

June 6, 2000

Dear Member,

Thank you very much for attending a Cross Country Skiing “Think Tank” in March. As promised, Part 2 has been scheduled for

Monday, June 12, 200 Main Street, 7:00-10:00 p.m.

As Stewards of the Sport of Cross Country Skiing, your input and thoughts are needed and welcomed. I have enclosed a copy of the notes recorded on the flipcharts at the last meeting.

I have distilled a few thoughts for this upcoming meeting and they are:

- Get more skiing into the school programs
- Take ownership of the sports and its programs-it is up to “you”, not the other person
- Consistent dates for big events
- Lets stage some BIG events
- Need for a new kids program, “Kids of Snow”
- Better communication
- Ski Control of Windsor Park

Let’s identify “To Do” lists so that we can implement some of these ideas for the 2000/01 season.

I look forward to seeing you on that Monday; if you cannot attend please RSVP to me at 925-2287 (w) or 254-2631 (h) as we need to anticipate numbers for seating and coffee. If you have additional comments, please contact me at the above numbers or email them to me at brentb@wellwest.ca.

See you there,

Brent Bottomley
Chairman, CCSAM

Notes/ Discussion points from Think Tank I

Flip Chart Page 1

Schools

- Sanctioned By Morris (Manitoba High Schools Sports Association)
- HOW TO: input Teachers
- Not Necessarily Teachers
- ID schools with equipment

COSTS

- Find out how to get in
- Mobile ski school poor equipment
- FUN
- Timing of programs

Flip Chart Page 2

- \$\$ in Sport
- Media-mobilize
- Facilities-physical, Program there control
- Attractive-skis
- Trails-let people know

D.I.Y. (OURSELVES),

Into targeted schools,
Major Participation,
Plug in with charity

Flip Chart Page 3

Dan Vandal, Big Event, Star Event, Twinning with other group eg. Disabled,
Set Date for Provincials, Get into Grass Roots.

Flip Chart Page 4

Grass Roots Model??

C. (Community) Clubs place to ski

Social sport-BBQ after events

KIDS other sports models

Cycling-Tri-Soccer-Bring a friend-somebody took Kids of Mud-ownership

Explain to our members running-Running Room

Open events to all

Flip Chart Page 5

NEW KIDS MODEL

Rule Model-

1. Not restrict by age
2. Integrate with Provincial Team
3. Gap from Jr.-Ski Team
 - a. Regional Team eg. Zipmeisters, Track Attack
4. Intergroup-Integrate to events one facility

Rave Focus

Flip Chart Page 6

Raid from other sports-ID Target groups
Invisible

Golf-Facilities
Golf Pro
Rentals
Handicap System

Too Much Racing
Get people skiing
Attractions-Family
Provincial Team

Too youth focused -- Have Masters on Provincial Team

Flip Chart Page 7

Parental Involvement
MCA (recreation)
Expand recreational base
Ownership-who is stakeholder
Clubs take ownership of Windsor Park
Game Plan – Grass Roots Development

Flip Chart Page 8

ID Who will take ownership for our model
ID School blitz

Biggest bang for our \$\$
Partner with other sports e.g. Cycling
Clubs-what is going on and plug in
Lessons from Stores

More communication
Use List serve
Info on Web page

Flip Chart Page 9

Get info to media outlets
Get Ball Rolling

To Do: Contribute to list serve
Repost of events list

Specifically
Kids play area at facilities
Identify jackrabbits and leaders
Who does
Schools-Ken-Ihor-Ski Team
**athletes in school access
Jackrabbits-??????kids
Interschool or Intramural
**Sanctioning-Grammar

Flip Chart Page 10

Invite “cut” kids out
Recruitment
Tweak provincial program
Tweak Jr. Program
Revise the way we run races
Kids night separate
Events-Gear
Set “set” dates
Participation???
Loppet change name

Flip Chart Page 11

Events-(easy to do)
-mix tem up
-Relays
-Time prediction
-Relays-bring a friend
-Masters programs
-tie in clinics Biathlon

TO DO:
Time of skiing
Use list serve and race line

Jackrabbit calendar
ROYAL NAVY

Flip Chart Page 12

Change CCSAM Voice messages
Phone Tree
Jackrabbits
Ski Team

Outreach program
“flying doctor plus interiors”
Training Camps on Schedule

Flip Chart Page 13

Birdshill
Charity event
1 News Event
Criteria-athlete development model

Who will run clubs teams????
Prioritize-Big Goal
A List
B List
Action List
What is Important?

*****END*****

June 12, 2000

Think Tank Notes

Present

Brent Bottomley, Ihor Barwinsky, John McVagh, Peter Chernis, Harvey Peltz, Andy Dwilow, Doug Sinclair, Bill Mart, Al Siemens, Jason Carter, Sharon Bettes, Brian Sheridan, Bob Hudson.

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Rules

1. Only identify a problem if you can suggest a solution.
2. No such thing as a dumb idea.
3. We are the stewards-no other guy/girl.
4. The Chair is the Referee.
5. Don't forget Rule #1.

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Today:

Review last meeting

New Stuff

To Do's

Who takes ownership?

Schools

Ownership of Sport

Consistent dates for big events

Kids of Snow

Better Communications

Ski Control of Windsor

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Components

1. Provincial Team
2. Grassroots component
3. Office/Admin component
 - a. Data Base
 - b. Report on out of province info, e.g. Burn Fund
 - c. Bingo notices
 - d. Clinic dates
 - e. "Who do I call?"

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Provincial Team component

Funding

Coach

Team

Coach

Ski Team Committee

\$

Identification of talent

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Priorities-Big Ones

To Do's

- Ownership (Who?)
- Communications
 - Staff-members
 - Media relations
 - Big events, swap, team success, special events
- Events
 - Fun Stuff-Events Chair
 - Corp. Challenge
 - Day Care
 - Relays
 - Wed. Nt.-Bob Hudson
- Kids of Snow
- School Ski
 - Vern Zatwarnicki, Ken Krawchuk
- Windsor
 - Specific help &Lobbying help
 - Pulk rentals
- Fundraising
 - Tracking, web site banners, Corporate Sponsors
 - Ski Team
 - Exec. Director

End