does not have a national cross country committee and it would help the sport in the bigger picture to have one. Assist in fundraising for the Canadian cross country team going to the Worlds (Cross Country is not an Olympic sport, so no funding).
- ii. Role to delivering on the strategic objectives: Participation from increasing the number of athletes and coaches, possibly with new structure at high school level and adding a new race in cross country. Assist with junior coaching and may bring in BCA membership.
- iii. Committee Structure: Very experienced people, some are involved with Masters and JV, however need someone from Vancouver Island, the Okanagan and the North. Teleconferencing or video would work so need to look for wider representation. May also need the occasional subcommittee maybe for just dealing with the schools, or a liaison person just for the clubs, or a liaison with the regions in the province for a more coordinated program. Would be fun to have a BC versus Washington event but would likely have to be held in the US. Could be in the spring but the timing would be difficult for the interior. Or BC versus Alberta and meeting in Kelowna or Kamloops but calendar of events is very compressed. Or even BC versus London England, home and away every 4 years as a self funded with additional fundraising.

iv. Other topics/questions: Strong representation from any particular clubs? Bigger clubs that have 200 members, more cross country members in group. For track and field clubs as well as some Road Running, excellent participation. Chair commented that the Cross Country Committee has co-hosted nationals for the last 2 years and Board thanks the committee for that. Board has been looking at grants given to groups hosting national events.

Has committee had any involvement with the long term distance? Yes, look all the time including looking at distances being appropriate for the age groups. Committee outreach to schools and the communication to the next level of events or championships? BC athletics has better connection to private schools but there is a disconnect with the public schools. Look to better connect with schools and is driven from all levels.

g. JD Committee – Dawn Copping

i. Focus for 2013 – 2016: Trying to encourage athletes to come into sport as there have been huge changes in past 6 years and the events they can compete in. Hope to see consolidation and evaluation of the changes made and continue expanding programs in the areas. One zone does not have any JD programs and another zone has very few clubs and JD participation but in order to expand, they need to expand the number of coaches that are specialized in JD coaching and would do so through training them to teach the athletes to have fun and enjoy the sport versus heavy competition. Need to encourage coaches, volunteers and athletes to stay. Also need to encourage athletes to participate in all events. At the JD level, athletes want to specialize but need to encourage participating in other events and improve their personal best.

Challenges with communication through website updates. Need to change it and change it quickly. Also need to get more information out to the athletes and quickly. As committee, have a budget and need to look at and give input to it.

ii. Committee Structure: Committee has a rep from each zone of the province and managed in the last year to get a rep from 6 of the 8 zones. 1 zone said no as there is no JD. Looking at Prince George Zone. All meetings by teleconferencing. Find different zones have different needs and different ideas. Valuable to listen to each other. Compromises are made. Structure works. In addition to Zone representatives, there are members at large and up to 12 members at large positions available on the committee. Meet once a year in person at the AGM.

iii. Other topics/questions: Is there any succession planning for Tom's role with the database? Not at this time. Will be a large role to fill.

Within committee discussions has there been reference to the membership type of 6-8 years old and programs feeding into the Junior Development? Not discussed at this time. Room to discuss and will put on the agenda.

Thoughts around specialized training for coaches? Not sure if there is a possible specialization for JD coaches. Garrett commented on possible introduction to specialized areas in coaching programs, look at differences and targeting JD coaches and more technical knowledge needs to be given to JD coaches.

Comment on the information out to the JD athletes - maybe the coaches need to know more than the athletes, especially when the weight levels change.

Target information to the athletes that is less technical but grabs attention by passing out information that grabs the attention of an athlete of that age like a video of an athlete in the event

- h. General Feedback from the Committees
  - i. Format of the AGM - Friday evening short given the amount of travel of some members, prefer the voting on Friday
  - ii. Succession planning - JD committee not driven by the Chair and challenge finding person available to chair. Also have the Vice Chair to step in and a benefit of having 12 people on the committee and having the zones represented. Problem with recruitment to the board for committee chairs and need to look at recruitment of board members. Need to develop more people for Road Running. Masters committee is the same.
  - iii. Adequate access to the board? JD Committee asked who committees communicate to when addressing the board and who are website updates to be sent to? Board more policy level and operational items are to be addressed by the staff. If the matter is related to another committee, you can address the committee chair. Greg is happy to meet with committee chairs as desired and tries to get out to as many events as possible, which includes attending events in Zone 1 and 2 this year. Hope to have Board member liaison for each committee, likely will be geographically based.

