



MINUTES

May 15, 2007

Via Conference Call

12:00 p.m.

In attendance: Dale Henwood, Chair
Susan Bulmer, Secretary/Treasurer
Peter Wong, Director
John Jacobson, Director
Jim Skillings, Director
Katie Spriggs, Director
David Legg, Director
Al Ferchuk, Director

Regrets: Scott Hayes, Director
Scott Robinson, Director

Recorder: Susan Bulmer

1. **Welcome** Dale Henwood

2. **Call to Order** Dale Henwood

The meeting was called to order at 12:04 p.m.

3. **Additions & Changes to the Agenda** Dale Henwood

Under 5.11 Add: Action arising out of meeting with Minister Hector Goudreau et al.

4. **Approval of the March 13, 2007 Minutes** Dale Henwood

MOTION: That the March 13, 2007 Minutes are approved as presented.

Moved By: Peter Wong

Seconded By: Katie Spriggs

CARRIED

5. **Business Arising** Dale Henwood

5.1 Sport Policy Update

Dale Henwood

The Chair advised the meeting that he, and David Rothwell and MLA, David Rodney, met with Hector Goudreau, Minister of Tourism, Parks, Recreation and Culture, Wendy Rogers, EA to the Minister, Deputy Minister, Fay Orr and ASRPWF General Manager, Lloyd Bentz, to present a Sport Policy Framework. The Chair and David Rothwell were advised at the meeting that a Sport Policy is to be part of a larger policy, identified as a Cultural Policy and Sport Alberta would have opportunity to provide input into the policy and be involved at the next stage of consultation. The date for the Public Consultation Process had not yet been announced but it is expected to happen in June or July. The Public Consultation Process is also part of the Provincial Government's Community Spirit Program (to be dealt with under Agenda Item 5.11).

The Chair and David Rothwell were further advised at the meeting that the Provincial Government is committed to the Cultural Policy and Community Spirit Program and once the Public Consultation Process date is confirmed Sport Alberta will be notified.

The Board of Directors then discussed whether Sport Alberta should encourage others to participate in the Public Consultation Process regarding the Cultural Policy and Community Spirit Program. The Board of Directors agreed that Sport Alberta should encourage others to become involved.

5.2 Strategic Planning Session Follow-up

Dale Henwood

In the absence of Scott Robinson, the Chair confirmed that as a follow-up to the Strategic Planning Session in March, Scott had compiled information received from the session and forwarded the information to the Board of Directors for feedback. Scott will compile the feedback sent back to him from Board members when he returns from holidays on May 18th.

5.3 Strategic Planning Session Follow-up -Executive Committee **Dale Henwood**

The Chair reviewed with the Board of Directors the second package of materials forwarded for review and discussion at the meeting. At the March Strategic Planning Session, the Executive Committee had been tasked to look at Core Strategies for Sport Alberta. The Executive Committee had met and determined five key action areas for Sport Alberta development. It was identified that Board members needed to be involved to take the lead in moving the Core Strategies forward. The Chair then asked the Board where and how does Sport Alberta find other individuals to become involved to move forward with the Core Strategies?

The Chair also identified who on the Board has been assigned responsibilities and asked those individuals to determine what three things could be done to move the Core Strategies forward and of those three things identified, what is the number one thing that should be done this year? The Chair emphasized that it was also important to involve other individuals on subcommittees, not necessarily Board members, for the purpose of succession planning.

The Chair also discussed with the Board the materials distributed including:

- Key Success Factors and discussed the sample prepared on Volunteer/Board satisfaction. The Chair asked the Board if the document prepared was sufficient and the percentages apportioned were acceptable;
- Second group, Member/Stakeholders. A tool needed to be developed to research the satisfaction of members and stakeholders and it was suggested that the Skate Canada Alberta Member Satisfaction Survey could be used in the development of a Membership

Satisfaction Survey for Sport Alberta;

- Next discussed was Organization and Financial Stability. David Legg indicated that he would work with the Chair and Ian Reade in this area;
- System Improvement and Excellence. The Chair will develop a template framework that can be used on an annual basis to review the status of sport in Alberta. There was comment from Board members as to whether the nineteen priorities in the Alberta Sport Plan should be included in the template framework and whether the template should be made public and part of an annual Sport Report Card? Further, is giving a grade on the status of sport in Alberta on an annual basis appropriate?

5.4 Annual Cycle of Activities

Dale Henwood

The Chair reviewed the Annual Cycle of Activities document provided to Board members for the meeting. The questions posed in review of the document were, “What should be the focus of meetings of the Board?” and “What are the have to areas for discussion and options for discussion?” The Board was also asked if the suggested Calendar of Events is appropriate. There was no objection voiced by the Board to the Calendar of Events.

David Legg suggested that, within the Calendar of Events, that Sport Alberta tie into the Provincial Leadership Summit and the National Sport Leadership Conference. There was also the suggestion that Sport Alberta tie into the Alberta Recreation Parks Association Conference in October.

5.5 Staffing Options

Dale Henwood

The meeting was advised that the Executive Committee had again reviewed staffing options for Sport Alberta. At present, Sport Alberta was talking to a couple of organizations regarding the sharing of a Program Director position. It was also discussed and agreed by the Board that Sport Alberta wanted an individual in the position working on Sport Alberta projects and initiatives and did not want to contract out projects and initiatives to one or more individuals.

