



**2009 Annual Congress**

**February 19-21, 2010  
Ottawa, ON**

**MINUTES**

**Present:**

Glenn Bowie, NS (Executive)	Tanya Chmilar, BC
Barb March-Burwell, SK (Executive)	Ian Kellow, BC
Michael Collins (Executive)	Michelle Grant, MB
Todd Johnson, AB (Executive)	Tom Grant, MB
Matt Rini (Executive, WS NT Coach)	Catherine Byrtus, ON
Peter Person, (Executive)	Glenn Sommerville, AB
Paul Melnuk, (Executive)	Randy Novlan, SK
Shawn Gratzfeld, (Executive, WB Ctte)	Harold Townsend, ON
Richard Gray, (Executive, BF NT Coach)	Corey Beard, Sport Canada (Sat only)
Steve Bush, (WS NT Coach)	Julie Seaborn, Sport Canada (Sat only)
Mike Liefers, (WB NT Coach)	Dan Wolfenden, (WSWC Office)
Joanne Moore, AB (President)	Sara Dorken (WSWC Office)
Russ Dickson, AB (LTAD Ctte)	Mike Hewitson (WSWC Office)
Sheri Seiferling, SK	Andrew Jarvis (WSWC Office)
Paul Roberts, ON (Major Events)	Tim Van Winckle (WSWC Office)
Jaclyn Stocki, ON	Andrew Moss (WSWC Office, Fri & Sat)
Louis Simard, QC	
Dee Dee Brunet-Arvisais, QC (Sat & Sun)	

*Friday, February 19, 2010*

**1. President's Opening Remarks**

Glenn Bowie welcomed everyone, having each person introduce themselves. Andrew Jarvis reviewed the weekend events. Glenn referred to changed congress format, Friday focus is on 'business' items, Saturday to involve interaction.

**2. Confirmation of Voting Rights**

The number and allocation of votes were confirmed as follows:

<b>Official Voting Delegate</b>	<b>Province</b>	<b>Votes</b>
Ian Kellow	BC	2.5
Tanya Chmilar	BC	2.5
Joanne Moore	AB	2.5
Russ Dickson (Fri & Sat)	AB	2
Todd Johnson (Sun)	AB	2
Barb March- Burwell	SK	1.5
Randy Novlan	SK	1.5

<i>Friday Night only</i>		
MB (Proxy to Russ Dickson)		1
MB (Proxy to Jo-Anne Moore)		1
<i>Sat &amp; Sun</i>		
Michelle Grant	MB	1
Tom Grant	MB	1
Catherine Byrtus	ON	2
Paul Roberts	ON	2
Louis Simard	QC	1.75
Dee Dee Brunet-Arvisais (Sat & Sun only)	QC	1.75
PEI (Proxy to Glenn Bowie)		2
Glenn Bowie	NS	1.25

The number of votes needed for majority or 2/3 majority support to be calculated at the time of the call for the vote based upon the number of eligible votes accounted for.

Concern was expressed about proxy votes and gender requirements for provincial members to carry full votes. It was resolved that the application is as per the wording contained in current by-laws and therefore must be enacted in the manner prescribed. If there are different wishes than what is outlined in the by-laws or is not believed to be sufficiently described, these should be put forward as future proposed amendments.

### 3. Approval of 2009 Congress Agenda

<b>Motion</b>	Moved by Tanya Chmilar, seconded by Randy Novlan to approve the agenda of the 2009 Annual Congress as presented.	<b>CARRIED</b>
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### 4. Approval of 2008 Congress Minutes

<b>Motion</b>	Moved by Barb March-Burwell, seconded by Tanya Chmilar to approve the minutes of the 2008 Annual Congress, November 10-15, 2008 as presented.	<b>CARRIED</b>
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### 5. Year in Review

A 2009 'state of the union' presentation was made by Dan Wolfenden on sport development, membership, governance, finance, marketing & communications. Thanks was given for contributions of stakeholders. *[Presentations that were not included in the Congress manual are available for viewing/download on [www.waterski-wakeboard.ca](http://www.waterski-wakeboard.ca)]*

Dan provided a national office overview, referencing an organizational chart to explain who does what. Steve Bush was recognized as the 2009 Jack Donohue Coach of the Year winner. The Steve Bush slide presentation as shown at the 2009 Canadian Sport Leadership Conference Gala was shown.

