

## Minutes CIS Board Meeting

Tuesday June 9, 2009  
Le Chateau Cartier, Gatineau

Attendance: **Dick White**, President & Chair, International; **Clint Hamilton**, President Elect; **Pat Murray**, Vice President Marketing; **Leo MacPherson**, Vice President Research and Development; **Coleen Dufresne**, Vice President Sport; **John Ryan**, Chair, Finance Committee; **Sandy Slavin**, Canada West; **Lorne Adams**, OUA; **Katie Sheahan**, QSSF; **Michelle Healey**, AUS.

CIS Staff: **Marg McGregor**, CEO; **Peter Metuzals**, Marketing Director; **Sheila-Ann Newton**, Manager, Events & Programs; **Tom Huisman**, Director, Operations & Development; **Debbie Villeneuve**, Director, Finance & Administration; **Michel Belanger**, Media & Publications Manager; **Mary MacDonald**, Manager of Sport and International Programs; **Andrea Walkau**, Sponsor Servicing Officer and **Emily Sauv **, International Programs Intern.

Regrets: **Manon Vaillancourt**, Chair, Equity and Equality Committee

### 1. Welcome, Role Call, Approval of Agenda

06-09-01

Dufresne / MacPherson

Carried

To approve the meeting agenda (Annex 1).

### 2. Preparation for the Annual Meeting

The Board discussed preparations for the 2009 Annual General Meeting.

### 3. CIS Women's Basketball Championships

The staff provided the Board with a progress report (Annex 2).

### 4. Men's Basketball Championships

The staff provided the Board with a progress report (Annex 3).

### 5. Advocacy Committee

06-09-02

Dufresne / MacPherson

Carried

To approve the creation of a CIS Advocacy Committee.

Terms of reference (Annex 4).

### 6. Human Resources

The meeting went in-camera (with all staff departed) for a discussion on human resources.

### 7. Adjournment

The meeting was adjourned at 7:30 PM.

## ANNEX 1

**CIS Board Meeting: Tuesday June 9, 2009. 5:00-7:30**  
**Chateau Cartier – Artiste Room**

**Vision:** CIS is the destination of choice for Canadian student-athletes to pursue excellence in academics and athletics. CIS is recognized as one of the influential leaders in sport in Canada.

### **Ten Point Plan:**

1. Build Partnerships: CCAA and CIS.
2. Contribute to Long Term Athlete Development
3. Build the CIS Brand
4. Enhance Governance
5. Enhance CIS Championships
6. Enhance Athletic Scholarship Policies
7. Enhance Advocacy: Strengthen linkages between athletics and universities
8. Comprehensive Review
9. Respond to NCAA decision to open its membership to Canadian universities
10. Enhance Bilingualism

**Confidentiality:** Portions of this document are confidential/for internal use of Board members only, and should not be copied or forwarded. The minutes will form the public record of the Board meeting.

**Roll Call:** Dick White, Clint Hamilton, John Ryan, Pat Murray, Leo MacPherson, Coleen Dufresne, Lorne Adams, Sandy Slavin, Katie Sheahan, Michelle Healey. **Regrets:** Manon Vallancourt.

### **Draft Agenda**

1. Preparation for the annual general meeting
2. CIS Women's Basketball Championships: The plan for the successful launch of the 16-team format in the future: a clear plan, with deliverables, time frames, and strategies for making the event a success when it is launched.
3. Men's Basketball Championship – expanded format proposal
4. CIS Advocacy Committee and AUCC and CIS ad hoc committee (Ten Pt Plan #7)
5. In camera session.

### **Dates of Upcoming Board Meetings**

Tues August 25, 2009 – 90 minute conference call at 2:00PM Ottawa time  
Tues September 22 – conference call at 2:00PM Ottawa time  
Tues October 20 – conference call at 2:00PM Ottawa time  
Mon/Tues Nov 30, Dec 1 – face to face meeting @ Ottawa (To be confirmed)  
Or Tues / Wed Dec 1, 2 – face to face meeting @ Ottawa (To be confirmed)  
Tues Jan 19, 2010 – conference call at 2:00PM Ottawa time  
Tues Feb. 23, 2010 – conference call at 2:00PM Ottawa time  
April Tues 20, Wed 21 – face to face meeting @ Ottawa  
Tues May 25 – conference call at 2:00PM Ottawa time.

**ANNEX 2**

CIS Women's Basketball Championships: The plan for the successful launch of the 16-team format in the future: deliverables, time frames, and strategies for making the event a success when it is launched.

