

Athletics Canada
Board of Directors Meeting
April 1, 2016

ATTENDEES:

Gordon Orlikow – Chair
Tim Berrett
Inaki Gomez – Male Athlete Representative
Sean Holman – Treasurer
Helen Manning
Grant McDiarmid
Ann Peel
Dave Thomas
Rob Guy – Chief Executive Officer
Michèle Edmiston-Hurter – Recording Secretary

REGRETS:

Jillian Drouin – Female Athlete Representative

GUESTS:

Mathieu Gentès
Sylvie King
Bill MacMackin

01. Call to Order

The meeting was called to order at 8:00 a.m. ET. By Gordon Orlikow, Chair.

02. Adoption of Agenda**MOTION 16.04.01**

Be it resolved that the Agenda be approved.

MOVED: Inaki Gomez

SECONDED: Helen Manning

CARRIED

Gord indicated that in the future, we will use a Consent Agenda where items required for informational purposes and not anticipated to require discussion will be consolidated and distributed with the agenda. e.g. COC update; financial information; minutes. This would help to expedite moving through the agenda.

03. Strategic Planning Update

Bill MacMackin presented the AC Strategic Plan 2020 outlining planning, monitoring, evaluating and accountability framework. Bill expressed the importance of having results monitored and reported at the Annual General and Semi-annual meetings.

Important that the Board recognize that this is their plan and use as a document in going forward.

Critical Success Factors:

Add 'IPC' to point 1: 'Being a strong, trusted and valued member country in the IAAF/IPC'

Participation:

Point 4: change ‘runners’ to ‘athletes’: ‘Build on existing and develop new partnerships to reach at least 250,000 off track **athletes** annually.

Positive Experiences:

Grant McDiarmid suggested that a survey take place with stakeholders immediately after the Annual General Meeting. The implementation of an AC review every four years was discussed. Support reaffirmed to have Board Directors who are available attend Branch Council meetings.

Takeaways from this discussion are we have multiple vehicles and platforms to solicit feedback and encourage communication, including a comprehensive quad review, more opportunities to use the AGM and SAGM for both in-person meetings with the branches and follow-up with a survey.

Report Card:

Definition of colours should be indicated in Strategic Plan.

Red: not where we should be

Green: already accomplished objectives

Yellow: on track

It was suggested that the Board of Directors review the Plan and forward any comments/suggestions to Rob Guy.

Gord requested that for the semi-annual update, as part of the presentation to be clear about the top three opportunities we are working on and the three areas where there is a gap in performance. Be explicit with the Board where the biggest opportunities are or where the biggest issues are.

MOTION 16.04.02**MOVED:** Ann Peel**SECONDED:** Sean Holman

Be it resolved to accept the Strategic Plan as presented.

CARRIED**04. Marketing and Communication**

Mat Gentès provided an update/presentation on what the marketing and communication area has been working on.

- Athletics Canada.TV
- CBC archives are available to Athletics Canada, which will provide more contact
- Partner strategy
- Teamed up with Runner Space
- Creating more content
- Created athlete social cards which created more exposure
- Produce and broadcast
- Drive
- More content – need more content
- Developing an AC App

- Event-based mobile platform
- Ties in AthleticsCanada.tv
- In-app sales
- Fantasy sports
- Digital transformation

05. Finance

Gord commented that, in future, Finance reports would typically be part of the ‘consent’ agenda. There won’t be a presentation at the Board meeting. Material to be reviewed ahead of time and approved before the meeting.

Jared MacLeod will now be part of the Finance Committee meetings in order to include information regarding High Performance.

Sylvie presented the 2016-2017 Budget.

MOTION 16.04.03

MOVED: Sean Holman
SECONDED: Helen Manning

Be it resolved that the Board of Directors approve the 2016-2017 Budget.

CARRIED

Finance/HR Policy

Discussion took place in reference to requiring transparency and having the Director of Finance work closely with staff in relation to finance issues. E.g.

Finance unit to be closely involved when re-negotiating sponsorship agreements.

Finance unit to be closely involved in planning, managing and reporting for submissions to Sport Canada, OTP or any other external agency.

This is a management issue and not a finance issue. AC needs to be clear on what our policies are and that they are adhered to.

Proposed Policy Framework

Sylvie presented the proposed policy framework. Following points were made:

i. Prepaid Expenses:

- Sylvie and Jared need to meet monthly to discuss/review expenses
- Jared is expected to participate in Finance Committee meetings.

ii. Contracts:

- Action: Add some language that whenever we are negotiating or administering some significant financial commitment on behalf of AC, Sylvie should be proactively part of this.
- Sylvie to be involved with contracts. Expectation that staff is to be involved in discussions.
- Action: Amend Finance/Operations: Contracts to add “ and in consultation with CEO”

iii. Cell phones:

- Concerns with employees using personal phones for work
- Currently cell phone plan is \$60/month per phone. Can AC get a better phone plan?
- Action: plan to do research to get best plan

iv. Postings/Employment

- Sylvie to be involved in interview process for senior staff position only.