### 6. Consideration of Reports

<b>Motion</b>	Moved by Paul Roberts, seconded by Tanya Chmilar to receive the Executive Board, National Committee and Provincial reports for information as presented.	<b>CARRIED</b>
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## 7. Ratification of Executive Board Decisions

It was brought up that the financials are 9 months out of synch with Executive Board minutes and that additional information is needed before ratification of the Executive Board decisions since the end of the last fiscal year. The ON and QC delegates felt that there are many decisions in Executive Board minutes that were not explained and that ratification of the minutes signifies acceptance of the decisions without proper financial information. It was pointed out that technically it is only decisions of the Executive Board for the year ending March 31, 2009 that should be brought forth for ratification at the 2009 Congress. The minutes published in the Congress manual are designed to openly communicate matters and decisions up to current day.

<b>Motion</b>	Moved by Russ Dickson, seconded by Paul Roberts to ratify the decisions of the Executive Board to March 31, 2009.	<b>CARRIED</b>
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Ratification of Executive Board decisions after March 31, 2009 to be re-opened for discussion on Sunday.

## 8. Audited Financial Statements

<b>Motion</b>	Moved by Barb March-Burwell, seconded by Russ Dickson to accept the audited financial statements for the fiscal year ending 31 March 2009 as presented.	<b>CARRIED</b>
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## 9. Appointment of Auditors

<b>Motion</b>	Moved by Jo-Anne Moore, seconded by Russ Dickson to appoint the firm of Ousley Hanvey Clipsham Deep to conduct the Water Ski and Wakeboard Canada audit for the year ending 31 March 2010.	<b>CARRIED</b>
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## 10. 2009 World Water Ski Championship Hosting

Paul Melnuik presented a review of the Worlds including financial highlights, the good, the bad and the ugly, contingent liability, status of Carter McRae financials, media coverage, top lessons learned. *[Presentation available for viewing/download on [www.waterski-wakeboard.ca](http://www.waterski-wakeboard.ca)]*

## 11. NCCP Program Presentation

Andrew Moss presented an update of the NCCP program transition. He provided an overview of the coaching development pathway and its alignment with LTAD, the importance of Rip n' Ride, and how to keep kids involved long enough to develop into competitive athletes. He looked back at the year in review, and outlined the competition development planning now underway. *[Presentation available for viewing/download on [www.waterski-wakeboard.ca](http://www.waterski-wakeboard.ca)]*

## 12. Rip n' Ride Presentation

Tim Van Winckle presented a summary of Rip n' Ride implementation throughout the year, and what's ahead in 2010. *[Presentation available for viewing/download on [www.waterski-wakeboard.ca](http://www.waterski-wakeboard.ca)]*

*Adjourned for the evening.*

Saturday, February 20, 2010

### 13. Strategic Plan Introduction

Glenn Bowie made a presentation on the background of the planning process that had begun three years ago, the plan's conditional approval in May 2009, and on the plan's four major pillars (LTAD, membership, governance and revenue). He reported on the implementation steps the Executive Board had begun, two major ones being the drafting of the proposed by-law amendments to enact the new structure, and the 2010-11 tactical plan that had been circulated prior to Congress and will be discussed later this meeting. . *[Presentation available for viewing/download on [www.waterski-wakeboard.ca](http://www.waterski-wakeboard.ca)]*

### 14. 2010-11 Tactical Plan Presentation

Dan Wolfenden presented a draft 2010-11 tactical plan for implementation of the strategic plan. Discussion centered around the 4 strategic goals, seeking input on whether the tactics are the right tactic to pursue. The current price tag for all of these activities was calculated at an additional \$152,000 net expense over incremental revenue, which the Executive Board has resolved it will not simply add to the budget without either adding additional revenue or reducing expenses. *[Presentation available for viewing/download on [www.waterski-wakeboard.ca](http://www.waterski-wakeboard.ca)]*

Input as below was recorded, primarily on LTAD and Revenue Generation goals, given that governance and membership are stand alone topics later in the meeting:

- General agreement that there is currently a gap in LTAD programming.
- Marketing support is needed to develop the Rip n' Ride program, there needs to be a more sustained National role in implementation of Canada-wide program offerings.
- Usage of creative incentives to keep Rip n' Ride participants in the program, perhaps membership discounts or insurance discounts. Andrew Moss clarified that the intent is to build Rip n' Ride to be an incentive in itself by increasing participant numbers rather than giving discounts.
- Consensus that the Rip n' Ride program needs to be enhanced in order to help PSOs implement it, this year we will enhance the marketability of the program and identify and address barriers.
- There must be a link between Rip n' Ride and membership retention, collection of participant data.
- Good solutions exist, can work through 2 communities each summer, hire summer students, implement a permanent school where there wasn't one. Make it something that a volunteer can deliver, PSOs need to come on board to help deliver it, needs to be a partnership.
- Discussion surrounding the role of High Performance in the new strategic plan and how it cannot simply be forgotten but needs to be integrated into the plan. Use high performance excellence to increase market value through communications and marketing.
- Concern over the sell-ability of the current insurance program.
- We need examples of comparable insurance for less, communicate discounts and search for best rates.
- We need to look at untapped participants that we can generate revenue from.
- Opportunities need to be assessed and packaged to generate revenue, attract membership: marinas, boat shows, follow up with previous policy holders.

- Québec is a model of leveraging Towsmart for membership registration. In Québec in order to get the insurance at a discounted rate they need to fill out a section on the insurance form to renew the QC federation membership.
- Communicate that insurance is for more than just sanctioned competitions.
- We need to assess value proposition in order to add value before we consider a membership increase. Is needed since WSWC and several PSOs reported that they lose money with the cost of serving memberships it takes in – red lights flashing. We ideally should try to increase membership revenue as a result of increasing members, than simply asking current members to pay more for the same value proposition.
- We need to get engaged as a membership to raise funds. The new Funds Development Manager will be limited if there is apathy towards fundraising within the membership.

Dan summarized that there appeared to be general support from delegates for the steps identified. The new strategic plan is about change, things need to be done differently, some things can no longer be done and we need to identify the new things that need to be done. he advised that this input will be helpful in the Board's next review and finalization of the tactical plan, and in development of the 2010-11 budget.

### **15. Proposed By-Laws Amendments and Standing Policy on Board Composition and Electoral Process**

Peter Person introduced the background for the proposed amendments and policy, as the mechanism by which to implement structural changes that were approved within the strategic plan.

Considerable discussion ensued over wording, explanations for how the nomination slate would be brought forward (all or none), whether candidates for the PSO President's Representative should only be from amongst current PSO Presidents, and over the concept of how much authority Congress is comfortable empowering to the Board of Directors.

<b>Motion</b>	Moved by Tanya Chmilar, seconded by Ian Kellow to approve the by-law amendments as presented, and review and ratify the Standing Policy at this Congress before election of Executive Board members. <b>TABLED TO SUNDAY</b>
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### **16. Membership and Tactics**

Andrew Moss discussed the membership strategic goals and how they will be achieved - through membership alignment, enhanced value proposition, Rip n' Ride, LTAD and NCCP. *[Presentation available for viewing/download on [www.waterski-wakeboard.ca](http://www.waterski-wakeboard.ca)]*

The need and benefits of a national membership registration system were discussed. Participants were divided in small groups, and were asked to present the information that would be important for each stakeholder to have about the membership. Plans and timelines for development and implementation of the national registration system were outlined.

Andrew outlined further needs and tactics for the year ahead, including:

- Rip n' Ride website needs to be aimed at potential customers rather than potential deliverers or Rip n' Ride.
- Connect star athletes with the potential participants.

- Use Facebook, Twitter and website to promote and remind, create partnerships and programs.
- Customize certificates to showcase star athletes, local athletes, need them as spokespeople, to link grassroots with elites. Need to identify target audiences.
- Need to be where the new members are, capture their imagination. What are we selling with Rip n' Ride? Need to get the visuals out there.
- Do we have the capacity to handle a doubling in membership? Be ahead of the curve to build the capacity.
- Will be bringing an ad hoc LTAD group together in late March to discuss alignment of WSWC programs. Call out for interest in attending. The purpose is to review the Rip n' Ride curriculum, review alignment of NCCP with Rip n' Ride, tie in to membership, identify a plan on when we might look at the competition schedule relative to LTAD. 6-8 people targeted.

*Adjourned for the day.*

*Sunday February 21, 2010*

Andrew Jarvis welcomed everyone for the morning, reviewed the day's agenda. He reported that the silent auction held last evening raised \$3,500. Andrew introduced the "Embrace the Wake" fundraising initiative explaining the tiers of donation and the associated gifts of appreciation to be distributed at each donation level.