**CIS Women's Basketball Championships 2009**

**16 Team Format WBB – CIS staff workplan**

<b>Program Management</b>				
<b>Requirement</b>	<b>Action Item(s)</b>	<b>Target Date Completion</b>	<b>Lead Contact</b>	<b>Status</b>
<b>Bi-weekly CIS staff meetings during April thru June.</b>	Peter Metzuzals to schedule and convene meetings		All	in progress
<b>Creation of Sponsor Servicing Officer Role</b>	Post and Hire Sponsor Servicing Officer job. Objective to ensure sponsorships remain high priority	1-May-09	Metuzals	complete
<b>Development of Budget</b>	Presentation of budget to Board, Sport and Marketing Committees. Include sponsor targets, and contingencies measures if targets are not achieved.	15-Apr-09	Metuzals/Villeneuve	in progress
<b>Development of CIS and Host Responsibilities Document</b>	Develop outline itemizing responsibilities, timeframes and financial responsibilities of both CIS and Hosts			in progress
<b>Development of Tournament Schedule</b>	WBCA - not 100% finalized and seeding process			complete
<b>Establish project management framework</b>	Send out an request for interest to retired AD's to see if anyone would like to take on the project	15-Aug-09	McGregor	pending
<b>Establish Volunteer Steering Committee</b>				pending
<b>Host Contract Executions: Final 4 Tournament</b>	Contract execution for Final 4 Tournament	1-May-09	Newton	pending
<b>Host Contract Executions: Round 1</b>	Contract execution for Round 1 hosts - explore the feasibility of pre-selected regional sites - Halifax, Montreal/Laval, Ontario and CW would be easier to implement	15-Jun-09	Newton	pending

<b>Program Management</b>				
<b>Requirement</b>	<b>Action Item(s)</b>	<b>Target Date Completion</b>	<b>Lead Contact</b>	<b>Status</b>
<b>Progress Reports for Key Stakeholders</b>	Peter to present update at 2009 Coaches Association Meeting. SAN to present update at Sport/Marketing Com Mtg – April 26. Marg to provide Board with update in April. Membership update provided at June 09 AGM.	9-Jun-09	McGregor	pending

<b>Pre-Event Planning:</b>				
<b>Requirement</b>	<b>Action Item(s)</b>	<b>Target Date Completion</b>	<b>Lead Contact</b>	
<b>CIS Championship date approval</b>	To take date to CIS Board for approval. Date approved at Feb 09 Board mtg. Outstanding: SAN to send note to membership with explanation for date change	1-Feb-09	Newton	complete
<b>NSO and PSO involvement and support</b>	Marg to contact Wayne Parish Canada Basketball to see if CIS could make a presentation on the 16TF at the Executive Directors meeting taking place in conjunction with the AGM in May 2009 in Toronto. Contact with CB Done. CB has agreed to put CIS on the agenda. Peter or SAN to present at the CB annual meeting. Outstanding: Backgrounder outlining the tournament and ways that the PSOs can get involved to be developed by Peter by May 1, 2009.	25-Feb-09		complete
<b>Officials</b>	Contact CABO to give them a heads up of the dates and new format, and official's requirements for the 2010 tournament, and flag any issues or concerns.	15-Apr-09	Newton	in progress

<b>Pre-Event Planning:</b>				
<b>Requirement</b>	<b>Action Item(s)</b>	<b>Target Date Completion</b>	<b>Lead Contact</b>	
<b>Playing Regulations</b>	Revised Playing Regulations drafted for approval at 2009 Coaches Meeting to draft the re-writes by Monday March 2, 2009. SAN to send to Pam Danis to put on the agenda of WCBA meeting. SAN to follow up with coaches association	2-Mar-09	Newton	in progress

<b>Logistics: Team Travel</b>				
<b>Requirement</b>	<b>Action Item(s)</b>	<b>Target Date Completion</b>	<b>Lead Contact</b>	
<b>Airfare</b>	What is the potential cost per team? Round Robin and Final	15-May-09	Newton/Walkau	pending
<b>Ground Transportation</b>	Van per team - will suggest it might be the cost to the Teams	15-May-09	Host/Newton/Walkau	pending
<b>Hotel</b>	Development of plan to ensure sufficient room # for Round 1, despite fact that locations are only known 4 days in advance	15-May-09	Host/Newton/Walkau	pending

<b>Host Responsibilities</b>				
<b>Requirement</b>	<b>Action Item(s)</b>	<b>Target Date Completion</b>	<b>Lead Contact</b>	
<b>Championship Reception or banquet</b>	One dinner or event at the Final 4.	Oct.2009		pending
<b>Facilities</b>	Reservation of facilities required	Oct. 2009		pending
<b>Food and Merchandise</b>	Organization and execution of catering requirements			pending
<b>Hotel suggestions</b>	Reservation of hotel required	Oct. 2009		pending

<b>Host Responsibilities</b>				
<b>Requirement</b>	<b>Action Item(s)</b>	<b>Target Date Completion</b>	<b>Lead Contact</b>	
<b>Local sponsorship opportunities</b>	Solicit local sponsorships		Host and CIS	pending
<b>Minor Technical officials, athletic therapists.</b>	Ensure all support staff present	Host with CIS		pending
<b>Per diems: officials</b>	Responsibility of host to cover officials per diems		Host and CIS	pending
<b>Player of the game gifts</b>			Host and CIS	pending
<b>Ticket sales and pricing</b>	Ticket strategy formulation and execution	CIS with Host	Host and CIS	pending