#### **4. Action Items from Meeting of Committee Chairs**

- a. Code of conduct
  - Has been received back from the officials and would like to include a parent/spectator section instead of writing a separate code of conduct for parents and spectators.
- b. Communicating the benefits of membership benefits and working with event organizers
  - Greg has been the liaison to the committee for a number of years and the committee has communicated issues to the Board.
  - Need to articulate the value of the BCA membership as losing out on revenue and engagement and need to provide to Road Running as well as all other disciplines.
  - What's the value proposition for BC Athletics? No compelling reason communicated to the parent and athlete level. Made a requirement of clubs but no explanation as to the benefits. Want to have the same answer throughout the organization.
  - Challenge with the limited perceived value to the road running community. Bridge the gap with the road running community and the provincial level's recognition of the membership. Larger issue that needs further discussion, potential issue for a sub committee.
  - Need to connect to the event directors, especially in road running, to encourage membership.
  - Need to consider advertising in program? Potentially huge market to capture road running participants. Consider discounted membership if they enter a sanctioned race. 15-20% discount on an annual membership like done with other disciplines and then re-evaluate in one years time. Contact Curl BC and see how much value they achieved with their promotion of membership benefits
- c. Masters applications
  - Clarification as master and senior and applying for both.

- d. JD Committee jurisdictional gap and communications challenges
  - e. AGM Format
    - Clarification as master and senior and applying for both.
    - Has been shortened and could condense to all Friday night but people come in for the awards dinner/banquet on Saturday night.
    - Professional Development works well on the Saturday but people want to get the AGM administration done on the Friday.
    - Greg will check with the organizers of the AGM to consider the options and feedback.
- 5. Welcome & Introduction of Graham Dodd to the Board of Directors**
  - 6. No additions to the agenda**
  - 7. Adoption of the agenda** – R. Longmuir/J. Hinze – passed
  - 8. Board Minutes of October 13, 2012** – minutes received/reviewed. Motion to approve – R. Longmuir/S. Turner – passed
  - 9. Receipt of the minutes from the Executive Committee meeting of January 30, 2013**
    - a. Items of Note:
      - i. Forming of the Heritage Committee
      - ii. Board liaison appointments
      - iii. Motion to ratify the executive’s decision to increase the hosting grant from between \$5,000 to \$8,000 for all Athletics Canada Canadian Championship Events hosted in BC. – G. Dodd/R. Longmuir – passed
  - 10. Business arising from the minutes**
    - a. AGM – see minutes
    - b. Updating of the action list – to be done following the March 9, 2013 Board Meeting
  - 11. Correspondence**
    - a. Notice of Athletics Canada AGM
      - i. Proposed Rule Changes deadline March 15, 2013
      - ii. AGM Branch Reports deadline March 29, 2013
      - iii. Female Athlete Representative nominations deadline March 29, 2013
      - iv. Board of Directors nominations (5 positions) deadline April 8, 2013
  - 12. Reports:**
    - a. Chair of the Board of Directors
      - i. Written report submitted
      - ii. Events – Chair requests recommendations from staff and zone directors about events to attend.
      - iii. New Office Space – Final 10 year office lease for the Burnaby office location signed. Move to now happen in approximately June.
      - iv. Challenges – Items noted on report including the vacant board positions and heritage committee
      - v. Next Board Meetings – Saturday, May 4<sup>th</sup> at 9:30am, Tuesday, July 30<sup>th</sup> at 5:30pm – 8:00pm, October 2013 TBA
    - b. Vice Chair of the Board of Directors
      - i. Oral report given

- ii. Events – Attending those that Chair will not be able to attend
- c. Directors Reports:
  - i. Zone Directors
    - 1. Roberta Tetlock – Division 1 & 2
      - a. No report
      - b. Events – Will try to connect with clubs at upcoming events.
    - 2. Sanda Turner & Graham Dodd – Division 3, 4, 5
      - a. Oral report given
      - b. Communication – “What can we do for you?” communication targeted to the clubs
      - c. Meet/Event Directors meeting – to update on the benefits of BCA and the changed and/or new rules.
      - d. Upcoming Events – Sun Run (largest)
      - e. Request – Best practices information for operational and projects for club Treasurers and FAQ reference for financial questions. Possible AGM workshop?
    - 3. Randy Longmuir – Division 6
      - a. Written report submitted
      - b. Victoria Track and Field Club having challenges with volunteers to host the Dogwood Meet. Future of event is in question
      - c. Comox and Courtenay still having issues with their track
      - d. Tom Dingle has stepped down from VIAA and Vince Sequeira has stepped into the position.
    - 4. Zone 7 & 8 – Representative still to be appointed
    - 5. Athlete Directors – to be appointed
  - ii. Finance Report – Carey Dillen
    - 1. Budget Summary and detail for 2012-2013 Operating Budget to January 31, 2013 received. Items of note:
      - a. Dropped in Revenues from Whistler 50 (Province Competitions)
      - b. Issues in revenue recognition (actual total revenue discrepancy to budget) Need to move to match the expenses occurred to date. Timing issue.
      - c. Costs for office relocation and computer equipment carried forward to the next budget. Rebranding on hold to account for new information related to office relocation. Unknown annual operating costs for the new unit. Estimate for the lease in the first year and guaranteed a cap for budgeting and limiting risk.
    - 2. Notes to budget – presented at the meeting
    - 3. Risks, Challenges, Opportunities discussed at the meeting
      - a. Membership – meeting budget target of \$296,500