The Chair also reviewed with the new Board Members, actions taken to obtain grant funding through the Alberta Lottery Fund for a Sport Alberta staff person, the requirements for use of the funding and actions taken to date and all options discussed to staff this position.

5.6 Membership – Plan for Notice of Renewals

Dale Henwood

The Chair advised the meeting that with the retirement of Gary Shelton from the Board of Directors, there was no one overseeing membership renewals and promoting the values and benefits of being a member of Sport Alberta. Further discussion on this matter would continue under Agenda item 5.7.

5.7 Committee Responsibilities and Assignment of Personnel

Dale Henwood

The Chair reviewed the positions filled on the Sport Alberta committees and indicated that there was a need for individuals on the Communications and Membership Committees.

Jim Skillings volunteered to become a member of the Membership Committee and oversee membership renewals. Susan Bulmer will provide Jim Skillings with membership information to date.

Katie Spriggs indicated that she could not assist over the summer but would be interested in being a member of the Communications Committee. David Legg indicated that the Communication

Plan still needed firming up. There was no date committed to send out a Press Release respecting the Provincial Government initiatives.

5.8 Alberta Olympic Youth Symposium **David Legg**

David Legg provided a report on the Alberta Olympic Youth Symposium (“AYOS”) held May 11 – 13, 2007. Based on the feedback received from the session, AYOS was a success.

The next step for AYOS was to now look to work with Sport Alberta. David Legg represented that it was pretty straight forward in developing a partnership with Sport Alberta. The AYOS budget is completely self-funded so there will be no financial reliance on Sport Alberta and no financial risk to Sport Alberta. The partnership can be easily developed through linkage to the Sport Alberta website. AYOS and Sport Alberta have the opportunity to share marketing opportunities and other resources such as the sharing of a practicum student and providing input into the AYOS sessions. AYOS and Sport Alberta will continue to review and assess the partnership.

5.9 Alberta Sport Plan **Dale Henwood**

5.91 Annual Sport Report Card

The Annual Sport Report Card had been previously discussed under Agenda item 5.3 as a Key Strategy.

5.10 June 26, 2007 PSA Engagement and Continuation of Strategic Planning **Dale Henwood**

The Board of Directors discussed the form and content of the June 26, 2007 meeting. It was suggested that the Board meeting be held from 1:00 p.m. – 3:00 p.m. and from 3:00 p.m. – 5:00 p.m., a session be held for the benefit of Provincial Sport Associations (PSAs). The question was asked whether representatives from the ASRPWF would attend.

The discussion of the Board then turned to what would be a good topic of discussion at the meeting with the PSAs. The topic of an assessment of the Albert Sport Plan was brought forward for the purpose of providing information to the PSAs and also for the purpose of involving representatives from the ASRPWF. If the assessment of the Alberta Sport Plan was to be the topic of discussion it was recommended to hold the meeting with the PSAa from 1:00 p.m. – 3:00 p.m. and the Board meeting from 3:00 p.m. – 5:00 p.m. Refreshments would be offered at the meetings.

David Legg was asked to contact the ASRPWF to see if they would conduct the meeting on the Alberta Sport Plan with the PSAs, failing which Sport Alberta would conduct the meeting.

5.11 Community Spirit Program

5.111 Action arising out of the Meeting with Minister Hector Goudreau et al.

The Chair reviewed the position paper that had been circulated prior to the meeting. The position paper still required cleaning up and was sent to Pam Boutilier, who is over seeing the Public Consultation Process for the Community Spirit Program. As indicated previously, the Public Consultation Process will take place in June to mid-July. The Chair advised that the Sport Alberta position paper was sent to all MLA’s serving on the committee overseeing the Community Spirit Program. Pam Boutilier had emailed the Chair confirming that once the dates for the Public

Consultation Process are known, Sport Alberta will be notified. It was again confirmed at the meeting that sport needs to be involved in this Public Consultation Process and notice of the process needs to be circulated to other Stakeholders and to send information on to Pam Boutilier and Jeffrey Anderson, who is also a contact for the Community Spirit Program Public Consultation Process.

6. Reports

Dale Henwood

6.1 Communications – Update – David Legg

David Legg reported to the meeting on the Press Release to go out respecting the Provincial Government and a meeting that he and the Chair were involved in with Eric Francis, a local newspaper reporter .

6.2 Membership – Update – Susan Bulmer/John Jacobson

To follow at the next meeting of Sport Alberta.

6.3 Finance

MOTION: That the April 30, 2007 Financial Statements are approved as presented.
Moved By: Jim Skillings
Seconded By: David Legg
CARRIED

7. Discussion Items

Dale Henwood

None.

8. Next Meetings

Dale Henwood

The following meetings and dates were on the Agenda as an FYI to the Board of Directors:

- June 26, 2007 Face to Face Board Meeting and PSA meeting
- September 18, 2007 Board meeting via conference call
- November 13, 2007 Board meeting via conference call
- February 4, 2008 Sport Alberta AGM and New Board of Directors meeting in Calgary

9. Adjournment

The meeting was adjourned at 1:03 p.m.