<b>Host Responsibilities</b>				
<b>Requirement</b>	<b>Action Item(s)</b>	<b>Target Date Completion</b>	<b>Lead Contact</b>	
<b>VIP Hospitality lounge</b>	Keep costs down		Host and CIS	pending

<b>CIS Responsibilities</b>				
<b>Requirement</b>	<b>Action Item(s)</b>	<b>Target Date Completion</b>	<b>Lead Contact</b>	
<b>All-Canadian program</b>	CIS will create releases	Week prior to event	Belanger	pending
<b>Medals, Awards, trophies</b>	CIS will provide gifts,	Week prior to event	CIS	pending
<b>Promotional vehicles</b>	CIS web site, news media and TV	Ongoing	Metuzlas	pending

<b>Shared Responsibilities: Host &amp; CIS</b>				
<b>Requirement</b>	<b>Action Item(s)</b>	<b>Target Date Completion</b>	<b>Lead Contact</b>	
<b>Fan experience</b>	Fan Experience Strategy and execution CIS/Host responsible for Round 1 CIS/Host responsible for Final 4		Host and CIS	pending
<b>Media</b>	Ensure that local photographer and announcer on site Posting of results to web, writing game recaps Follow through on tape exchange with media outlets		CIS	pending
<b>Signage</b>	Labour associated with ensuring signage at appropriate hotel for Final 4, as well at host facility CIS will facilitate signage for Round 1 Host responsible for Final 4		CIS	pending
<b>Translation services</b>	CIS responsible for translation for Round 1 collateral CIS/Host responsible for Final 4		CIS	pending

**Brand Communications & Event Marketing**

Requirement	Action Item(s)	Target Date Completion	Lead Contact	
<b>Build fan base and audience for CIS Women's Basketball</b>	Broadcast one or two quality rivalry games each year in Jan/Feb in years leading up to 2010: Jan/Feb 09 - Capital Hoops Classic televised Jan/Feb 10 - Limited availability and budgetary issues with olympics occurring at the same time	This line item is based on total amount of revenue raised.	Metuzals	pending
<b>Development of collateral materials:</b>	Development of: Round 1 - Game Day Program Template Poster Template Promotions for Round 1 Web advertisements, TV advertisement and Radio Spots	30-Sep-09	Newton/Walkau	pending
<b>Naming of Tournament</b>	CIS Women's Basketball Championships	15-Apr-09		pending
<b>Promote 2010 event in 2009</b>				pending
<b>Write a marketing strategy for the event.</b>	Presentation to the Sport & Marketing Committee.	1-Sep-09	Metuzals	pending

**Sponsorship**

Requirement	Action Item(s)	Target Date Completion	Lead Contact	
<b>Develop sponsor package</b>	Development of package to assist with Sponsorship sales - completed and presented to Milk, Blackberry with success from both	15-May-09	Metuzals	pending
<b>On-site event execution</b>	CIS will encourage sponsors to develop programs and promotions on site.	Ongoing	Walkau	pending
<b>Post-event reporting</b>		Within 4 weeks of championship end date	Walkau	pending

**Next Steps**

Requirement	Action Item(s)	Target Date Completion	Lead Contact	
<b>Confirm site of 2011 Final 4 Championships</b>	Select a host who is willing to accept the responsibility	30-Sep-09	Metuzals/SAN	pending

<b>Next Steps</b>				
<b>Requirement</b>	<b>Action Item(s)</b>	<b>Target Date Completion</b>	<b>Lead Contact</b>	
<b>Confirm sites or Process for RA Championships</b>	Do we pursue the notion of pre-selected sites or do we stay with highest seed as host?		CIS Staff	pending
<b>Confirm total revenue required to achieve success</b>	Need to generate minimum \$120,000 specifically for the events (does not include staff person nor contributions to RA events)	Monitor budget and expenses - ongoing	Metuzals	pending
<b>Develop target dates for revenue</b>		Committed dollars by May 31, 2010 - 50% of total required, with 25% achieved by August 31, 2010	Metuzals/Walkau	pending
<b>Look at potential hosting conflicts with Round 1, and how to resolve the problem. (i.e. U of A could potentially host WBB Round 1 and CIS W Volleyball)</b>	Hosting of Regional and Championships will impact all members who will be in the midst of Championships.		CIS Staff	pending
<b>Secure event Coordinator</b>	Do we need someone? Do we have resources? Will this help the event? Is there sufficient support?	May-10		pending

## 2011 CIS Local Conference Women's Basketball Championships

### Financial Projection

## 2011 CIS Conference XYZ Women's Basketball Championships

Location: Conference Host School

Date: March

Anticipated Attendance: 1500

All costs are estimated and any assumptions are stated in line item detail for budget items

