

**August 28, 2007 CIS Board of Directors Conference Call Minutes  
2:00 pm EST**

Attendance: Don Wilson, President; Dick White, Past President and VP Sport; Leo MacPherson, Vice President Research and Development; Pat Murray, Vice President Marketing; John Ryan, Chair Finance Committee; Lorne Adams, OUA; Katie Sheahan, QSSF; Michelle Healey, AUS; Jean-Guy Ouellette, Chair International Committee, Manon Vaillancourt, Chair Equity and Equality Committee

CIS Staff: Marg McGregor, CEO; Tanja Mackin, Director, Finance & Administration; Sheila-Ann Newton, Manager, Programs and Events; Peter Metzals, Marketing Director

Regrets: Coleen Dufresne, CWUAA

**1. Welcome, Approve Minutes**

D. Wilson welcomed new board members Michelle, Lorne, Leo and Manon to their first board meeting.

D. Wilson provided an update of his trip to Bangkok for the Summer Universiade and congratulated J-G Ouellette for representing Canada so well, and for coming very close to winning a seat on the FISU Council. It was also noted that the CIS International Committee will be coming forward with a recommendation to the Board on bidding for future Universiades.

**08-07-01**

**Sheahan/White**

**Carried**

**To approve the minutes of the June 14, 2007 Board meeting.**

**2. Airline Sponsorship**

M. McGregor provided the following background on the issue of airline sponsorship:

- Our three year CIS airline sponsorship agreement with Air Canada has run its course
- The replacement options (Air Canada, or West Jet or no CIS carrier at all), all have their drawbacks and advantages
- The recommendation from staff is that the Board approve a one-year non-exclusive partnership with West Jet where CIS members would be offered the opportunity at the beginning of the season to opt in or out of block bookings to CIS Championships made through Carlson Wagon-Lit on West Jet.
- If the Board approves this recommendation, the CIS travel policy requiring members to use the CIS travel agent in order to access the travel pool will need to be revised
- If the Board approves this recommendation, a revised budget for 07-08 will be developed and brought forward to the Board for their approval at a subsequent meeting to account for a decline in air passes and associated revenues.

**Best Possible Options that CIS has been able to negotiate with the carriers for 2007-2008:**

<b>Air Canada</b>	<b>West Jet</b>	<b>No CIS carrier – Teams book their own flights at the 11<sup>th</sup> hour when they qualify</b>
<p><b>Cancellation fees:</b> All seats that are booked and not-used by CIS would be subject to a \$50 non-refundable deposit. In 2006-2007 CIS had 2350 non utilized seats ... at \$50 non refundable per seat that would amount to \$118,000</p>	<p><b>Cancellation fees:</b> All seats that are held by West Jet 21 days prior to the event and not-used would be subject to a \$50 non-refundable fee. We project about a \$10,000 fee to CIS for this. Exception: for Football, the \$50.00 fee will be waived. Price of unused tickets may be credited towards future travel within 365 days</p>	<p><b>Cancellation fees:</b> No cancellation fees would be incurred if we left it up to members to book their travel once they have qualified.  They may end up paying higher fares if no seat sale prices are left.</p>
<p><b>Available Inventory:</b> Booking ahead on AC gives the best range of inventory and convenience. They have more planes than West Jet, more direct flights per day, and they service more centres than WJ.  City to city bussing costs would not be a factor.  AC advantages include inventory, and service to all cities that are hosting CIS Championships.</p>	<p><b>Available Inventory:</b> Limitations with West Jet include their inventory and flight selection. They do not service all the cities of our members.  Three 2007-2008 CIS Championships are being held in cities not served by West Jet, which would require participating teams to bus, in some cases up to 4 hours, with the extra costs that come with bussing. (e.g. if Laval qualifies for 2007 Women's soccer, they would bus to Montreal, fly to Toronto, fly to Halifax, and then bus 4 hours to Cape Breton.</p>	<p><b>Available Inventory:</b> Many members have expressed concern about their ability to access the necessary inventory at the last minute to travel to CIS Championships.  Some members may not be able to get their teams to the Championships at the last minute particularly for the March Championships where travel coincides with March break.  Concerns have been expressed about being able to access seat sale prices at the last minute.</p>
<p><b>Air Passes:</b> In the past we have accumulated 25 to 30 air passes/year used primarily for officials and staff travel. So we might end up paying an additional \$20,000 for officials travel. If this came to pass, this expense would get reflected in 08-09 sport specific participation fees.</p>	<p><b>Air Passes:</b> West Jet has offered CIS one airpass for every \$50,000 in travel which could amount to a value to CIS in the \$5,000 to \$10,000 range.</p>	<p><b>Air Passes:</b> If members took care of their own travel, they would accrue the value of the air passes if they were able to negotiate that deal on their own.</p>
<p><b>Other Comments:</b> While cancellation fees may be incurred from booking in advance, the costs of the advance tickets may be significantly lower, than the fares available at the 11<sup>th</sup> hour</p>	<p><b>Other Comments:</b> West Jet is a partner with Canada West. They are an entrepreneurial company. They have offered to help out with excess luggage.</p>	<p><b>Other Comments:</b> Many members have expressed their preference to free-lance and book their own travel using their own agent and carrier of their choice.</p>

