

Minutes of the Sea King Retirement Steering Committee
Meeting on 24 Mar 17 held in the Hornets Nest, Arundel Castle

Attendees: Col (Retd) Ian Lightbody (Chairperson)
Maj Dale Arndt (Secretary/Sponsorship OPI)
Hon Col Mike Sudul (Treasurer)
Capt(N) (Retd) Kevin Carle (Public Affairs Advisor)
Mr Jeff Morris
Maj (Retd) John Latimer
Maj (Retd) Peter Bey (Roger's Chocolate/Royal Canadian Mint/Canada Post OPI)
MWO (Retd) Paul Peacey
Maj (Retd) Howie Ballantyne (Guest Speaker OPI)
Col (Retd) Wayne Krause
LCol (Retd) Dan Burden (Commemorative Coin OPI)
Col (Retd) John Orr
Sgt Greg Forsyth
Capt John Reilly
LCol Shawn Williamson (CO 443 Sqn)

Absent: Mr Phil Redgrave
Col (Retd) John Cody
Col (Retd) John McManus (Webmaster)
Capt Don Leblanc (Commemorative Painting OPI)

1. The meeting was called to order at 1210hrs by the chair, Mr Ian Lightbody.
2. The Commanding Officer of 443 Sqn, LCol Shawn Williamson was given the floor to welcome the committee members and to provide an update on the status of the capstone documentation including the WComd Tasking Order and the Royal Invitation. He also noted that the incoming WComd, Col Sid Connor, would be visiting the Sqn in early Apr 17, thus providing an opportunity to brief him on the Sea King Retirement Concept. He also briefed that the incoming CO, Maj Travis Chapman, was aware of and fully supportive of the current status of the Sea King Retirement Committee activities. In regard to the Gala Event in 2018, LCol Williamson noted that Mr Kevin Newman had been contacted about potentially being the MC for the retirement dinner.
3. Ian Lightbody thanked LCol Williamson. The following additions to the committee were introduced: Capt(N) (Retd) Kevin Carle- A retired Public Affairs Officer; Capt John Reilly- possibly the longest continuously serving Sea King pilot in Canada and Sgt Greg Forsyth- Sqn Historian.
4. The previous minutes were then reviewed and adopted as published.

Old Business

5. Maj Arndt briefed the current list of potential sponsors (attached) and requested that any suggestions for additions be emailed to him.
6. John Orr updated the committee on the status of the Coffee Book Table. He noted that Shearwater Aviation Museum Curator had already largely assembled the required photos and that the last few deploying Sea King Detachments from 443 Sqn would be counted upon to document events as Sea King Operations at Sea come to a close in 2018. He estimated that around \$20K in funds would be required upfront to print the books, which would then retail for approximately \$20.00 each. It was suggested that Island Blue might be interested in fronting the printing costs, as a sponsorship donation. This was noted for follow up action by the Sponsorship OPI. There were several questions from the committee members on the quantities to be printed; selling price versus profit margin and overall marketing strategies.
7. The Committee members voted to ask John McManus, as webmaster, to create an online survey linked to the Sea King Retirement page on Facebook, in order to gauge the amount of interest in attending the Sea King Retirement Ceremonies in Victoria 2018 and for the amount of interest in purchasing various items of merchandising. This survey will give the committee a better sense of venue and catering choices, as well as an idea of how quickly various merchandise items may sell.
8. Dan Burden briefed that CPO2 Bungay, Sea Trg Atlantic, is ready to order commemorative coins, pending final design approvals and direction on where to send the coins for sale. The cost to the Committee was likely to be approximately \$14.00 each with a selling price of \$25-30 each. They would be delivered with a vinyl sleeve, in order to keep costs down. The Committee chair asked that the design be circulated to the committee members by email with a view of finalizing the design by end Mar 17. The quantity to be ordered was thought to be 510, but this needed to be checked against the quantity ordered for Sea King 50th celebrations, to make sure that too many were not purchased. In order to take advantage of the last flight of the Sea King on the East Coast by end of 2017, it was hoped that the coin could be produced and delivered for sale not later than the summer of 2017. This was contingent on establishing banking with PSP by then. The discussion on coins led to a broader discussion about warehousing, point of sale (Canex.ca? Shearwater Aviation Museum? 443 Sqn kit shop?) and merchandising strategies in general. It was agreed to make merchandising a separate topic of its own for discussion at the next meeting.
9. Don Leblanc was absent due to leave, but it was agreed by the Committee that the artist, Mr Pete Robichaud could be trusted, given his long history with 12 Wing Shearwater, to produce a concept design (for committee approval) that would then accurately capture the essence of the Sea King in service. The original painting, once produced, would be presented to the Shearwater Aviation Museum for safe keeping. The painting will be funded through a combination of corporate sponsorship and donations collected from former 12 Wing Commanders/423, 443 and 406 Sqn Commanding Officers. Prints should be produced in time to be sold for late summer/fall of 2018.