PROGRAM MANAGEMENT/ STAFFING	Item Description	Total
Advanced Sales Ticket Staffing	internal resources	\$0.00
Doctor on call fee		\$500.00
Facility Staff		\$2,000.00
Game Staff		\$2,000.00
General Labour - Set up/ Tear Down		\$500.00
Officials (per diem, game fee)		\$6,000.00
PA Announcer		\$500.00
Photographer		\$500.00
Promotions Staff		\$500.00
Score Clock Operator		\$300.00
Shot Clock Operator		\$300.00
Statistician		\$300.00
Ticket Staff		\$1,500.00
Volunteer Orientation		\$500.00
<b>Subtotal - Program Management/ Staffing</b>		<b>\$15,400.00</b>
TICKETING	Item Description	Total
Printing		\$350.00
Ticketing Fees		\$1,500.00
<b>Subtotal - Ticketing</b>		<b>\$1,850.00</b>
FACILITIES	Item Description	Total
Cell Phones		\$500.00
Facility Rental	home game	\$0.00
Field of Play		\$1,000.00
Security		\$1,500.00
Student/Athlete VIP Area		\$1,000.00
<b>Subtotal - Facilities</b>		<b>\$4,000.00</b>
LOGISTICS	Item Description	Total
Air Ticketing Fee	Per ticket transaction	\$0.00
Airfare		\$0.00
Ground Transportation	Bus Charter	\$0.00
Parking		\$150.00

<b>LOGISTICS</b>	<b>Item Description</b>	<b>Total</b>
Special Guest transportation		\$0.00
Van Rental		\$1,000.00
<b>Subtotal - Logistics</b>		<b>\$1,150.00</b>
<b>ACCOMMODATIONS</b>	<b>Item Description</b>	<b>Total</b>
Hotel	Includes Officials, Non-participating All Canadians & Staff	\$1,000.00
<b>Subtotal - Accommodations</b>		<b>\$1,000.00</b>
<b>EVENT EXPENSES</b>	<b>Item Description</b>	<b>Total</b>
Athlete Gift Bag		\$100.00
Basketballs	Donated by Spalding	\$0.00
Coach Gift Bag		\$100.00
Delivery Charge	includes delivery and fuel surcharge	\$50.00
Linens	Linens to cover tables	\$100.00
Media Platform	Platform for presentation	\$100.00
Table Rentals	Table for admission	\$100.00
Volunteer Shirts		\$100.00
<b>Subtotal - Event Expenses</b>		<b>\$650.00</b>
<b>HOSPITALITY SUITE</b>	<b>Item Description</b>	<b>Total</b>
Food & Beverage		\$350.00
Refreshments		\$300.00
<b>Subtotal - Hospitality Suite</b>		<b>\$650.00</b>
<b>TEAM SERVICES</b>	<b>Item Description</b>	<b>Total</b>
Coaches Gift Item		\$500.00
Food		\$2,000.00
<b>Subtotal - Team Services</b>		<b>\$2,500.00</b>
<b>VOLUNTEER SERVICES</b>	<b>Item Description</b>	<b>Total</b>
Volunteer Apparel & Lanyards		\$1,000.00
Volunteer Food & Beverage		\$1,000.00
Volunteer Parking		\$500.00
<b>Subtotal - Volunteer Services</b>		<b>\$2,500.00</b>
<b>HALF TIME SHOW</b>	<b>Item Description</b>	<b>Total</b>
Entertainment		\$200.00
<b>Subtotal - Half Time Show</b>		<b>\$200.00</b>
<b>BANQUET</b>	<b>- TBD</b>	<b>Total</b>
Décor		\$500.00

<b>BANQUET</b>	<b>- TBD</b>	<b>Total</b>
Entertainment (Deejay)		\$500.00
Food & Beverage		\$250.00
<b>Subtotal - Banquet</b>		<b>\$1,250.00</b>
<b>MARKETING COLLATERAL</b>	<b>Item Description</b>	<b>Total</b>
Banner Installation	provided by CIS	\$0.00
CIS Championship Banners	provided by CIS	\$0.00
Facility Signage	provided by CIS	\$0.00
Game Awards		\$250.00
Gifts for All-Rookie Team		\$0.00
Gym Signage	provided by CIS	\$0.00
Launch Invitations	provided by CIS	\$0.00
Photographs	provided by CIS	\$0.00
Picture Frames?		\$150.00
Posters		\$500.00
Program (Artwork & Printing)	provided by CIS	\$500.00
Radio Ads - Promotion		\$10,000.00
Street Banners	provided by CIS	\$0.00
Television - Event Production		\$40,000.00
<b>Subtotal - Marketing Collateral</b>		<b>\$51,400.00</b>
<b>MISCELLANEOUS</b>	<b>Item Description</b>	<b>Total</b>
Copying Costs		\$200.00
Guarantee to CIS		\$5,000.00
Name Tags		\$250.00
Office supplies		\$100.00
Postage & Shipping		\$50.00
Printers & ink		\$250.00
Thank you cards		\$250.00
CONTINGENCY		\$1,000.00
<b>Subtotal - Miscellaneous</b>		<b>\$7,100.00</b>