A number of issues were clarified:

- If we sign with West Jet members will still be able to book with Air Canada if they decide the routing on West Jet is not acceptable.
- Air Canada charges a \$50 non-refundable deposit when canceling a ticket with less than 30 days
- West Jet has agreed to waive the \$50 non-refundable deposit for booking football tickets within 21 days of travel.

**08-07-02**

**Sheahan/White**

**Carried**

**To approve a one year non-exclusive partnership between CIS and West Jet where CIS members would be offered the opportunity at the beginning of the season to opt in or out of block bookings made through Carlson Wagon-Lit on West Jet.**

ACTION: P. Metzals/J. Lane (CWT) will determine from Air Canada at what point the actual ticket price is lost, and at what point names are needed.

T. Mackin and J. Lane to draft a letter to Members explaining options.

T. Mackin to update policies and redraft budget for approval by the Board in the Fall of 2007.

### **3. Marketing update: TV plans 2007-2008**

P. Metzals reported that CIS has confirmed the television schedule for this upcoming Football season which includes a total of 6 games on The Score at least 3 games on RDS. All of these broadcasts will coincide with current schedules already in place with regular season conferences games. We are looking at potentially adding one Football game but that needs to be confirmed.

The February/March program is close to being finalized although many issues still need to be worked on. We have secured Rogers SportsNet to cover Men's Hockey for the next three years. The Score will cover Men's Basketball, Women's Hockey and Women's Basketball. CIS will also pilot several regular season basketball games on The Score, although the games to be broadcast still need to be confirmed. Space is available to broadcast the Volleyballs, but it will be dependent on resources available.

RDS is committed to broadcasting at least 3 March Championship events, with the decision based on the best French speaking Quebec teams participating in the broadcast.

We will be meeting with The Score in early September to work on different creative programming to help promote University Sport. The possibility of more regular weekly programming (i.e. features), higher level of promotion of our events, highlights of CIS student athletes, more CIS promo spots (at least 3-4 in total) will be on the agenda.

CIS is looking at multiyear agreements for television agreements, with RSN interested in hockey for at least 3 years, The Score wanting to pursue longer term partnerships, with CBC interested in Vanier and Basketball. In essence that will be the focus over the next term as we need to secure a longer and a stronger television base.

**4. Tax Receipt Policy**

**08-07-03 Ryan/Sheahan Carried**

**To approve the tax receipt policy presented in Annex A.**

**5. Date change 2009 CIS Men's and Women's Hockey Championships**

S. Newton reported that the Sport Committee received a request from the International Committee to move the date of the 2009 Women's and Men's Hockey Championships from March 5-8, 2009 and March 19-22, 2009 to March 26-29, 2009 (for both championships). This request is due to a date change of the 2009 Winter Universiade.

Sport Committee representatives were asked to discuss at their regional association meetings and to bring forward a position to the June 2007 meetings. Sport Committee reviewed feedback received from Regional Association representatives as well as the Championship Hosts.

The following recommendation from Sport Committee is being presented to the Board for consideration:

MOTION 8 (J. Keogh/A. Scott) Carried  
That the Sport Committee recommends to the Board of Directors that the date of the 2009 Women's Hockey Championship be on March 19<sup>th</sup> to 22<sup>nd</sup> and the 2009 CIS Men's Hockey Championship be on March 26<sup>th</sup> to 29<sup>th</sup>.

It was noted that the hosts are agreement with the date changes as recommended by the Sport Committee

**08-07-04 White/Murray Carried**

**To change the date of the 2009 Women's Hockey Championship to March 19<sup>th</sup> to 22<sup>nd</sup> and to change the date of the 2009 CIS Men's Hockey Championship to March 26<sup>th</sup> to 29<sup>th</sup>.**

**6. Approval of Committee Chairs and Members**

**08-07-05 Murray/Healey Carried**  
**To approve Ari Grossman, Wilfrid Laurier University, as Chair of the ComSID Committee.**

**08-07-06 Adams/Sheahan Carried**  
**To approve Greg Hoddinott as a member of the ComSID Committee representing the OUA.**

**08-07-07 Adams/Murray Carried**  
**To approve Jessica Morgan as a member of the CIS Marketing Committee.**

**7. Ad Hoc Committee**

M. McGregor indicated that a joint meeting of CIS and Regional Association staff and leaders was held in June 15, 2007 at Brudenell.

