

Minutes of the Sea King Retirement Steering Committee
Meeting on 31 Jul 17 held in the Hornets' Nest, Arundel Castle

Attendees:

Col (Retd) Ian Lightbody (Chair)
Col (Retd) John McManus (Webmaster)
Hon Col Mike Sudul (Treasurer)
Hon Col (Ret'd) Jeff Morris
Capt(N) (Retd) Kevin Carle (Public Affairs Advisor)
Col (Retd) John Cody (by telephone)
Col (Ret'd) Brian Akitt (by telephone)
Col (Retd) John Orr (by telephone)
Col (Retd) Wayne Krause
LCol Travis Chapman (CO 443 Sqn)
LCol (Retd) Dan Burden (Commemorative Coin OPI)
Maj (Retd) Phil Redgrave
Maj (Retd) John Latimer
Maj (Retd) Peter Bey (Royal Canadian Mint/Canada Post OPI)
Capt (Retd) John Reilly
MWO (Retd) Paul Peacey
Melissa Atkinson (by telephone)

Absent:

Christine Hines (SAM) (by telephone)
Capt Don Leblanc (Commemorative Painting OPI)
Maj Dale Arndt (Secretary/Sponsorship OPI)
Maj (Retd) Howie Ballantyne (Guest Speaker OPI)
Sgt Greg Forsyth

1. The meeting was called to order at 1200hrs by the chair, Ian Lightbody.
2. Ian Lightbody welcomed the new CO 443 (MH) Sqn in his opening remarks. The chair focused attention on the issue of sponsorship as the key item for discussion at this meeting. The previous minutes were 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. Ian Lightbody also identified Col (Ret'd) McManus would be filling in as acting Chair until further notice. The floor was then turned over to Melissa Atkinson to review the details of her email and open the issue for discussion.
3. Sponsorship. As the main focus of the meeting, Melissa led with an overview of the requirements for sponsorship and the role of PSP in NPF management. NPF is designed to support CAF/ DND employees. The sponsorship for meet and greet and gala dinner meets those requirements.

The first question raised was with respect to seed money for the events. The initial attempt was to secure a loan from the 443 (MH) Sqn mess. Unfortunately, this proposal was rejected by the Mess Committee. John Cody revealed that the 50th anniversary celebrations had been fed initially by the Committee members themselves with some support from CNAG. All loans were repaid upon the settlement of financial affairs. However this process took almost three years. This option was not met with much support by the committee. Melissa Atkinson suggested that Sue Bergeron could look to secure a high volume NPF credit card for the event in order to place deposits for venues etc. prior to the raising of any funds.

Discussion then turned to sponsors and the sponsorship targets. Mike Sudul identified that 60,000\$ had been the aim with any profits to be given to the SAM. (The NPF status of the SAM still required formal confirmation by Melissa Atkinson). Mike Sudul reiterated that the budget stilled required vetting as those numbers were based on a WAG regarding costs, profits and 100% sales. Much discussion ensued regarding targets, sponsorship levels and donation arrangements. 10% slush was the profit margin for the 50th anniversary and seen by the committee as an adequate number. However, there was unanimous agreement that defined targets for each sponsor may leave the event short so much be approached cautiously. John Cody was to find the documents for the 50th, with the support of CFB Halifax PSP, which could provide some framework for both Melissa and the Committee to begin assessing the way ahead with the various sponsors. Varying levels were identified for the 50th with descending scales on the package advertising in return. Brian Akitt received support for his suggestion that Sikorsky and IMP should be given the opportunity to be the primary sponsors for the event due to their relationship with the Sea King. Kevin Carle introduced the notion of a media sponsor. Though not used for the 50th, it was seen as a great initiative and would be reviewed through the Wg PAO.

John Orr raised the issue of the Shearwater 100th anniversary celebrations to be held in August 2018. Though a separate event, the sponsorship pool would be similar. Coordination would be required sooner rather than later including the sponsorship. LCol Chapman offered to look in to the coordination at the Wing level with Wayne Krause on the sponsorship side.

Brian Akitt highlighted that corporate budgets are being addressed now rather than in the timelines of the standard government cycle. He underlined the importance to address this soonest in order for sponsors to protect funds in next year's budget.

Other key possible sponsors were raised following the revelation from John Cody of tremendous support given by the City of Halifax. In spite of the dissimilar municipal framework, the suggestion was met with support and North Saanich, CRD and Town of Sidney were to be included for consideration.

