

**October 17, 2005 CIS Board of Directors Conference Call Minutes  
1:30 pm EST**

Attendance: Dick White, President; Pat Murray, Vice President Marketing; Murray Hall, Vice President Research and Development; Diane St-Denis, Vice President Sport; John Ryan, Chair Finance Committee; Don Wilson, Canada West (until 2:10pm); Liz Hoffman, OUA; Katie Sheahan, QSSF; David Murphy, AUS; Judy McCrae, Chair Equity and Equality Committee; Jean-Guy Ouellette, Chair International Committee.

CIS Staff: Marg McGregor, CEO; Tanja Mackin, Director Finance & Administration; Peter Metzals, Marketing Director; Sheila-Ann Newton, Manager, Events & Programs; Joe Morissette, Sport and International Program Services.

**1. Review and approval of agenda, approval of minutes**

The Agenda was approved as presented.

**05-10-01 McCrae/Ryan**

**Carried**

**To approve the minutes of the June 7, 2005 Board of Directors meeting and the June 27, 2005, and September 12, 2005 Board of Directors conference calls.**

**2. Report on progress of audit and final 2004-05 results**

The audit of the 2004-05 fiscal year took place between Sept.19-21, and no problems surfaced. The final audited statements will be circulated to the Board for ratification at the December face to face meeting.

J. Ryan noted the following highlights of the 2004-05 results:

1. The internal statements for June 30, 2005 report a bottom line surplus of \$132,715 (about \$10,000 off from what was predicted at the AGM). This is \$130,250 better than the budgeted surplus of \$2,463).
2. The \$132,715 reported as surplus in the internal statements, less the \$95,000 from last year's surplus (which the audited statements do not consider "revenue") plus the \$10,000 to the reserve fund (which the audited statements do not consider an "expense") equals \$47,715, which is the surplus recorded in the audited statements.
3. Half of the internal surplus (\$66,000) would normally have been returned to the universities who traveled to championships in 04-05, however, as agreed at the 05 AGM, we are holding on to these funds pending the results of sponsorship negotiations.

4. The balance sheet shows a Restricted Reserve of \$169,527 (\$159,527 from last year, plus an addition of \$10,000 from this year's surplus) and an Unrestricted Reserve of \$178,018, for a total equity of ~\$337,500.

**ACTION:** Staff will report to Board in December regarding if/when the \$66,000 will be returned to Members for travel to 2004-05 Championships.

### **3. Sport Committee**

D. St-Denis reported that the Sport Committee met via conference call in September and October, and presented the following highlights from the calls:

- 1) **Officials fees (details are in the September Sport Committee Minutes)**  
Sport Committee voted in favour of an increase to the following officials fees for implementation in the 2006-07 season:
  - Men's and Women's Basketball to \$110.00 plus \$38.50 for standby (amounts to a 10% increase)
  - Football to \$126.50 and \$115.50 for Vanier Cup and \$115.50 and \$104.50 for the two Bowl games.
  
- 2) **Spot Committee approved a schedule and facility location change for the 2005 Women's Soccer Championship. (details will be in the October Sport Committee Minutes and in the notice being circulated by the office staff.)**  
Day 1- Four games (two at Clarke Park, two at Foote Field) 10:00 and 13:00  
Game times  
Day 2- Four games (two at Clarke Park, two at Foote Field) 10:00 and 13:00  
Game times  
Day 3- One game (fifth-sixth place game at Foote Field) 08:00 or 17:00  
Game time  
Day 4- Two games (third place, gold medal games at Foote) 10:00 and 13:00  
Game times  
Notes:  
Two championship semi-final games scheduled for Day 2 must be played on the same surface as the final game and the 5/6<sup>th</sup> place game shall be played at 17:00.
  
- 3) **Sport Committee approved the following motion with regards to the men's basketball championship format (details will be in the October Sport Committee Minutes).**  
That the 8-Team Mens Basketball Championship be made up as follows:
  - Atlantic University Sport Representative
  - OUA Representative
  - QSSF Representative
  - Canada West Representative
  - Host
  - One (1) assigned berth OUA
  - One (1) assigned berth Canada West
  - One wildcard/at-large berth

provided the Sport Committee approves the objective selection process and criteria for the selection of the wildcard/at-large berth position the NABCC forwards to the Sport Committee by October 31, 2005.