<b>BUDGET BREAKDOWN</b>	
<b>PROGRAM MANAGEMENT/ STAFFING</b>	\$15,400.00
<b>TICKETING</b>	\$1,850.00
<b>FACILITIES</b>	\$4,000.00
<b>LOGISTICS</b>	\$1,150.00
<b>ACCOMMODATIONS</b>	\$1,000.00
<b>EVENT EXPENSES</b>	\$650.00
<b>HOSPITALITY SUITE</b>	\$650.00
<b>TEAM SERVICES</b>	\$2,500.00
<b>VOLUNTEER SERVICES</b>	\$2,500.00
<b>HALF TIME SHOW</b>	\$200.00
<b>BANQUET</b>	\$1,250.00
<b>MARKETING COLLATERAL</b>	\$51,400.00
<b>MISCELLANEOUS</b>	\$7,100.00
<b>TOTAL</b>	<b>\$89,650.00</b>

## 2011 CIS Conference XYZ Women's Basketball Championships

### Statement of Revenue

Ticket Sales	Quantity	Price	Total
Adult	2,000	\$15.00	\$30,000.00
Student	200	\$10.00	\$2,000.00
Child	150	\$5.00	\$750.00
<b>Total - Ticket Sales</b>			<b>\$32,750.00</b>

	Quantity	Price	Total
<b>Program Sales</b>	750	\$4.00	\$3,000.00

	Quantity	Price	Total
<b>Banquet Ticket sales</b>	100	\$25.00	\$2,500.00

<b>Merchandise</b>			\$2,000.00
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<b>Concessions</b>			\$2,500.00
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<b>Fund Raising</b>			\$750.00
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<b>Hotel Commission</b>			\$500.00
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<b>TOTAL REVENUE</b>	<b>\$44,000.00</b>
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## 2011 CIS Conference XYZ Women's Basketball Championships

### Sponsorship Solicitation Support

	Commitment	Contra (Est. Value of Goods/services)	Description of Goods/Services
<b>Local Host</b>	\$20,000.00		Local Donations
<b>Broadcaster</b>	\$0.00		
<b>Desjardins</b>	\$0.00		
<b>Milk</b>	\$0.00	National Partner - no revenue to local host	
<b>Mitsubishi</b>			
<b>RIM</b>	\$0.00	National Partner	
<b>Russell Athletics</b>		\$5,000.00	Uniforms
<b>Spalding</b>	\$0.00		
<b>TV inventory</b>	\$5,000.00	Host may sell	

<b>SUBTOTAL</b>	<b>\$25,000.00</b>	<b>\$5,000.00</b>
<b>TOTAL</b>	<b>\$30,000.00</b>	

**2011 CIS Conference XYZ  
Women's Basketball  
Championships  
Financial Summary**

<b>Total Revenue</b>	\$74,000.00
<b>Total Expenses</b>	\$89,650.00
<b>Profit/Loss</b>	<b>\$15,650.00</b>

Notes:

- The cost of TV production (if the event is televised) would most likely be paid by the CIS.
- The CIS would not give the Host any revenue to help manage the event. CIS would retain all sponsorship revenues
- Some expenses could certainly be adjusted based non achievement of revenue targets.

**CIS Women's Basketball "Final 4" Championship  
Financial Projection**

**2011 CIS "FINAL 4" Women's Basketball Championships**

Location: McMaster University, Hamilton, ON

Date: March 2010

Anticipated Attendance:

All costs are estimated and any assumptions are stated in line item detail for budget items

<b>PROGRAM MANAGEMENT/ STAFFING</b>	<b>Item Description</b>	<b>Total</b>
Game Staff		\$2,000.00
Officials (per diem, game fee)		\$6,000.00
Facility Staff		\$2,000.00
Volunteer Orientation		\$500.00
Photographer		\$500.00
<b>Subtotal - Program Management/ Staffing</b>		<b>\$11,000.00</b>
<b>TICKETING</b>	<b>Item Description</b>	<b>Total</b>
Printing	Printing of approximately 2,000 tickets	\$350.00
Ticketing Convenience Charge?	Ticket distribution fees	\$250.00
<b>Subtotal - Ticketing</b>		<b>\$600.00</b>
<b>LOGISTICS</b>	<b>Item Description</b>	<b>Total</b>