It was agreed that working towards common statistics software programs should be prioritized among the Regions and CIS. Harmonization of software would result in reduced disparity and

inaccuracy, ensure timeliness of information sharing, enhance the quality of the university sport image and brand, result in economies of scale in purchasing software, and reduce human resource time spent on statistics.

The desired goal is to have CIS and RA's using the same packages in all sports by September 2010 at the latest.

In order to move this item forward it was agreed that an ad hoc committee be struck by the CIS Board.

**08-07-08                      Sheahan/MacPherson                      Carried**  
**To approve the terms of reference for the Ad Hoc Committee: Regional Association and CIS Statistics Harmonization (ANNEX B).**

<b>8.    Adjournment</b>
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The meeting was adjourned at 2:45 pm.  
Next Board Conference Call, October 9, 2007.

**Policies and Procedures  
80-Administration**

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<b>Policy Number:</b>	<b>80.100</b>
<b>Name:</b>	<b>Tax Receipt Policy</b>
<b>Origin:</b>	<b>Finance Committee</b>
<b>Approved:</b>	<b>August 2007</b>
<b>Approval Process:</b>	<b>Board of Directors</b>
<b>Revision Date(s):</b>	

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80.100.1     STATEMENT OF POLICY

80.100.1.1    It is the goal of the CIS Tax Receipt Policy to appropriately acknowledge donations to Canadian Interuniversity Sport (CIS), as a charitable organization in accordance with Canada Customs Revenue Agency (CCRA) requirements.

80.100.1.2    CIS is able to provide Charitable Receipts to individuals or companies donating funds due to status as a Registered Amateur Athletic Association. The Board of Directors of CIS has the responsibility to manage the operations of the program and ensure that there is not a violation of CCRA tax laws.

80.100.2     PROCEDURES

80.100.2.1    CIS can only issue tax receipts for gifts or donations which are not, expressly or impliedly, conditional upon CIS making a gift or donation to another person, club, society or association. Donors may state a preference as to the program to which the funds should be applied such as Universiades, World University Karate Championships, Vanier Cup, etc.

80.100.2.2    All funds will be applied at the discretion of the Board of Directors. Cheques for donations must be made payable to CIS.

80.100.2.3    CIS will deposit all cheques upon receipt and issue Charitable Tax Receipts. The date written on the tax receipt will reflect the day the donation was received at CIS's Office. Tax receipts shall be signed by the CIS CEO. CIS's office personnel will complete the tax receipt and send all completed receipts to donors.

80.100.2.4    If any consideration has been received by the donor as a result of his/her donation, i.e. dinner, team t-shirt, etc., the value of the consideration must be deducted from the amount donated in determining the amount to be receipted.

80.100.2.5 CIS will provide a replacement receipt if the original was lost or damaged. The new receipt will specify on it the original lost or damaged receipt number. This is in accordance with CCRA guidelines.

80.100.3 GIFTS IN KIND

If a donation is not of money, but of an asset, such as a piece of audiovisual equipment, an independent valuation will be obtained and a tax receipt issued for the amount of the valuation.

80.100.4 UNIVERSIADE AND WORLD UNIVERSITY CHAMPIONSHIP FUNDRAISING

80.100.4.1 As not all programs can be covered by CIS's annual budget, it is sometimes necessary for student-athletes to fundraise to cover the cost of travel, accommodation, and other program costs. In order for CIS to be able to issue tax receipts to individuals or corporations who contribute to these programs, strict rules must be adhered to.

80.100.4.2 As per 80.70.2.1.1, CIS can only issue tax receipts for gifts or donations, which are not expressly or impliedly, conditional upon CIS making a gift or donation to another person, club, society or association.

80.100.4.3 Tax receipts cannot be provided to individuals or companies who specify that they are giving a donation for the benefit of a particular individual.

80.100.4.4 All cheques must be made payable to Canadian Interuniversity Sport.

80.100.4.5 The date written on the tax receipt will reflect the day the donation was received at the CIS National Office. This date will determine which year the donation may be claimed by the donor for income tax purposes. If undue delays occur, and donations are received by the CIS Office in the year following the donation, receipts cannot be modified to reflect the day payments were issued by the donor.

