

Curl BC Board meeting by Zoom

Jan. 21, 2021

Minutes

Present: Board members: Teri Palynchuk, Chair, Keith Switzer, Vice Chair, Neil Campbell, Vice Chair, Terry Hawes, Finance Committee Chair, Peter Muir, Past Chair, Marg McKenzie (Region 1&2), Shaun Everest (Region 3,4&7), Dale Gregory (Region 11). Regrets: Brendan Willis (Governor at Large)

Staff: CEO Scott Braley, Communications and Marketing Manager Rebecca Connop Price, Member Services Manager Kim Dennis, Administrative Manager Lindsay Shannon, Competitions Manager Will Sutton (after 2:00pm)

Teri calls the meeting to order at 1:05pm.

1. Welcome - Teri

2. Approval of the agenda - Teri

Moved by Terry Hawes, Seconded by Peter Muir. CARRIED.

3. Approval of the minutes from Sept. 18th, 2020 (attached) - Teri

Moved by Terry Hawes, Seconded by Keith Switzer. CARRIED.

4. Record electronic votes – Teri

MOTION to record electronic votes detailed below. Moved by Keith, seconded by Peter. CARRIED.

- Oct. 2, 2020
 - o MOTION: To approve Version 4 of Curl BC's Return to Curling Guidelines as presented.

Moved by Peter Muir and seconded by Neil Campbell. Approved by a vote of 7-0

- Oct. 15, 2020
 - o MOTION: Whereas the Board and staff of Curl BC have undergone an extensive 3-month consultation process, led by an external consultant (Emblematica Brand Builders), to update Curl BC's Strategic Plan framework for 2020-2024 time period, Be it resolved that the following revised statements be approved:

- Mission (and Global End): Striving to support clubs throughout British Columbia, Curl BC continuously advances participation, competition and performance excellence in curling as an active, fun and social sport for life.
- Vision: Every British Columbian has experienced curling.
- Pillar #1: Enhancing Member Services & Engagement
 - o End #1: Best practices in governance & risk management
 - o End #2: Leadership in curling education
 - o End #3: Connecting through brand-based communications
- Pillar #2: Leading Long-Term Curler Development
 - o End #4: Growth in participation
 - o End #5: Professionally run competitions
 - o End #6: Excellence in high performance
- Pillar #3: Building Partnerships & Capacity
 - o End #7: Sustainability through revenue generation
 - o End #8: Increased collective community investment
 - o End #9: Heightened community acknowledgement

Moved by Teri Palynchuk and seconded by Neil Campbell. Carried unanimously by a vote 9-0 (with the understanding the Vision statement will be re-visited in June)

- Oct. 20, 2020
 - o MOTION: “That the Curl BC Board supports the staff submitting an application for grant funding for the Regional Curling Hub through the Investing in Canada Infrastructure Program – Community, Culture and Recreation; and that the Curl BC Board supports the project and commits to partnering and raising funds for Curl BC’s share (35%) of the project.”

Moved by Teri Palynchuk, Chair, and seconded by Neil Campbell, Vice Chair. Carried unanimously by a vote of 9-0.

- Oct. 25, 2020

o MOTION: As a contingency plan, if the 2021 Scotties BC Women's, 2021 BC Men's and/or 2021 BC Mixed Doubles Championships cannot be held due to public health orders, Curl BC will be using the results of the 2020 Scotties BC Women's, 2020 BC Men's and 2020 BC Mixed Doubles Championships respectively to determine our representatives at the 2021 Scotties Canadian Women's, 2021 Tim Hortons Canadian Men's Brier and 2021 Canadian Mixed Doubles Championships assuming Curling Canada still proceeds with hosting these events.

Moved by Neil Campbell and seconded by Shaun Everest. Carried by a vote of 7-0 with one recusal due to conflict of interest.

5. Governance (refer to the attached spreadsheet for the 16 items to be covered) - Keith

Keith Switzer chairs this part of meeting.

- Approval of Governance Committee agenda (Keith, Terry, Shaun, Brendan, Peter)

Shaun moves, Terry seconds. CARRIED.

- Approval of Governance Committee meeting minutes from Sept. 18, 2020

Terry moves, Peter seconds. CARRIED.

Action items

- Plans for gender neutral policy review. No completion date set yet.
- SafeSport policy background work has been done. We wanted to try to have as simplified a process as possible. CC has a complete suite and it has been refined and been made available. What we landed on was to have our own complete suite using the CC documents as a base. We can edit them as we need to for our own jurisdiction. At the end of the day we would post those as ours. We are aligned with CC but not using them as a default policy. Scott is looking forward to setting a schedule for completion. Scott will work with CC to ensure alignment and green light from them. Kim to help move forward.
- Transgender policy. We have split it into two - the competitive side where we have to be in alignment with the WCF. They have to be eligible based on what criteria there is with WCF. On the recreation side, if they have a women's league, and a transgender woman wanted to play, how are they handling that situation? Scott and Rebecca to move forward.