#### **17. Ratification of Executive Board Decisions**

<b>Motion</b>	Moved by Joanne Moore, seconded by Paul Roberts to ratify the decisions of the Executive Board taken since March 31, 2009.
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**CARRIED**

#### **18. Bylaws and Standing Policy on Board Composition and Electoral Process**

<b>Motion</b>	Moved by Tanya Chmilar, seconded by Ian Kellow to withdraw their by law and Standing Policy motion from Saturday.
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<b>Motion</b>	Moved by Paul Roberts seconded by Louis Simard to accept the bylaws and standing policy as circulated and to form an ad hoc committee to review the wording of the standing policy and bylaws for the future, Peter Person to Chair.
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**CARRIED**

Discussion occurred on PSO wishes to have a voice (no vote) on the Executive Board effectively immediately to bridge the transition until a formally elected Representative is installed within the new structure.

<b>Motion</b>	Moved by Tanya Chmilar seconded by Ian Kellow to appoint an interim PSO representative to sit on the Executive Board until the new structure is enacted, and who must be a currently sitting elected member of a PSO Board at the time of the appointment.
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**CARRIED**

**Upon request, Paul Roberts' contrary vote is recorded**



- The Pan American Sports Organization (PASO) decides the sports to be included, the Toronto bid welcomed all Pan Am only sports should PASO so decide. The Bid Committee selected the Long Pond venue at Toronto Island. Paul explained that Long Pond is not a legacy site, would not be available before and after the Games, and we should try to use this hosting opportunity to gain a legacy site. Paul is working on a proposal to create an alternate Toronto harbourfront venue.
- Games budget does not include a capital (facility) budget for our sport, so we would need to foot the bill or find significant developers/partners.
- Operational costs most likely covered by event budget.
- We can do it at Long Pond but we should consider it a default/backup site – it's not ideal, not great for spectators or media, water depth issues.
- It is the goal of the major events committee to end up with a legacy site, but we need to create a deadline for the hope of a legacy venue (i.e. 2 years prior), after which the focus would have to be to get Long Pond ready.
- NSO looked at for technical advice not so much for event management. We need to start discussions with Toronto Host Committee, who are just beginning to staff at the senior management level, on the respective roles of the HOC and the national sport body.

#### *Water Ski & Adaptive Nationals*

- Adaptive committee should be more engaged in Water Ski Nationals and vice versa.
- Familiarization in 2009 worked well, only issue was the stress on appointed officials. Drivers pulled all day long, too much to expect. Need local technical staff to run practice, put buoys in/ramps up, drive boats, be safety crew, not appointed officials. The format works well for skiers and a good revenue stream, amnd should be continued in 2010 and beyond.
- Safety issues need to be addressed, to be there for all practice.

#### *Rotation System/Securing Events Further in Advance*

Paul Roberts introduced the issues regarding placement of events at least two years in advance.

- Rotation system has fallen apart; PSOs regularly decline their spot in the rotation. Paul referenced his report on the different strategies to implement. The need is to create a system where the host can finalized at least two years ahead.
- Wakeboard is using an RFP process to secure professional event managers.
- Barefoot community looked to secure hosts from within the barefoot community
- For 2011 Water Ski Nationals, it was resolved that WSWC should do an open call for bids by April 1, 2010 towards deciding the host by May 1.
- Should require a media and fundraising plan outline. (i.e. revise bid requirements).

### **23. Other Business**

#### *Barefoot Records*

Ian Kellow asked why the barefoot National records that have been broken have not yet been recognized. Louis Simard will contact Justin Kurek and Terry Jones to reconcile this.

#### *Canada Games*

Ian Kellow asked can we leverage the 2015 Pan Am Games to get back into the Canada Games. Dan Wolfenden reported that the sport selection criteria of the Canada Games

Council are very Olympic weighted, making it very challenging to get in. Also, a weakness of ours is that we do not have 13 provincial/territorial sport organizations, and which do not boast significant competitive youth participation members. The political route was tried for the 2013 Games that were awarded to Sherbrooke, attempting to use the Sherbrooke mayor's water ski background and affiliation. It was also stated that we should use the relationship developed with the federal sports minister, Gary Lunn, to our advantage. The BC delegates were encouraged to figure out how to get the minister out on the water in the summer; invite should come from his local BC riding.

#### **24. Adjournment**

Glenn Bowie concluded the Congress with a warm thank you to the Water Ski and Wakeboard Canada office for such great hospitality and organization of a successful congressional weekend, and to all participants for their time.

<b>Motion</b>	Moved by Ian Kellow, seconded by Randy Novlan to adjourn the 2009 Congress.	<b>CARRIED</b>
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