10. Peter Bey received a response letter from each of Canada Post and the Royal Canadian Mint concerning the proposal for a commemorative stamp and coin. Both organizations are considering the matter and will indicate whether the proposal is accepted or not, in due course. Kevin Carle volunteered to contact an associate, who was previous successful in obtaining Canada Post support for the RCN Centennial Stamp, for advice.
11. Peter Bey briefed that Rogers Chocolates was cautiously interested in making commemorative chocolate tin similar to what was produced for the Centennial of the RCN. Rogers wants to see a marketing/business plan; will need to approve the cover art work; needs 3 months lead time and must have a minimum order size of 2500 units. They are cautious, as the Submarine Centennial project in 2014 has left them with nearly 1000 remaining tins to sell. The retail price of the tins will be \$21.99. It is currently unknown what the profit margin for the Committee would be at that price point. The Committee left this item open, but several committee members noted the high apparent amount of risk in this item, relative to the profit margin. It was suggested by Wayne Krause that an alternate item, such as a cedar box containing smoked salmon and decorated with an original West Coast first nations motif might provide a better risk vs return, while still satisfying the niche of a unique “west coast” souvenir item.

New Business

12. Maj Arndt briefed that venue selection for the proposed meet & greet remains challenging, particularly on the Saanich Peninsula. The BC Aviation Museum has indicated that they are willing, as a last resort, to empty their back hangar (for a price!), but this option comes without parking and would requiring shuttling from the nearby ball diamonds. The Royal BC Museum is an option and can accommodate up to 1000 people. Jeff Morris agreed to speak to the owner of Shell Aerocentre to see if he would be willing to host this event. Secretarial note: Subsequent to the meeting, Maj Arndt spoke to the Steward in charge of the Pacific Fleet Club at Dockyard. This club has a standing room capacity of over 500 and can be obtained for free. Coupled with the adjacent CPO Mess, a standing capacity of nearly 1000 could be accommodated between the two facilities. This has the advantage of involving more RCN personnel in the celebrations and offering the potential to “theme” various rooms either by era or by unit and next to no cost to the committee.
13. Maj Arndt will investigate with Christine Hines on what the current stock of Sea King Desk models are at the Museum Kit shop and how many can be moved out to the west coast for sale at the retirement ceremonies in 2018.
14. Kevin Carle has agreed to provide Public Affairs advice to the Committee. He has also agreed to investigate the potential of interesting a television network in producing, at no cost to the committee or the Crown, a documentary to be aired in 2018 concerning the history of the Sea King in Canada.

15. Maj Arndt has been tasked by the Committee to investigate with AETE Cold Lake on how much archived trials video they possess on the Sea King.
16. Secretarial Note: Ian Lightbody, Mike Sudul and Dale Arndt met with Ms Danielle Sutherland, Director PSP Esquimalt on 27 Mar 17. She will begin sitting as a member of the Committee, IAW current CFMWS direction, commencing with the 12 May 17 meeting. She was able to provide significant clarification and guidance on the staffing process for bringing Committee activity under the aegis of CFMWS- something the Secretary will be committed to carrying out over the coming month!
17. The meeting was adjourned at 1320hrs. The next meeting will be held in the Hornet's Nest, Arundel Castle, 1200hrs 12 May 17.

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
Rogers Chocolate- Peter Bey
Canada Post and RCM Commemoration- Peter Bey
Guest Speaker List- Howie Ballantyne



DB Arndt
Maj
Secretary- Sea King Retirement Committee

<approved via email>
Ian Lightbody
Col (Ret'd)
Chairperson- Sea King Retirement Committee



SM Williamson
LCol
Commanding Officer
443 (MH) Sqn

Attachments: 1

Arndt Maj DB@443 (MH) Sqn Ops@Esquimalt

From: Ian Lightbody <cav8tor@icloud.com>
Sent: March-29-17 11:57 AM
To: Arndt Maj DB@443 (MH) Sqn Ops@Esquimalt
Subject: Re: Minutes

Good to go.

Sent from my iPhone

> On Mar 29, 2017, at 14:42, Dale.Arndt@forces.gc.ca wrote:

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> Note new para 16- for approval.

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> -----Original Message-----

> From: Ian Lightbody [mailto:cav8tor@icloud.com]

> Sent: March-29-17 11:00 AM

> To: Arndt Maj DB@443 (MH) Sqn Ops@Esquimalt <Dale.Arndt@forces.gc.ca>

> Subject: Minutes

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> I just had a thought after I sent the email about them, how about adding a secretarial note about meeting PSP? A few sentences at most outlining our major tasks ahead with them.

>

> Ian

> <Minutes 24 Mar 17.docx>

Potential Sponsorship- Sea King Retirement

1. Viking Air- CEO Dave Curtis (250-656-7227)
2. General Dynamics Canada- Sam Michaud, Executive Program Manager MHP (703-876-3000)
3. Sikorsky Aircraft Ltd (part of Lockheed Martin)- Mr Paul Jackson (203-386-7143)
4. Vector Aerospace- 604-514-0388
5. IMP Group- CEO Mr Ken Rowe (902-873-2250)
6. Pratt and Whitney Canada, Montreal- Community Involvement (450-677-9411 ext 72354). Pratt & Whitney's predecessor manufactured the Canadian Sea Kings at their Montreal facility 1964-67.
7. Lockheed Martin Canada- Cindy Tessier (613-762-5753)
8. Victoria Shipyards Ltd- donations@seapan.com
9. Irving Shipyards- Kevin McCoy, President, Irving Shipbuilding
3099 Barrington St, Halifax, NS B3K 5M7
10. Falck Safety Systems, Ltd- 902-466-7878
11. Curtis Wright Defence Systems- 904-275-5300. Manufacturer of the Helicopter Hauldown Systems for our warships.
12. Island Blue Printing- 250-385-9786 ext 4 (donation in kind- printing of coffee table book?)