Neil Campbell: Question was the adoption of policies by clubs. It would seem to me that if you affiliate with Curl BC you adopt Curl BC policies? That's the easiest approach to do it.

- Zone structure. We have already put plans in motion to reconfigure it to the zone configuration, but we do not have a proposal yet for how elections will work.

- We need to get the bylaw change in June. It's really crafting those Special Resolutions. We need to go through the bylaws and capture where regions are mentioned and have that changed. Fundamentally what we are asking the clubs is do we need regional committees?

Keith: Bringing bylaw changes to address the proposals and, in the meantime, there will be communication with the affected clubs.

- Removal of Governor process: Terry Hawes: Some work went into the board resolution policy right after the Sept meeting. We may have to revisit it as some people didn't see it. My suggestion is to send out that email with a meeting to carry out the single task of what the path is for the removal of members.
- Board gender equity: Teri Palynchuk: We not only need to strive for gender equity but diversity as well. It's tough when we don't have suitable candidates. The best we can do is really get our heels to the ground and search out those candidates. Peter Muir: CC has a great policy. If there's a difference, the voting happens, the voting for women happens first. Neil Campbell: The society act allows you to appoint someone. Action: Refine bylaws to address the subject more clearly. Bylaw change draft completion for June approval and AGM.
- Bylaw review: Peter to be a resource. Scott recommends having Watson review the bylaws rather than having a volunteer do it.
- Governance education: We need to ensure we are all singing off the same song sheet as far as the governance model is concerned.
- Social media. Rebecca to complete.
- Nominating committee: There may be merit in having the nominating committee as an ongoing structure pre-defined. In this case Teri and Peter are the core. My suggestion is we could establish that as the norm - the past president and the current president and maybe one other person. And who else would augment that committee. The process is almost 365 instead of starting late in the year.

6. Nominations Committee update – Teri Palynchuk

Everyone tasked with putting their thinking caps on and think of people who may be good individuals who will fill the role.

For regional governors we need names submitted by Mar. 15.

We need to have the Governor at Large names 30 days before the AGM.

We have to get good candidates running for the board. We are looking for people with experience in marketing as well as fundraising. Those are two areas we are lacking as a board.

Adjourn Governance section of the meeting

7. Strategic Planning - Scott

- KPIs (refer to attached Operational Plan – 3 KPIs per END)

END 1 – Best practices in governance & risk management

KPIs

- Access to Board training curriculum and recruitment strategies for all clubs leading to an increase of skills-based recruitment of directors at an average of 10 more clubs each year.
- Increase use of Board-approved risk management plans based on best practices and Curl BC templates at an average of 5 more clubs each year.
- Increase implementation of Safe Sport practices, policies and certified SafeSport coaches/volunteers/personnel at an average of 20 more clubs each year.

END 2 – Leadership in curling education

KPIs

- Grow the number of trained and certified coaches, officials and ice technicians by 10%.
- Offer a variety of non-NCCP training options for coaches and volunteers (approx. 5/year)
- Provide an online networking system to support, engage and retain coaches, officials and ice technicians as measured by the % of each group utilizing the system

Kim Dennis: New ice technician training to be rolled out soon. Part of this strategy is we are going to have to have professional development opportunities similar to what we have for competition coaches. We should have some different looking things.

END 3 – Connecting through brand-based communications

KPIs

- Maintain monthly e-Newsletter (end of each month).
- Increase key social media indicators by 10% (including mentions and number of followers)
- Convene “Coffee Chats” every 2 months and having check-ins on a regional basis twice per season

END 4 – Growth in participation

KPIs

- Re-establish the number of active club memberships at between 85 and 90 in the 2021-22 season.
- Increase the number of clubs accessing participation programs/opportunities by an average of 5 each year

- Increase the number of clubs reporting consistent data and implementing Curl BC Youth, Adaptive and Under-represented groups programs (including identified demographic sub-groups) by an average of 5 each year.

Lindsay: We are creating a database and that should cut down the time it takes for us to gather membership information. We are hoping it will help clubs too.

Kim: Passion Program. Here are three programs for our clubs to start incorporating next season. By giving it to all our clubs we know they can start using it for a strong start for next year.

Part of the agreement with Al Kersey is funds will be used to bring this program into our clubs. If we can raise enough money it's another added value for our members.

Part of the value of the Passion program is knowing who is using it and being able to track that and evaluate that.

Neil: My vision would be that we keep them at home and develop those programs and scholarships and bursaries. That should be part of our Long-Term Curler Development.

Will: University curling and college curling has definitely been something through the CIS and through the CAA that is athlete funded. Curl BC's involvement is we have supported those team's coaches so an example would be Team Brown, Melissa with Corey Chester and the recent Douglas College Women's teams.