Below is an outline of the next steps that must be taken in this process:

1. NABCC forwards an objective selection process and criteria to Sport Committee. Oct. 31<sup>st</sup>
2. Sport Committee reviews process and votes on the recommendation. Week of Nov. 14<sup>th</sup>
3. If Sport Committee supports the recommendation: an email vote will occur with the membership seeking support to amend policy 20.20.1.4 to include wildcard/at-large berths. By end of Nov.
4. The results of the email vote will then be forwarded to the Board of Directors. Nov. 30<sup>th</sup>
5. If Sport Committee does not support the recommendation, research will be completed to seek out alternate ways of filing the final spot. This may include returning to a former process (ie. equity draft), a rotational format, an assigned berth to a specific Regional Association etc.
6. Sport Committee to forward a final recommendation to the Board of Directors. Nov. 30<sup>th</sup>
7. Board of Directors will make final decision. Dec. 7<sup>th</sup>

#### **4) Womens Basketball Proposal**

A conference call between VP Sport, Manager of National Championship and President of Coaches Association is scheduled for Wed. October 19<sup>th</sup>.

D. St-Denis confirmed that men's basketball coaches had been consulted in the process of determining the men's basketball championship format and that feedback was received from 37 of 42 coaches. All discussions, viewpoints and concerns were considered by the Sport Committee before making a decision.

It was noted that the role of the regional representative on the Sport Committee is to engage and encourage their region's athletic directors and coaches to provide input and feedback into CIS issues.

<b>4. CIS Bid Book</b>
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S. Newton referred to the draft of the CIS Bid Book that had been circulated to the Board of Directors prior to the conference call. The Board was asked to send their input and feedback directly to S. Newton. Final Board approval of the Bid Book is scheduled for the December face-to-face Board meeting.

It was noted that there is some customization within the Bid Book for different championships, ie. presentation time available is longer for the higher revenue generating championships.

#### **5. Update on the Academic All-Canadian project**

S. Newton reported that an advertisement celebrating the Top 8 Academic All-Canadians has been developed and circulated to all the Athletic Directors at the universities of the Top 8, as well as to all championship hosts, to include in this year's championship programs. It has been decided that CIS will not be pursuing an ad in the university edition of MacLean's Magazine until we have clearly established the desired messaging for the ad.

#### **6. Marketing and communications update**

##### **Sponsorship**

P. Metzals reported that CIS is still finalizing details of the Desjardins sponsorship. There are still some issues that require clarification, and CIS is ensuring that the contents of the contract are manageable and deliverable for both parties.

The Canadian Forces contract has been signed, and CIS is now actively working with Championship hosts to ensure that the deliverables are in place.

CIS will introduce the Baden ball as the Official Soccer Ball of CIS and it will be used at this year's National Championships. It is late in the year and Baden does understand that if there is dissatisfaction with the product at the Championships, we could move to another product. The Coaches Association Presidents have provided positive feedback on the ball. CIS will receive product for each school (2006-2007), product for both Championships, preferred pricing and a financial contribution.

##### **Television**

CIS produced the first television game between St. Mary's and Acadia. There are certainly a host of many small issues that could have worked out better, but in the end of the day we are off and running. The numbers were not phenomenal but with close to 100,000 people watching the last 90 minutes of a 4-hour broadcast, we do have something stellar to hang our hat on.

One of the successes was the actual post event reporting, and in watching the sport network Saturday, it was great to see highlights of all 3 televised games broadcast that day. This is a huge step forward and is one of the key objectives of this program.

We are actively working on the two upcoming games in October as well as the games to be broadcast on RSN (Roger SportsNet).

**7. Request for approval of title sponsorship for 2006 Final 10**

M. McGregor indicated that P. Currie of the AUS has requested a two year title position for Dairy Farmers of Canada (DFC) under the Milk Energy brand for the 2006 CIS Men's Basketball Championship to be hosted in Halifax, Nova Scotia.

The official event naming would be the Milk Energy CIS Final 10, the event logo would remain the same with the addition of the Milk Energy logo to the top left portion of the logo. CIS identity will not be affected by this change.

Milk Energy has been the presenting sponsor of the event for last five years. DFC is a very healthy university sport sponsor with excellent synergy with the student-athletes nutrition and diet balance. This sponsorship creates excellent public connection and awareness.