It was agreed that the list would be collated and sent to the committee members to review. Those members having a personal relationship with a particular sponsor should be identified to make the initial inquiries and secure an initial amount (warm

introduction). All formal commitments would be followed up by PSP with the appropriate paperwork. All sponsors would be vetted in advance in order to ensure they were not in current contract negotiations or ineligible for other reasons.

Sarah Thornton was tasked to collate the list and send to the Chair for review and dissemination to the committee. John Cody and Kevin Carle would present their various sponsorship matrices for consideration to the committee to apply as appropriate to SKR18. The sensitivity of this list was reiterated.

The question of a logo for the event was raised. John McManus stated that the one used on the website was an interim one but all committee members would be happy to have Melissa's team design one to be used through for such items as patches, advertising, etc.

Old Business

4. Support Update. Brian Akitt updated the committee on his discussions with senior CAF leadership. Brian met with VAdm Lloyd who expressed full support for the initiative. LGen Hood was unavailable. However, he did meet with the DComd, MGen Tammy Harris. She also expressed her support but has since retired. Unknown at this time if the plan has been discussed further within RCAF lines.
5. Challenge Coin. Dan Burden re-opened the discussion on the coin. Agreement was reached to include RCN-CAF-RCAF. Cost has been confirmed at 14\$ per coin. Coins will be sold by the SAM and the 443(MH) Sqn kit shop. Only price differential will be the relative provincial sales taxes. Budget currently has the coins being sold for 30\$ each. Some discussion ensued regarding the acceptable price point of 20-25\$. No decision was recorded on this issue.
6. Coffee table book. No update.
7. Painting. NSTR as Don Leblanc was absent due to the Flying Program. Chairman, Ian Lightbody confirmed that he would be purchasing the painting for donation to the SAM.
8. Webmaster. John McManus has created a password protected folder imbedded in the website www.skr18.ca. This will allow committee members to access key documents online. Login and password will be disseminated to Committee members.
9. Canada Post/Royal Canadian Mint. No further updates or correspondence is expected from either entity much before fall 2017.
10. Budget. Mike Sudul confirmed the budget that is on the website is the most current. He suggested that this needed scrutiny from the committee members to ensure it is accurate moving forward. All current and future versions of the budget will be posted publically to the Sea King Retirement website at: www.skr18.ca
11. Meet and Greet. No update.

12. Public Affairs. Kevin Carle confirmed that he had contacted the various PA entities and would present a draft proposal shortly.
13. Weathervane Raffle. John Reilly updated the committee on the requirements for lottery licence in BC. The key aspect of the discussion was that the revenue generated from a raffle must be donated to charity and therefore cannot be used for the SKR18 at this time. Discussion ensued regarding the price per ticket, number of tickets, charitable status or recipient of the charitable donation. Many questions remain to be answered including the selling of tickets outside of BC, revenue to offset shipping costs, and the possible charitable status of the SKR18. Mike Sudul offered to provide the materiel costs for the manufacture on the understanding that he will be reimbursed once the details are finalized.

New Business

14. Airframe Paint scheme. Maj Trevor Cadeau, 443(MH) SAMEO, has been considering the possible options regarding Airframe paint schemes. The initial proposal would be to have one airframe painted in the original RCN paint scheme. The paint scheme that the Sea King was introduced with, was previously painted on an aircraft in Shearwater and as such the paint scheme / drawings etc should be readily available to reduce the Level of Effort associated with this. If that is not supportable, the only DND facility capable of painting of an entire airframe is located in Trenton. This tasking would need high level support and to be de-conflicted with the annual CF-18 airshow paint scheme as well as other priorities. The other option which can occur concurrently would be to have decals for the remaining airframes possibly with the logo/ patch that will be created for SKR18. Someone must be identified ASAP to devote the effort to oversee and keep everything moving. SAMEO can provide guidance, but unfortunately does not have the capacity to push it.

Items from the Floor

15. Patches. Should be coordinated with either logo or standard Sea King patch. However, the interest of the unit in designing one for the event was to be investigated.
16. YAW 100. As raised during the sponsorship discussion, close coordination in sponsorship and support should be ensured. CO 443 and Wayne Krause were identified to make initial investigations on this matter.
17. The meeting was adjourned at 1245hrs. The next meeting is to be held in mid Sep. Email to follow for coordination.

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

S.Thornton for
DB Arndt
Maj
Secretary- Sea King Retirement Committee

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

TJD Chapman
LCol
Commanding Officer
443 (MH) Sqn