I agree that in the longer-term developing relationships with UBC or UVic. We would be looking at the University of Alberta model. Attracting people to stay here rather than leave the province.

END 5 – Professionally-run competitions

KPIs

- Ensure each BC Championship is assigned an Event Manager and is financially-successful (surplus) for the Local Host Committee.
- Re-establish participation levels in Curl BC Active for Life events in the 2021-22 season (recognizing COVID-19 issues) with a view to growth in the 2022-23 season.
- Deliver all HP events (100%) digitally through broadcasts and streaming by the 2021-22 season.

Will Sutton: Still looking at next year's calendar. Curing Canada is trying to spread it out and at least three of them will stay in the fall.

The feedback we are hearing from some seniors, masters and mixed players is that it would be better for us to hold some events in the spring of 2022 even if nationals are held in fall. Otherwise their season ends in November.

END 6 – Excellence in high performance

KPIs

- Maintain or enhance Integrated Support Team (IST) resources in 2021, including a highly-qualified coach leading up to and at national events (with a view to increasing and enhancing services in 2022).
- Ensure yearly training plans are in place (100%) for all curlers/teams in High Performance Training Program.
- Increase and enhance use of digital, virtual and social platforms to address gaps in the HP program and to assist in daily training environment virtually.

END 7 – Sustainability through revenue generation and good governance

KPIs

- Rebuild provincial sponsorship levels in 2021 (with a view towards achieving 10% increase in year of Beijing 2022).
- Sustain pro-rated share of provincial funding levels in 2021 (with a view towards sustaining absolute dollar amounts).
- Achieve growth in fund-raising initiatives through the BC Amateur Sport Fund by establishing an average of 5 additional club projects each year. Ensure those projects which are established are well publicized and promoted.

Scott Braley: The only thing missing is something about good governance.

END 8 – Increased collective community investment

KPIs

- Increase municipal level points of contact (by digital, virtual or in-person) by an average of 10 communities each year. In particular, enhance relationship with Curl BC's new landlord, the City of Burnaby.
- Attain a short list of at least three (3) candidate sites for regional curling hubs (in partnership with municipal governments and/or private sector organizations).
- Maintain points of contact and enhance partnerships with MSOs, PSOs, DSOs, Curling Canada and other curling PSOs.

Scott Braley: There's a lot of sharing going on behind the scenes. It would be Curl BC functioning at its best if we could do all things.

END 9 – Heightened community acknowledgment

KPIs

- Sustain level of Curl BC recognition awards in 2021 where possible with a view to facilitating nominations in all categories by 2022.
- Create plan for Curl BC Hall of Fame by end of second quarter of calendar 2021 (June 30th, 2021).
- Establish network of BC curling clubs which feature permanent Curl BC Hall of Fame displays

8. Audit & Finance – Terry and Scott to report on this morning’s meeting

Terry Hawes: Our fiscal year is coming up shortly. We would typically be working on budgets. With the uncertainty about budgets it would be best to defer that process until March.

In terms of staff remuneration there's a grid based on position that Curl BC uses in terms of pay adjustments. We have come up with some direction to update the grid for next year. This year we are going to stay with the existing grid except for a one per cent cost of living increase.

The 9-month year to date financial statement you've got. The concern is not so much for 2021 but what 2022 will bring.

9. Competitions – Neil and Will to report on Jan. 15th Comp. Comm. meeting summary attached

Neil Campbell: This has been a challenging year for the committee to say the least despite the fact the we didn't have any competitions. But I think everyone worked really well and people have been pleased with decisions taken.

Will Sutton: I have done a simple survey asking men's and women's teams what their preference would be – regional qualifiers vs open championships. My initial sense of things is that the majority support status quo, that they want some sort of qualification event. If COVID has an impact on a third season that would be unfortunate, but I can commit to having a plan should that take place.

10. Recognition & Awards – Dale and Rebecca to report on modifications to the program for this year only

Melissa Sim did an excellent job. I would like to especially thank Rebecca for very quickly stepping into the breach and taking over the staff position for the awards.

Rebecca reported that awards are being opened in five categories, Curing Centre Volunteer of the Year, Administrator of the Year (Ron Houston Award), Pat Kennedy Award, Janette Robbins (Builder) and the Judie Roberts Friendship Award.

11. Philanthropy –Scott reported on increasing usage of the BC Amateur Sport Fund (BCASF)

A lot of interest in the BC Amateur Sport Fund as a method of providing tax receipts for anyone who has paid their dues in advance, but have not been able to curl. If any club is interested have them contact me. They can make use of one of Curl BC's projects. The receipts can only be for the portion of their dues that they did not get a service for.

12. Other Business

Teri: Motion is to accept Burga Anderson's resignation from the Board, given to the Chair, on Oct. 19, 2020. Neil Campbell seconds. CARRIED.

13. Adjournment

Keith moves to adjourn.