

Attendance: **Dick White**, President; **Pat Murray**, Vice President Marketing; **Leo MacPherson**, Vice President Research and Development; **Coleen Dufresne**, Vice President Sport; **John Ryan**, Chair, Finance Committee; **Lorne Adams**, OUA; **Katie Sheahan**, QSSF; **Michelle Healey**, Atlantic University Sport; **Manon Vaillancourt**, Chair, Equity and Equality Committee.

CIS Staff: **Marg McGregor**, CEO; **Tanja Mackin**, Director, Finance & Administration; **Peter Metuzals**, Marketing Director; **Sheila-Ann Newton**, Manager, Events & Programs; **Michel Belanger**, Media and Public Relations Officer; **Tom Huisman**, Director, Operations & Development; **Joe Morissette**, International Program Services.

Regrets: Clint Hamilton, Canada West

1. Call to Order, Approval of Agenda

06-08-01	Sheahan/Murray	Carried
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To approve the meeting agenda as presented (Annex 1).

2. Marketing

a) MRX Presentation

Scott Mitchell, President of MRX, the marketing company of the Hamilton Tiger Cats and the 2007 Vanier Cup, made a presentation on a potential partnership with CIS in the areas of our digital assets: TV, web and mobile technology.

Approval in principle from the Board was received to pursue further discussions with MRX, and to report back to the Board.

b) Marketing Committee Motions

P. Murray indicated that the Marketing Committee met on May 22 and is proposing the following motions for the consideration of the Board:

06-08-02	Murray/Adams	Carried
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To approve in principle the establishment of a CIS Sports Information Director Code of Conduct.

Rationale

Canada West and the OUA have Codes of Conduct for SIDs. The CIS Code of Conduct will assist at National Championships and provide a guide for conferences that do not possess a Code of Conduct for SIDs. Code to be published in the August ComSID Newsletter.

The CIS Constitution Committee was asked to spearhead this project.

Motion # 2

To initiate a fine system for any CIS member institutions' non-compliance of CIS Championship post game media availability per policy in the Championship Hosting Package.

Rationale Motion #2:

Each member participating in a CIS Championship must have a person delegated to ensure that media has immediate access to a coach and selected players at a predetermined media conference site with 5 minutes following a game.

Motion # 2 was deferred to the Board of Directors conference call in the Fall of 2008.

The Marketing Committee will prepare a backgrounder clarifying what the existing policies in this area are.

06-08-03

Murray/Sheahan

Carried

To approve the allocation of funds to support a 2009 ComSID workshop and meetings in conjunction with the 2009 CIS AGM in Ottawa. (\$1,500 to \$2,000)

Rationale

The first bi-annual meeting that will bring all Communications / Sports Information Directors together to discuss important communication issues.

It was suggested that Regional Associations could be invited to provide some support, ie. speakers, funds, etc.

06-08-04

Murray/Ryan

Carried

To add to the CIS Bid Book the following requirement:

CIS Corporate partners will be granted a minimum of 8 premium floor/on field signs within in a high visibility area (television view in the case of televised events) at all CIS Championships. CIS to supply banners at no cost to the Host. Host to supply floor/on-field space at no cost to CIS. Note: Signage with the CIS brand will be in addition to the minimum of 8 spots.

Background :

In the event the new sponsorship proposal for CIS Championships does not get supported by the membership at the June 2008 Annual General meeting, CIS needs to ensure sufficient banner /advertising space for CIS corporate partners is reserved at all CIS Championships. The following motion will address this need.

06-08-05

Murray/Adams

Carried

To add to the CIS Bid Book the following requirement:

Commencing 10 months prior to the start of the championship, the Host will provide to CIS a monthly update on attendance figures (tickets sold) and sponsorship commitments.

Background Motion #6:

Recommendation from Marketing Committee to add to the proposal for a new Championship model. To a degree, the bidding for Championships needs to be more controlled. The Committee felt that Championship need to be evaluated on the quality of the bids and what the bid provides to the CIS and its members.

06-08-06

Sheahan/Murray

Carried

That if the new championship model is approved, bids will have guarantees capped, meaning that potential Hosts bidding cannot raise the minimum bid guarantee outlined by the CIS.

Any additional investment over the minimum guarantee should be directed to improve the student-athlete experience or reduce participant's costs.

Background Motion #7:

Through their review and discussion on the new sponsorship proposal for CIS Championships, the Marketing Committee is proposing the following recommendations to amend the information already circulated.

06-08-07

Murray/Adams

Carried

To amend Motion #3 from the April 22 and 23 meetings as follows:

Selected Championship Hosts shall be invoiced \$5,000/year for a Championship Performance Bond, within 90 Days of being awarded the right to Host.

The Bond will be repaid to the Host within 30 days of the conclusion of the Championships provided the Host executes the branding deliverables.

If any of the above requirements are not met, the \$5,000 bond will be retained by CIS.

Any corrections to be made will be charged at the expense of the host.

c) New Logo

L. McPherson presented a powerpoint introducing a proposed new logo for CIS.

The Board approved the concept of implementing a new logo using the letters CIS, SIC and felt that the designs presented were on the right track.

It was agreed that the new logo symbolically represents change, and that we are on the cusp of something special.

Finance Committee

John Ryan (Chair) CBU
Peter Baxter, Wilfrid Laurier University
Dale Schula, University of Alberta
Karen Moore, Dalhousie University

Human Resource Committee

Clint Hamilton, Victoria
Dick White, Regina
John Ryan, CBU
Katie Sheahan, Concordia

Marketing Committee

Pat Murray (Chair), York
Ari Grossman, Chair, ComSID
Canada West: Kirk Defazio
QSSF: Patricia Demers
OUA: Jessica Lounsbury
AUS: Marc Boudreau
Additional reps as recommended by VP Marketing

Committee for Sports Information Directors (ComSID)

Ari Grossman, Chair,
Pat Murray, VP Marketing, York
QSSF: Catherine Grace
Canada West: Scott Stewart
AUS: Maureen Sparks
OUA: Greg Hoddinot
Additional reps as recommended by VP , Earl Zukerman, McGill

Sport Committee

VP Sport TBD
QSSF: Lisen Moore
Canada West: James Keogh
OUA: Ken Schildroth
AUS: Jennifer Myers
Male Student-Athlete Voice – Adam Steiner
Female Student-Athlete Voice - TBD
Rep from Marketing Committee – Pat Murray
Rep from Finance Committee – Peter Baxter

Research and Development Committee

Leo MacPherson, Chair
Canada West: Theresa Hanson
QSSF: Geoff Phillips
AUS: Krista McKenna
OUA: Leslie Dal Cin

International Committee

TBD (Chair)
QSSF: Gilles Lepine
Canada West: Coleen Dufresne

