

# BOARD OF DIRECTORS of the CANADIAN BROADCASTING CORPORATION Minutes of the Meeting held on

July 27, 2012 CONFERENCE CALL

## <u>Members of the Board present:</u>

Rémi Racine, Chairperson of the Board

Hubert T. Lacroix, President and CEO

Edward Boyd

Peter Charbonneau

George Cooper

Pierre Gingras

Terrence A. Leier

Patricia McIver

Brian Mitchell

Edna Turpin

# Members of the Board absent:

Marni Larkin (not sworn in at the time of the meeting)

#### In attendance:

Maryse Bertrand, Vice-President, Real Estate, Legal Services and General Counsel Bill Chambers, Vice-President, Brand, Communications and Corporate Affairs Tranquillo Marrocco, Associate Corporate Secretary Stéphanie Duquette, Chief of Staff to the President and CEO

### Opening of the Meeting

At 11:30 a.m., the Chairperson called the meeting to order.

#### 1. Bid for the Canadian Media Rights for the 2014 and 2016 Olympic Games

Hubert T. Lacroix provided an update on the status of the negotiations with the International Olympic Committee (IOC) and presented a strategy to conclude the negotiations.

Board members inquired about how the IOC would ascertain our costs, what, if any, material changes in the environment could impact the proposed business plan, whether a more flexible negotiating mandate should be given to the President and CEO, the profit margins of previous Games,

Bill Chambers explained the communications strategy if CBC\Radio-Canada wins the media rights. Board members then commented on the proposed communications strategy and media lines.

On a motion duly moved and seconded, **IT WAS UNANIMOUSLY AGREED**, - That, further to the resolution of June 20, 2012, relating to a bid for the media rights to the Olympic Games

Adj	ournment	
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At 12	2:00	n.m.	the	meeting	was	adiou	ırned
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s.18(b)

s.21(1)(b)

s.21(1)(c)

s.18(a)		
	Chair	
	Secretary	