

Minutes of the Sea King Retirement Steering Committee
Meeting on 12 May 17 held in the Hornets Nest, Arundel Castle

Attendees:

Col (Retd) John McManus (Webmaster)- Acting Chairperson
Col (Retd) Ian Lightbody (by telephone)
Maj Dale Arndt (Secretary/Sponsorship OPI)
Hon Col Mike Sudul (Treasurer)
Maj (Retd) Phil Redgrave
Col (Retd) John Cody (by telephone)
Maj (Retd) John Latimer
Maj (Retd) Peter Bey (Roger's Chocolate/Royal Canadian Mint/Canada Post OPI)
MWO (Retd) Paul Peacey
Col (Retd) John Orr
Capt (Retd) John Reilly
Christine Hines (SAM) (by telephone)

Absent:

Capt Don Leblanc (Commemorative Painting OPI)
Capt(N) (Retd) Kevin Carle (Public Affairs Advisor)
Mr Jeff Morris
Maj (Retd) Howie Ballantyne (Guest Speaker OPI)
Col (Retd) Wayne Krause
LCol (Retd) Dan Burden (Commemorative Coin OPI)
Sgt Greg Forsyth
LCol Shawn Williamson (CO 443 Sqn)
Sue Bergeron (CFMWC Esquimalt)

1. The meeting was called to order at 1204hrs by the acting chair, John McManus.
2. Ian Lightbody noted in his opening remarks that he thought that the early planning had progressed well and that now was the time for the detailed work to begin to progress. The next major milestone that must be achieved in order to make significant progress was the establishment of banking services with CFMWC. Maj Arndt introduced Maj Sarah Thornton. She will be taking over as acting secretary from 01 Jun-30 Sep 17 as Maj Arndt proceeds overseas on an operational tasking.
3. The previous minutes were reviewed and adopted as published. It was noted by Ian Lightbody that all future agenda and minutes would be published to the soon to be created Sea King Retirement website.

Old Business

4. Maj Arndt briefed the results of the meeting with CFMWC Esquimalt, in which it was determined that an initiating directive from Comd 12 Wing along with a budget/business plan and a sponsorship plan would be enough to establish the Sea King Retirement

Committee as a CFMWC entity. As the current total expected budget for Sea King Retirement activities is well under \$250K, this can all be approved locally within CFB Esquimalt, without CFMWC National input. Sue Bergeron, will begin to attend our meetings as the CFMWC representative. A serving military member with the correct NPP courses (Maj Arndt has those courses) will then require a delegation of authority to oversee the expenditure of non-public funds. Peter Bey asked a questions concerning how sponsorship worked. Maj Arndt explained the sponsorship coordinator at CFMWC Esquimalt would be provided with a list of our prospective sponsors and she would make the official requests. This is to protect the CF both legally and ethically. John Latimer asked for an update on the guest of honour invitation. That letter has gone through Comd 12 Wing to the RCAF and must clear the CDS Office. There is no update on the progress in this area.

Budget

5. Mike Sudul presented the first budget (attached). In it, he highlighted two high risk items of merchandise: the Coffee Table book and the Rogers Chocolates, based upon unit cost and number required to be sold before a profit point could be reached. After clarification was provided by John Orr to the unit price of the coffee table book, it was decided that it was actually a medium risk item. The gala event to be held in Arundel Castle is currently being budgeted for \$100.00 per ticket, but this price will likely change if enough sponsorship can be obtained and once better fidelity can be obtained on catering costs. All current and future versions of the budget will be posted publically to the Sea King Retirement website at: www.skr18.ca

New Business

6. Sponsorship. Maj Arndt briefed the current list and received three additional suggestions from the floor. It was decided by the Committee that due to potential sensitivities around sponsorship before an official commitment has been received from company or organization, a list of potential sponsors would not be made publically available, outside the Committee, until a sponsor had a signed agreement with CFMWC.
7. Coffee Table Book. John Orr briefed the results of the meeting with Island Blue Printing, Victoria. They are prepared to produce a 100 page soft cover book with French flaps at the cost of \$6000 for 250 copies. This includes a design and set up services. Additional orders could be made if the initial order sells well. What is needed now is a design committee to be created to select photos representative of the entire history of the Sea King. That action was tabled for a later meeting. An initial discussion was held on potentially numbering the copies and a selling price of \$50.00.
8. Challenge Coin. The OPI, Dan Burden, was not present. The supplier, CPO2 Bungay, has been away at sea recently and unavailable. Nonetheless, it was decided that the motto on the coin should read "Wing for the Fleet" vice "End of an Era". Mike Sudul briefed that, on an order size of 500, the break-even point would be around 234 coins sold (final

cost/selling price dependant). Christine Hines offered ample caution about differential pricing if the coin was offered for sale at the Shearwater Aviation Museum and out of the 443 Sqn kit shop simultaneously as she is required to remit HST in Nova Scotia and has both point of sale and PSP costs. This was noted and will be taken into account when pricing the coin.

9. Painting. NSTR as Don Leblanc was absent due to the Flying Program. It was suggested that the eventual painting would also make a good cover for the Coffee Table book. The Committee deemed this to be a good idea. A question was asked about reproductions. It was confirmed that the artist will retain the reproduction rights, but will be asked to make reproductions available for sale in a format yet to be determined.
10. Webmaster. John McManus registered the domain name www.skr18.ca. This will be the central point of contact for advertising the upcoming retirement events. John also agreed to create an online survey to gauge interest in attending various events and buying various merchandising.
11. Rogers Chocolates. Peter Bey briefed his correspondence with Rogers Chocolates and reiterated that they were looking for a firm commitment of 2500 units at a cost of 12.99/unit with a sale price of \$21.99. Based on the financial analysis from the treasurer, this item was deemed by the entire Committee as too high risk and has been dropped as an active item.
12. Canada Post/Royal Canadian Mint. No further updates or correspondence is expected from either entity much before fall 2017.
13. Meet and Greet. Dale Arndt briefed the Committee that he has obtained a commitment from the C&PO Mess and the Pacific Fleet Club in Esquimalt to jointly host the event at no cost to the Committee (each mess would retain all bar profits). The adjacent facilities can together host approximately 750 people, in 4 or 5 different rooms/bars, which could lend to various room theming or to a “pub crawl” type theme.
14. Public Affairs. Kevin Carle was absent, but he provided an email update that he was looking to meet with the editor of the Victoria Times Colonist for advice on marketing the Sea King Retirement story.

Items From the Floor

15. John Reilly suggested that a nice Raffle item for the Gala Dinner might be a copy of the Sea King weather vane mounted on Arundel Castle. He promised to investigate with the maker, prior to the next meeting.
16. The meeting was adjourned at 1330hrs. The next meeting will be held in the Hornet’s Nest, Arundel Castle, 1000hrs 23 Jun 17. The new, earlier time will facilitate easier East Coast telcon participation.

Consolidated OPI List

Committee Chair- Ian Lightbody
Committee Secretary- Dale Arndt
Sponsorship- Dale Arndt
Coffee Table book- John Orr
Coin- Dan Burden
Painting- Don Leblanc
Webmaster- John McManus
Canada Post and RCM Commemoration- Peter Bey
Guest Speaker List- Howie Ballantyne

DB Arndt
Maj
Secretary- Sea King Retirement Committee

<approved via email>
John McManus
Col (Ret'd)
Acting Chairperson- Sea King Retirement Committee

SM Williamson
LCol
Commanding Officer
443 (MH) Sqn

Attachments: 1