MOTION 16.04.04**MOVED:** Sean Holman**SECONDED:** Ann Peel

Be it resolved that the Board of Directors approve the Proposed Policy Framework subject to changes made.

CARRIED**06. Risk Assessment & Policy**

Sport Canada has requested we have a Risk Registry. Athletics Canada worked with Dina Laroche of Sport Law with a two-day Risk Management Workshop held on Dec. 9-10, 2015. Gord requested reaction from Board members. A general observation is that this document will generate a lot of attention, will motivate our partners to deliver our plan. He would like this document to be viewed as objective, fact-based and neutral, without singling out any particular unit, organization or individual.

Rob reviewed the document page by page. Discussion took place regarding OTP and the concerns around the singular focus of OTP on high performance.

Regarding committees, it was recommended that the chair of a committee remind members to be active.

The Board asked Helen Manning and Ann Peel to look into a strategy to improve diversity of perspective in Athletics Canada's decision making, particularly at the Board and Committee level. This would rest within the mandate of the Nominations subcommittee of the Governance Committee.

Action: Gord to circulate a Survey Monkey to Board before the next Board meeting in order to do a self-assessment of how the Board is operating.

Recommendation to staff from Board to hold a workshop to include staff. Human Resource committee to have a 'succession plan'.

07. IAAF Update

Abby Hoffman joined by telephone and provided an update on the IAAF activities, including doping; governance - the IAAF is in the process of searching for a CEO with the plan to have the position filled by the end of summer. A short list of 20 is currently being assessed.

AC would appreciate Abby's guidance on the doping issue. Abby would encourage comments re doping during the next months. She appreciates talking to the AC Board re Governance.

NACAC area meetings will take place in the Fall. Requires more resources which equals more accountability.

08. High Performance Update

Peter Eriksson joined by telephone to provide a high performance update.

09. Proposal for Grass Roots Development Camps

Dave Thomas presented a proposal for support of development camps when Canada is hosting international events in future years.

In 2010 the provincial branch of New Brunswick organized an “in residence” athletics camp for **aspiring young athletes ages 10-13**. An analysis of the athletes involved showed that there was over 30% retention rate after 6 years and that the 5 day camp had a significant influence in their lives to choose athletics as their chosen sport.

It was recommended that, where Canada has the opportunity of hosting an international or world championships in the future, that the hosting committee in conjunction with the provincial branch be strongly encouraged to organise an “in residence” camp for young athletes similar to the one held at the World Junior championships in 2010.

The overall consensus of the Board was extremely positive to this idea and the staff were asked to include the camp aspect in the bidding process for all future international submissions.

10. Follow-up from SAGM

- i. ‘Clarification required from NTC: process for athletes to follow up why not carded; confirm that two athlete representatives on NTC.’
 - There are two athletes on NTC
 - There is a process for athletes to follow up why not carded; website tab explaining commissioner role. There is a need to present what the new process is as athletes don’t understand how to proceed. Rob suggested a couple of options for athletes to get info, i.e. contact Peter, Jared, athlete rep
- ii. ‘Risk Management Workshop’
 - Recommend a workshop for staff and for branches in 2016
 - Hold workshop at SAGM
- iii. ACF: ‘form a working committee to explore options on direction to take with the Foundation, the legal structure and terms of reference’
 - Reviewed discussions held and next steps
 - Revisit mandate as it currently stands; board members

MOTION 16.04.05

MOVED: Sean Holman
SECONDED: Inaki Gomez

Be it resolved that the Board of Directors approve Helen Manning as the Athletics Canada representative to the Athletics Canada Foundation Board of Directors.

CARRIED

Gord provided an update on the Edmonton Foundation.

11. Whistleblower Policy

It was agreed that there is no need for a Whistleblower Policy since the Commissioner’s Office is independent of Athletics Canada. This independence protects the whistle blower from any possibility of reprisal by the organization. Complaints would go to the Commissioner’s office, as a first step.

Action: Gord to forward material from COC’s Code of Conduct.

12. Other Business

Rule 140 – Reinstate \$250 fee.

Action: The \$250 fee was inadvertently dropped and will be reinstated. Rewording of Rule 140 required.

Action: Include in the Code of Conduct – complaints should be received by Commissioner’s Office.

13. In-Camera Session

14. Adjournment

MOTION 16.04.06	MOVED: Sean Holman SECONDED: Ann Peel
Be it resolved that the meeting be adjourned.	CARRIED



 Gordon Orlikow, Chair

 May 2, 2016
 Date



 Rob Guy, Chief Executive Officer

 May 2, 2016
 Date



 Michèle Edmiston-Hurter, Recording Secretary

 May 2, 2016
 Date