<b>LOGISTICS</b>	<b>Item Description</b>	<b>Total</b>
Airfare		\$0.00
Air Ticketing Fee	Per ticket transaction	\$0.00
Ground Transportation	Bus Charter	\$0.00
Van Rental	2 Vans per Team	\$0.00
Parking		\$0.00
Special Guest transportation	Van Rental Sponsorship	\$0.00
<b>Subtotal - Logistics</b>		<b>\$0.00</b>
<b>ACCOMODATIONS</b>	<b>Item Description</b>	<b>Total</b>
Hotel	Includes Officials, Non-participating All Canadians & Staff	\$0.00
<b>Subtotal - Accommodations</b>		<b>\$0.00</b>
<b>EVENT EXPENSES</b>	<b>Item Description</b>	<b>Total</b>
Basketballs	Donated by Spalding	\$0.00
Table Rentals	Table for admission	\$200.00
Media Platform	Platform for presentation	\$0.00
Linens	Linens to cover tables	\$0.00
Delivery Charge	includes delivery and fuel surcharge	\$50.00
Volunteer Shirts		\$100.00
Coach Gift Bag		\$100.00
Athlete Gift Bag		\$100.00
<b>Subtotal - Event Expenses</b>		<b>\$550.00</b>
<b>HOSPITALITY SUITE</b>	<b>Item Description</b>	<b>Total</b>
Food & Beverage		\$350.00
Refreshments		\$300.00
<b>Subtotal - Hospitality Suite</b>		<b>\$650.00</b>
<b>HALF TIME SHOW</b>	<b>Item Description</b>	<b>Total</b>
Entertainment		\$200.00
<b>Subtotal - Half Time Show</b>		<b>\$200.00</b>
<b>BANQUET</b>	<b>Item Description</b>	<b>Total</b>
Food & Beverage		\$1,500.00
Décor		\$500.00
Entertainment (Deejay)		\$100.00
<b>Subtotal - Banquet</b>		<b>\$2,100.00</b>
<b>MARKETING COLLATERAL</b>	<b>Item Description</b>	<b>Total</b>
Banner Installation		\$0.00
CIS Championship Banners		\$0.00

<b>MARKETING COLLATERAL</b>	<b>Item Description</b>	<b>Total</b>
Facility Signage		\$0.00
Gym Signage		\$0.00
Launch Invitations		\$0.00
Photographs		\$0.00
Posters		\$1,500.00
Program (Artwork & Printing)		\$0.00
Radio		\$10,000.00
Street Banners		\$0.00
Television - Event Production	\$40k for 4 games	\$160,000.00
Game Awards		\$250.00
Gifts for All-Rookie Team		\$200.00
Picture Frames?		\$150.00
<b>Subtotal - Marketing Collateral</b>		<b>\$172,100.00</b>
<b>MISCELLANEOUS</b>	<b>Item Description</b>	<b>Total</b>
Printers & ink		\$0.00
Copying Costs		\$200.00
Office supplies		\$100.00
Postage & Shipping		\$50.00
Uniforms - Volunteers		\$250.00
Thank you cards		\$50.00
Name Tags		\$0.00
<b>Subtotal - Miscellaneous</b>		<b>\$650.00</b>

<b>BUDGET BREAKDOWN</b>	
<b>PROGRAM MANAGEMENT/ STAFFING</b>	\$11,000.00
<b>TICKETING</b>	\$600.00
<b>LOGISTICS</b>	\$0.00
<b>ACCOMODATIONS</b>	\$0.00
<b>EVENT EXPENSES</b>	\$550.00
<b>HOSPITALITY SUITE</b>	\$650.00
<b>HALF TIME SHOW</b>	\$200.00
<b>BANQUET</b>	\$2,100.00
<b>MARKETING COLLATERAL</b>	\$172,100.00
<b>MISCELLANEOUS</b>	\$650.00
<b>TOTAL</b>	<b>\$187,850.00</b>

**2011 CIS "FINAL 4" Women's Basketball  
Championships  
Statement of Revenue**

<b>Ticket Sales</b>	<b>Quantity</b>	<b>Price</b>	<b>Total</b>
Adult	1,500	\$12.00	\$18,000.00
Student	200	\$8.00	\$1,600.00

<b>Ticket Sales</b>	Quantity	Price	Total
Child	150	\$5.00	\$750.00
<b>Total - Ticket Sales</b>			<b>\$20,350.00</b>
<b>Program Sales</b>	Quantity	Price	Total
	200	\$4.00	\$800.00

	Quantity	Price	Total
<b>Banquet Ticket sales</b>	50	\$25.00	\$1,250.00

<b>Sponsorship - TV Inventory</b>	\$45,000.00
<b>Merchandise</b>	\$1,500.00
<b>Fund Raising</b>	\$250.00

<b>TOTAL REVENUE</b>	<b>\$69,150.00</b>
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## 2011 CIS "FINAL 4" Women's Basketball Championships Sponsorship Solicitation Support

