



**SPORT ALBERTA (AMATEUR)
BOARD OF DIRECTORS CONFERENCE CALL**

Friday, September 06, 2013

12:00 Noon – 1:15 PM

Meeting Minutes

In Attendance: Scott Hayes (chair), Reid Bilben, Keith Hansen, Dale Henwood, Adam Hull, Ken Read, Ian Reade, Miranda Sallis, Katie Spriggs, Leslie Sproule, Darryl Szafranski

Regrets: Greg Ryan

1. Call to Order (S. Hayes, Chair)

.1 Call For Agenda Items under New Business

D. Szafranski asked to add discussion about changing signing authorities to Agenda item 3.1

.2 Approval of Agenda

No objections to the agenda as circulated and amended above.

.3 Assignment of Recording Secretary

K. Spriggs confirmed to take minutes.

2. Business Arising from Previous Meeting

2.1 Executive Committee Update (S. Hayes)

ACTION: To provide the Board an Overview of activities of the Executive Committee

A letter from SA was sent to Minister Starke and the ASPRWF, re: Alberta Culture's 'Premier's Council' initiative, requesting consideration for such a council for performance sport. The letter also spoke to Alberta's performance in the Canada Winter Games and Alberta Sport Plan renewal. It was sent about 3 weeks ago with no response received to date.

2.2 June Performance Sport Summit (A. Hull)

Action: To discuss the June Summit and the various follow up actions.

Reasonable event with good energy and was successful in mobilizing the performance sport community. However, the follow up on the items that were to be delivered on has not gone as well. To date, Sport Alberta has not received any follow up materials (drop box and initial draft of letter) from the facilitator. The executive has followed up on several occasions and will continue to try.

Discussion regarding new priorities arising for Sport Alberta with the Alberta Sport Plan renewal process starting but the need to deliver on at least some modified deliverables from the Summit was ultimately seen as important.

Action Item: A. Hull to continue to follow up with the summit facilitator for materials and to make the materials available via the Sport Alberta website within 30 days.

Continue to push the Canada Winter Games 2019 message along with the Alberta Sport Plan as it is important Sport Alberta have some diversity in efforts and activities.

2.3 ASRPWF (S. Hayes)

ACTION: To update the Board on the face to face meeting with the Foundation.

S. Hayes updated that Sport Alberta has yet to have a face to face meeting with Foundation representatives. S. Hayes continues to try to schedule this meeting and will advise the Board once this meeting is scheduled.

ACTION: To update the Board on the internal structure realignment.

Foundation realignment does not appear to have been announced and does appear that there will be a public announcement. If an announcement is made Sport Alberta will determine at that time whether or not any statement / action from SA is warranted.

ACTION: To discuss and develop the internal strategy associated with the “revised” Alberta Sport Plan.

Discussion regarding the draft communication piece written by K. Read and circulated to the Board in advance of the call. Discussion focused on the keeping the message concise and direct and speak for the importance of high performance and competitive sport in the revised Alberta Sport Plan.

Discussion then moved to the means by which Sport Alberta and its board members can disseminate and share the message of the importance of the performance sport community completing the survey and speaking for high performance sport in a coordinated and impactful way.

Action Item: K. Read to re-draft and circulate the letter.

Action Item: S. Hayes to work with M. Bartelman to post the letter to website.

Action Item: All Board Members are to distribute the letter broadly within their own networks encouraging others to “cut and paste” to post on websites and/or encourage their networks to complete the Alberta Sport Plan renewal survey.

Discussed the format of the Sport Forum in November that is known to date. The forum will include 200 – 300 people by invitation. A smaller number of invited speakers will also be part of the Forum format.

Topic For Future Meeting: The Board to discuss if there are any guests to recommend be invited to the Forum. Also discuss whether or not there are any speakers that Sport Alberta could recommend to ensure strong performance sport representation at the Forum. Board is also to discuss if Sport Alberta could host some type of social function at or around the Forum.

Action Item: D. Henwood to inquire about the Forum invite and speaker lists and report back to Board.

2.4 Canada Summer Games Overview (D. Henwood / S. Hayes)

ACTION: To review the Games overview as presented by D. Henwood and discuss the appropriate actions.

Discussion regarding Alberta's 4th place finish at the 2013 Canada Summer Games. Discussed Sport Alberta's position that the expectation of performance for Alberta should be higher and particularly for 2019.

Determined that Sport Alberta should continue with the message of the importance of setting ambitious goals for the 2019 Canada Winter Games but to table any specific follow up to D. Henwood's document in light of the priority actions identified earlier related to the Alberta Sport Renewal Plan.

3. New Business

3.1 Budget/Operational Review (D. Szafranski / S. Hayes)

ACTION: To review and discuss the current finances and proposed operational plan.

D. Szafranski circulated the 2013 financial activities of Sport Alberta for the year to date. Ultimately without any new revenues coming in Sport Alberta has approximately a two year operating horizon given the current rate of expenses. Sport Alberta needs to identify a means for generating some revenues, likely through membership.

Action Item: A. Hull to write and circulate thoughts on how Sport Alberta could generate revenues through a potential membership drive strategy and/or contributions that current and future members can make to support Sport Alberta's operations.

S. Hayes has developed a proposed operational plan for Sport Alberta.

Action Item: S. Hayes to circulate the operational plan to the full executive so all can have a look and provide feedback.

D. Szafranski discussed the need to update Sport Alberta's signing authority. Recommendation is to continue to have I. Reade as one signing authority so he can co-sign in Edmonton when needed.

Action Item: S. Hayes and D. Henwood to tell D. Szafranski which branch of the RBC bank they can visit in Calgary to complete the change over of signing authority. D. Szafranski will then coordinate.

3.2 Communication (Internal/External)

ACTION: To discuss the various internal communications with the Board.

S. Hayes asked the board if the level of engagement from the executive to the board was adequate to date. There were no concerns expressed

ACTION: To discuss and assign various Board Members to develop an external communication strategy.

Board members discussed the need to have more of a plan for external communication with members and others that may be interested in Sport Alberta than we currently do.

Action Item: M. Sallis to discuss developing a strategy with M. Bartleman including development of a quality distribution list. K. Hansen offered to assist with communication within the post-secondary sector as needed.

4. Adjournment

ACTION: to set the next meeting date and place.

Next Call:

Friday, October 4th 12:00 Noon – 1:00 or 1:15 pm

Note: Cancel the September 18th conference call.

The meeting was adjourned at 1:15 pm.