80.100.4.6 Adopt-An-Athlete Program

80.100.4.6.1 CIS's Board of Directors has approved the establishment of an Adopt-An-Athlete Program to raise funds for the Universiades and World University Championships, to which sponsors will be able to make donations. Distribution of funds from the Adopt-an-Athlete Program will be approved by the Board of Directors on an annual basis taking into consideration funding received from Sport Canada and CIS's annual budget.

## **ANNEX B**

### **#9 Common Statistics Software Ad Hoc Committee Draft Terms of Reference Draft #2 – August 15, 2007**

#### **1. Objectives of the Common Statistics Ad hoc Committee**

- a) To have CIS and RA's using the same statistics packages in all sports by September 2010 at the latest.**
- b) To agree upon common definitions (i.e. what is a quarter-back sack) so that the statistics are being collected in a common fashion across Canada.

#### **2. Principles of the Ad Hoc Common Statistics Committee**

- a. openness and transparency in the process
- b. work together for economies of scale and the greater good

#### **3. Influencing Factors**

- a. rapidly changing technology
- b. sports fans have high expectations as it relates to sports statistics
- c. accurate statistics have a significant impact on the university sport brand
- d. limited financial resources of CIS and Regional Associations: the costs of statistics packages are significant so reasonable lead time needs to be given for a transition process
- e. an understanding of the 'at home' consequences, i.e., staffing, training and facilities, etc.
- f. the sport technical side (i.e. coaches) may want different data points collected than the communications side of the shop

#### **4. Responsibilities of ad hoc Committee**

- a) Develop a status report of what software packages are currently in use by CIS and RAs for all sports, including purchase price, annual maintenance fees, how much human resource time is required to update, perceived advantages and limitations etc.
- b) Survey Coaches Associations to determine what the "mission critical" data is that needs to be collected, and what additional statistics points are on their wish list.
- c) Survey ComSID to determine what the "mission critical" data is that needs to be collected, and what additional data points are on their wish list.
- d) Survey RA's to determine what the "mission critical" data is that needs to be collected, and what additional data points are on their wish list.
- e) Analyse the status report and feedback from Coaches, RA's and ComSID and reach agreement as to what elements will be included in a Request for Proposals.
- f) Develop and circulate a RFP.
- g) Review proposals and budgets. Shortlist, interview and select service provider.
- h) Develop a transition plan and a training plan.
- i) Produce a document which defines common definitions (i.e. what is a quarter-back sack) so that the statistics are being collected in a common fashion across Canada.

- j) Report to the CIS Board and RA executives at least twice a year.
- k) Establish an evaluation framework and timelines.
- l) Be mindful of opportunities in other technologies (i.e. film exchange) with a view to similar economies of scale and commonalities.
- m) Develop an ongoing process and timetable for determining collective statistics packages decisions and purchases.

**5. Membership in the ad hoc committee**

- a. CIS delegate
- b. AUS delegate (John Keefe)
- c. QSSF delegate (Jean-Philippe Tremblay will represent the QSSF)
- d. OUA delegate (Michelle Church has been appointed by OUA)
- e. Canada West delegate (Marc Weber has been appointed by Canada West)
- f. ComSID representative
- g. up to two at large representatives with content expertise

Staff support provided by CIS office.

**6. Term:** The term of office will be from the appointment of the members (Fall 2007 through to Fall 2010).

**7. Draft Time Frame / Workplan:**

subject to revision by ad hoc committee once they are in place

CIS Board approves the terms of reference for committee	Aug 2007
Call for volunteers to serve on the committee	Sept 2007
CIS Board appoints the committee members.	October 2007
CIS student intern develops and circulates status report survey.	Fall 2007
Develop a status report of what software packages are currently in use by CIS and RAs for all sports, including purchase price, annual maintenance fees, how much human resource time is required to update, perceived advantages and limitations etc	Winter, Spring 2008
Survey Coaches Associations to determine what the “mission critical” data is that needs to be collected, and what additional statistics points are on their wish list.	Winter 08/Fall 08
Survey ComSID to determine what the “mission critical” data is that needs to be collected, and what additional data points are on their wish list.	Summer 2008
Survey RA’s to determine what the “mission critical” data is that needs to be collected, and what additional data points are on their wish list.	Summer 2008
Analyze the status report and feedback from Coaches, RA’s and ComSID and reach agreement as to what elements will be included in a Request for Proposals.	Fall 2008
Develop and circulate a RFP.	Winter 2009
Review proposals and budgets. Shortlist, interview and select service provider.	Spring Summer 2009
Develop a transition plan and a training plan.	Winter 2010
Implementation of common statistics packages	Fall 2010
Evaluation of implementation	Summer 11 & 12