	Commitment	Contra (Est. Value of Goods/services)	Description of Goods/Services
<b>Broadcaster</b>			Not confirmed
<b>Desjardins</b>			
<b>Milk</b>	\$25,000.00		Not confirmed
<b>Mitsubishi</b>	\$0.00		
<b>RIM</b>	\$10,000.00		Not confirmed
<b>Russell Athletics</b>		\$5,000.00	
<b>Spalding</b>	\$2,500.00		Not confirmed

<b>SUBTOTAL</b>	<b>\$37,500.00</b>	<b>\$5,000.00</b>
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<b>TOTAL</b>	<b>\$42,500.00</b>
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## 2011 CIS "FINAL 4" Women's Basketball Championships Financial Summary

<b>Total Expenses</b>	<b>\$187,850.00</b>
<b>Total Revenue</b>	<b>\$69,150.00</b>
<b>CIS Sponsorship</b>	<b>\$42,500.00</b>
<b>Profit/Loss</b>	<b>\$118,700.00</b>

Note: The figure of \$118,700 is the total amount CIS would need to generate specifically for this event. This does not include the costs of an additional staff person. The \$42,500 is not confirmed revenue and is included within the \$118,700.

**Men's Basketball Expanded Championship Format*****Desired outcome:***

To provide an update to the Board.

***Background:***

At the June 2008 Sport Committee meeting, the President of the NABCC presented a proposal for an expanded national championship format. Sport Committee supported the proposal. A copy of the proposal was then provided to all members at the 2008 June AGM. The information indicated the Board would seek out additional feedback from other CIS Committees. Following a review of this feedback a decision would be made to either serve a notice of motion to the AGM or otherwise.

**Next steps:**

- 1) Marketing and Finance Committees to provide written feedback to the Board for the September 22, 2009 Board of Directors conference call, including their feedback on the launch date.
- 2) At the September 2009 Board meeting the Board will vote to either:
  - (a) Not support the expanded championship format at this time OR;
  - (b) Support the expanded championship format and serve as a notice of motion for the June 2010 AGM.

If option b is selected (in support of the new format), a launch date will need to be included in the notice of motion to the membership. Options include:

- (i) Launching at the same time as the launch of the women's basketball championship format; OR
- (ii) Launching one season after the launch of the women's expanded format.

**Note:**

**With either of the above launch dates, consideration needs to be given to the impact on the overall championship schedule and capacity for CIS members and CIS Office to host multiple regional playdowns and current CIS Championships on the same weekends.**

## **Information on the Men's Basketball Expanded Proposal as circulated at the 2008 AGM:**

The following proposal has been presented to Sport Committee by the Men's Basketball Coaches Association.

Sport Committee provided some initial feedback to an earlier draft in April 2008 and the information below is a revised proposal based on that feedback.

This proposal is being provided as information. The Board of Directors will seek out feedback from other CIS committees prior to moving forward. If after consultation from CIS committees, the Board of Directors is in support of the proposal a final version will be served as a notice of motion to the 2009 Annual General Meeting.

James Hillis, President of the Coaches Association is with us this week and is available to answer any questions you may have. Please feel free to share your thoughts and comments on the proposal with him as well as any members of the Sport Committee.

### **Revised Proposal for Expanded National Championship Format (Revised May 15, 2008) 12 teams / 3 Regionals**

**Rationale:** This proposal preserves the Final 8 National Championship format. It maintains the integrity of the conference (Regional Association) championships as the conference champion is granted an automatic berth to the Final 8. Maintaining the Final 8 format allows the financial guarantee model currently utilized for the Men's Basketball Championships to remain in place. The regional format also allows for television coverage of conference finals and regional finals in the weeks prior to the Final 8 as a build-up to that event. The regional format maintains a solid competitive structure while allowing for increased marketing and exposure of the national championship into markets which may never host a Men's basketball championship due to the size of the financial guarantee. The three regional hosts have a limited guarantee obligation built in to help offset costs of traveling teams. Travel pool was discussed but felt that that decision may lie with Sport Committee, the Athletic Directors, or the delegates at the AGM.

8-team Championship, which includes 4 conference champions and a host for (Carleton) for 2009-2010 season.

Host plus 4 regional association in Final 8 (5 teams).

3 regionals will be played which will determine the final three teams for the tournament. These games will be played the week prior to the championship.

12 team regional conference breakdowns are based on a proportioned number of teams within a regional association compared to the total number of teams in the country.

Ontario - 16 teams (1 regional association winner and 5 entries into regionals)  
Canada West - 14 teams (1 regional association winner and 4 entries into regionals)  
Quebec - 5 teams (1 regional association winner and 1 entry into regionals)  
Atlantic Canada - 8 teams (1 regional association winner and 2 entries into regionals)

#### **Summary of entries into 3 regionals:**

Canada West - 4 teams  
Ontario - 5 teams  
Quebec - 1 team  
Atlantic Canada - 2 teams

Placement of teams determined by travel in relation to where you finish  
(Seed 1 plays seed 4 / Seed 2 plays seed 3)

#### **West Region (seeded in order)**

-Hosted by Canada West Finalist 1  
- Quebec 1 or (Atlantic 2 when regional hosted by Quebec)

- Ontario 3
- Ontario 5

**Ontario Regional (seeded in order)**

-Hosted by Ontario finalist 1

- Canada West 2
- Atlantic Canada 2
- Canada West 4

**Eastern Regional (seeded in order)**

-Hosted by Atlantic finalist every two year of a three year rotation and hosted by Quebec finalist every third year.