**05-10-02 McCrae/Murphy**

**Carried**

**To approve the Dairy Farmers of Canada (Milk Energy) as the title sponsor for the 2006 CIS Men's Basketball Championship.**

It was noted that The Marketing Committee will be reviewing the CIS policies around titling following learnings from the Fall's experience around titling of Vanier.

**8. International Committee Recommendations regarding the 2011 World University Games**

In February 2005 four Canadian candidates submitted Letters of Intent to CIS:  
SUMMER UNIVERSIADE

- Edmonton: combined bid from the City of Edmonton and the University of Alberta
- Montreal: combined bid from the Quebec Student Sports Federation (QSSF) and the five universities based in Montreal (Montreal, McGill, Concordia, UQAM, ETS)

WINTER UNIVERSIADE

- Calgary: combined bid from the City of Calgary, the University of Calgary, CODA, and the City of Canmore, Alta.
- Kamloops, B.C.: combined bid from the city of Kamloops and the University of British Columbia

In March 2005 Calgary (winter) and Edmonton (summer) submitted draft bids.

CIS met with Sport Canada representatives to determine their support for a 2011 BID. Sport Canada indicated that a bid for 2013, or 2015, or 2017 would better fit with their hosting strategy. CIS passed this information along to the bidding cities, which indicated their desire to continue with the bidding process in spite of this strong signal from Sport Canada.

In May 2005 the Site Inspection Committee (Liz Hoffmann, Jean Guy Ouellette, Colin Timm, Marg McGregor) visited Edmonton and Calgary.

In June 2005, the CIS wrote to each bid city with an outline of outstanding issues to be addressed from the May site visit.

In September Edmonton and Calgary submitted additional revisions / updates to bid candidatures based on the site visit evaluation from the may visit.

FISU timelines:

Phase #1 Bidding

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|---------------------------------------|--|
| - Opening of Bid for 2011 Universiade | October 1 <sup>st</sup> , 2005                                 |
| - Letter of Intention                 | October 1 <sup>st</sup> , 2005 to June 30 <sup>th</sup> , 2006 |
| - Bidding Dossier submission          | No later than June 30 <sup>th</sup> , 2006                     |
| - Payment of the Bidding Fee          | No later than June 30 <sup>th</sup> , 2006                     |
| - Closing of the bid                  | June 30 <sup>th</sup> , 2006                                   |

Phase #2 Evaluation

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|---------------------------------------|--|
| - Bidding Dossier Evaluation          | Sept 15 <sup>th</sup> , 2006 to Dec15th, 2006        |
| - Evaluation Commission visits        | Sept 15 <sup>th</sup> , 2006 to Dec15th, 2006        |
| - Final Evaluation Report preparation | December 15 <sup>th</sup> to 31 <sup>st</sup> , 2006 |

Phase #3 Attribution

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|--|---------------------------------------|
| - Final Report presented to the FISU EC    | January 15 <sup>th</sup> to16th, 2007 |
| - Bidding City presentation to the FISU EC | January 15 <sup>th</sup> to16th, 2007 |
| - Attribution of the Host City             | January 15 <sup>th</sup> to16th, 2007 |

Phase #4 Payment

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|---------------------------|---------------|
| - Attribution fee payment | February 2007 |
|---------------------------|---------------|

Based on the factors put into the decision mix, the International Committee recommended that the City of Edmonton be put forward.

**05-10-03 Hoffman/Murray**

**Carried**

**That the CIS Board of Directors selects the City of Edmonton to continue in the next phase of the bidding process for the 2011 Summer Universiade. This phase includes Edmonton providing written clarification and confirmation of Federal Government funding, developing a business plan, and meeting the terms and conditions set forth in the CIS international hosting guidelines manual as well as those set forth by FISU. In this next phase, Edmonton's material will be reviewed and evaluated at the April 25<sup>th</sup>-26<sup>th</sup>, 2006 Board meeting. The Board of Directors will decide at this time whether CIS will submit a letter of intent to bid to FISU on behalf of the bid committee.**

<b>9. Adjournment</b>
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The meeting was adjourned at 2:32 pm. The next Board of Directors meeting is scheduled for December 6<sup>th</sup> and 7<sup>th</sup> in Ottawa.