4. Reserve Fund Repayment – Auditor notified and in agreement.  
Repayment to be initiated following receipt of the 2011-2012 audit (End of August 2012)
- iii. Administration & Planning – Pam Medland/Brian McC Calder**
1. Strategic Plan update
    - a. Meeting with Marilyn Payne on action plan, implementation, tactics and activities.
  2. Human Resources
    - a. Renew regional coaching grants with Via Sport – Funds not in the budget to keep the regional coaches should funding fall through. Current ranking of 42.5 out of 90 (Ranking is 60% best practises, 40% performance and BCA does well in performance, however did not score well in best practices.)
    - b. New IPS Provincial Coach position – Waiting period and delays may create challenge for interested parties. Using IPS workshop to target 14-17 years olds to introduce integrative performance services to improve athlete performance.
  3. Strategic Plan – On BC Athletics Strategic Framework 2013-2016, still require percentage to increase number of active coaches by. Discussion took place and agreement with 35%. What are the distinct plans to achieve the 35%? What is the baseline?
  4. Organizational and Committee Structure – ongoing
  5. AGM December 6, 7 and 8, 2013
    - a. Awards banquet
- iv. Membership Report – Sam Collier**
1. Written report submitted
  2. 2013 Individual Memberships
    - a. Motion to approve the list of individual memberships from January 30 to March 5, 2013 as provided in the membership report – J. Hinze/R. Tetlock – Passed
  3. 2013 Club Memberships – Motion to approve the list of 10 club memberships as provided in the membership report – J Hinze/P. Medland – Passed
    - a. It was noted the club applications pending requirements (items outstanding) will not be formally noted as approved until they meet all their requirements
  4. 2012/2013 School club memberships – Motion to approve the list of 13 school club memberships as provided in the membership report – J. Hinze / R. Longmuir – Passed
    - a. It was noted the school club membership for Southridge School is pending requirements and will not be formally noted as approved until the missing items are received.



5. Item of note – Senior/Master membership – Please consider possible increase to the amount in the Senior/Master and Coach/Master memberships or if the CMAA fee should continue to be rolled into the membership. Note: Multiple roles that need to pay all three fees would pay the highest fee.
  6. Criminal Records Checks – All associate members (Board members are identified as such) require criminal records checks
- v. Programs & Technical Development**
1. Road and Cross Country Running – Maurice Wilson
    - a. Technical Mgr report submitted
    - b. Addition to the report – Look to enhance membership discounts to enter Road Running events to BCA members through an event/race agreement and the circulation of a discount code through BCA communication vehicle. Motion to approve offering a discount to enter Road Running events to BCA members through the communication of a discount code to the members. P. Medland/ G. Dodd - passed
- vi. Marketing & Communications – Bruce Deacon/ Brian McCalder**
1. Logo Development – To depict and incorporate the West Coast of BC, reached out to the First Nations community and followed the process to approach a BC First Nations artist for a graphic concept to be incorporated into the logo. Latest graphic provided at the meeting. Now need to look at how to sportify with the initial company engaged for the logo development. Discussion took place and Brian will provide the Board's feedback to Bruce for consideration.
  2. Track & Field – Staff
    - a. Run Jump Throw – Taunya Geelhoed
      - i. Written report submitted
      - ii. Area of Note – Community Supported PE Project suggests program grants relating to bilaterals may be directed by Via Sport in certain specific program initiatives they are undertaking. Athletics will have to fund the instructor training and allocate BCA staff to put together the curriculum and identify learning outcomes. Next financial year will need to find the funding to move forward with the project with an estimate of \$10,000 to \$12,000 budget item which includes travel and administrative costs. Beyond the Run Jump Throw mandate as a transition phase into organized sport in the community and school level.
    - b. Junior Development
      - i. No report

- c. Track & Field (15 to 35 years) – Garrett Collier
  - i. Written report submitted
  - ii. Item of Note – Positive success out of the IPS workshop which was targeted out of the BC Summer games program and will lead into Western Canada Games.
- d. Masters – Denise Clements
  - i. No report
- e. Officials – Sanda Turner
  - i. No report
- f. Coaching and Education – Garrett Collier & Ron Bunting
  - i. No report
- g. Centers – Garrett Collier & Brian McCaldar
  - i. No report
  - ii. Contracts up at the end of this year. Performance review and assessment of their assistance.
- vii. Events & Promotions – Denise Clements
  - 1. No report
- viii. Athletics Canada – Greg White
  - 1. Sport BC Update – See president’s report

**13. New Business:**

- a. None

**14. Next Board of Directors meeting will be held on Saturday, May 4<sup>th</sup>, 2013 at 9:30am**

**15. Motion to adjourn – J. Hinze/P. Medland – passed.**

Director Signature \_\_\_\_\_

Director Signature \_\_\_\_\_