Atlantic or Quebec Finalist 1

- Ontario 2
- Canada West 3
- Ontario 4

AUDIT of each regional looks like this in terms of team placement

WEST Regional –	1,1,3,5
ONTARIO Regional -	1,2,2,4
EAST Regional -	1,2,3,4

**BUDGET**

Each team is responsible for travel to the site and the Regional host will pay for local accommodations, and meals, for a maximum of 3 nights for the visiting teams for a travel party of 15.

**Visiting Team travel costs**

**Host Maximum expenses**

Accommodation: 8 rooms x 3 teams x 3nights x “\$100”	7200
Meal Allowance: 3 teams X 15 X 3 days X \$20	2700
Referees expenses and fees	3000
Hosting Expense (Security, Minor officials etc)	600
<b>TOTAL</b>	<b><u>\$13,500</u></b>

**Note teams that lose on the first night will depart as soon as possible to minimize expenses.**

**Host potential revenues**

Budget expenses were built around an anticipated revenue stream as follows:

Gate (2 sessions, Friday Semi’s and Saturday Final)

Session 1 1000 fans @ \$10	\$10,000
Session 2 600 fans @ \$10	\$6,000
<b>Subtotal Revenue</b>	<b><u>\$16,000</u></b>

\*\*\*\*\*note 600 fan projection based on host team losing on Friday. Clearly large upside as many schools would draw more that 1000 and if host wins would anticipate a larger crowd on Saturday. \*\*\*\*\*

An optimistic projection would have 1500 @ \$10 for Friday and 2000 @ \$100 for Saturday if the host is in the final for a gate revenue of \$35,000.

Other revenue sources (concessions, sponsorship are not easily quantifiable and therefore not included)

## ANNEX 4

### CIS Advocacy Committee and ad hoc CIS-AUCC Committee (Ten Pt Plan #7)

**Motion #1:** To approve the creation of a CIS advocacy committee and the CIS Advocacy Committee members will serve on the AUCC-CIS ad hoc committee described below.

Background:

- a) An element of becoming the destination of choice involves strengthening and promoting athletics to universities.
- b) Dick White, Marg McGregor and Clint Hamilton made a presentation to the AUCC Board in April 2009. An outcome of that presentation the AUCC and CIS agreed to develop a formal mechanism and structure for ongoing AUCC and CIS liaison. This is a significant step in enhancing communication, and building understanding and support with university presidents.
- d) AUCC and CIS staff met on May 29, to sketch out the framework for the mechanism for ongoing dialogue between CIS and AUCC.
- e) The Draft Committee Terms of Reference for the ad hoc AUCC- CIS Committee appear below.
- f) On April 16, 2009 the CIS office circulated an e-mail to the membership recruiting volunteers for the CIS Advocacy Committee and other CIS Committees. Dick White and Clint Hamilton volunteered.

#### **Terms of Reference for the CIS Advocacy Committee:**

- a) strengthen communication, understanding and linkages between Universities and Athletics Departments at universities
- b) serve on the AUCC-CIS ad hoc committee (described below)
- c) develop an advocacy plan which would include interactions with other stakeholders beyond AUCC (i.e. Canadian Council of University Physical Education and Kinesiology Administrators, etc)

#### **Structure of the AUCC-CIS ad hoc committee**

Four AUCC presidents (one per region) appointed by AUCC Board.  
Four CIS Athletic Directors (one per region) appointed by CIS Board.  
One AUCC at large member appointed by AUCC Board.  
One CIS at large member appointed by CIS Board. (CIS President)

#### **Terms of appointment of the AUCC-CIS ad hoc committee**

Two-year renewable terms. In the start-up year two AUCC reps and two CIS reps will have one year terms so there is a staggered turn-over of committee members.

**Chair of the AUCC-CIS ad hoc committee:** To be appointed by the AUCC Board.

#### **Meeting Frequency of the AUCC-CIS ad hoc committee**

The committee will have one face-to-face meeting in the start up year, and additional conference calls may be scheduled.

#### **Power and Authority of the AUCC-CIS ad hoc committee**

The committee shall have no decision-making authority. It may forward recommendations to the AUCC and CIS Boards for approval.

#### **Objectives of the AUCC-CIS ad hoc committee:**

The agenda for the first meeting will be to shape the terms of reference for the committee. In very general terms the objectives include:

- enhancing communication and dialogue
- issue identification and resolution
- capacity building through shared strategies