



CAMBRIDGE MINOR LACROSSE ASSOCIATION

BOARD MEETING MINUTES

Tuesday, January 11, 2022

Committee Members in Attendance: Cara Moore, Deana Ezekiel, Brady Campbell, Genevieve Oberlel, Dan Beaudoin, Jeff Lankowski, Leigh-Ann Radley, Katrina Campbell, Deana Ezekiel, Erin Hall, Jason Whissell, Jason Gillespie, Charmain Rushton-Teynecke

Members with Regrets: Richard Haan, Mark Kooting,

AGENDA

- January Agenda
- Directors Reports
- House League Update
- Coaches Interviews & Final selections
- Jerseys
- Marketing (What have we decided on)

Meeting Called to Order By: Jeff at 7:04

Seconded by: Cara

Motion to accept last months minutes: Jeff

Seconded by: Charmaine

Jeff Lankowski – President

- Club compliance has been sent in and approved by OLA.
- Sat down with the Jersey committee and went over a few changes we would like to see. Information sent to Mike. (#'s will be higher on the sleeve and closer to the shoulder. Change strips to 1" and gain 2" on white section of arms. Will make sure diamond is added to the white. Every child matters logo, unable to be used as NLL wont let us, has provided a feather sample with writing on it.)
- Talked about providing shorts, polo, dry fit to all (Is this still possible if we go with embroidered jersey front?)
- Embroidery \$15000 or Sublimation \$12000 for the jerseys:

Motion: Brady - We spend the \$3000 on Embroidery -

Vote - Yes - 7

No -

Motion Carried

- Northern Lights has reached out to us and wants to run camps in Cambridge in the summer. We ran into problems when we supported some programs and not others but we can't stop them from running camps but we will not support them. Cara believes we need to be careful who we affiliate ourselves with!

Next Month

- Coaches interview with Erin

Richard Haan – Vice-President

- No report submitted

Dan Beaduoin – Director of Equipment

- No report submitted.

Cara Moore, Sponsorship & Fundraising

- investigating grant opportunities
- has created a calendar to keep track of all the grants that we have applied for soe we won't miss any opportunities in the future.

Next Month

- continue seeking grant opportunities

- make a calendar of grant application timeframes/deadlines
- Meet with Kidspire to determine details of their plans
- Determine what other opportunities we can pursue in conjunction with their sponsorship activities

Erin Hall- Rep/Travel Director

- I have scheduled coaching interviews for Jan 18 and 19 via Zoom
- Erin, Jeff, Brady and possibly Richard will conduct the interviews
- We have 6 applicants

– Paperweight Director

- Who are we using this year for this program - Troy or Tom

Katrina Campbell - Register.

- No report submitted

Genevieve Oberlea- Scheduling Director

- Contacted all community fields and gyms about Try It Lacrosse. Contacted Al Sypes and YMCA as well and still nothing for Jan or Feb try it or tryouts before Cambridge arenas are open. Now due to lockdown not sure what will be available and when.
- Submitted template for City floor reservations
- Still working with OLA for help with scheduling and template

Next Month

- Follow up for tryouts in March (March 21 to April 1) with The Core and Queensmount - wont have info until later in January
- Complete spreadsheet to track floor time and plot out practices and games.

Brady Campbell – Director of Coach and Player Development

- Update on Jr application
 - Niagara Junior B is interested in selling the team to us. Expecting to hear back from them this month. Once the determination has been determined a meeting will be arranged to work out the details of the sale.
 - We have the support of the City as well as the mayor and willing to give us letters of recommendation,
 - Hoping to have our home arena as Galt and home games will be either Friday/Saturday nights.
 - Should have everything ready to go by March t submit our application,
 - We need sponsors. Minimum dollar value for sponsorship - Bronze, Silver, Gold, Platinum
 - Cara is to look at other Junior B teams and see what they are doing and put together a package

- See if Jeff is able to lend out his work for coaching lessons-Yes Jeff's work is available for this

Jason Whissell – Director of House league

- Had an initial discussion with the Zone H/L Director to start planning for the upcoming season
- Considering rebranding H/L to something like “local lacrosse recreation and development league” as it's not really a house league, there is some travel.
- What divisions do we want for the season Tyke and Novice for sure, are we doing a Peewee league?
- What is the Schedule for this league going to be?
- you can't play house league and rep at the same time - it's one or the other!
- We should probably try to only have at least 1 team for each age group unless the numbers support a 2nd team for that age group.

Next Month

- Continue to work with Tricia Chiton (zone house league director) and the other neighbouring associations to establish the zone 8 house league for next year.
- Participate in Jr B sub committee
- Need to figure out what we are doing with Paperweight and working on the contracting piece with a third party provider to run the program.

Deana Ezekiel – Director of Special Events

- No report submitted

Sandi Merritt - Director of Marketing

- Send an updated plan with a request for consensus to move forward.
- Suggested major marketing dollars be reserved for a more "normal year".
- Requested specific info needed ie business number. Awaiting those replies.
- 519 sports does not do videos - can they do interviews with our notable players Taylor, Elijah?
- We will be using the mobile ad option once we get back to “normal” to advertise for registration

Next Month

- For Feb/Mar will move forward as directed.

Jason Gillespie – Director of Media

- Has been talking with Taylor Coghlin and she is willing to do an interview. She has the questions and will answer them via Video
- Jason to reach out to Tyler Frances as well to do a video

Mark Kooting -Chief Referee

- No report submitted

Leigh-Ann Radley – Secretary.

- No report submitted

Charmaine Rushton-Teynecke -Treasure

Financial update Jan 2022

INCOME

Balance Forward	36,266.39
Bingo	3,336.72
Total	39,603.11

DEBIT

2021 Equipment	1,052.83
OLA one team payment	341.00
Bingo Shirts	416.97
Storage Unit 2022	1,519.05

Balance t 36,273.27

NEW BUSINESS

Re-Branding:

- We need to give a hard deadline for the jersey mock up. We need to set a clause in the contract with penalties if they don't meet the dates.
- Deana to be the contact person with the company and send an email- Mockup deadline is January 31 that we can review and approve. We want a full price breakdown of shirts, polos and warm up shirts. The board will make a decision by February 4 and the final jersey delivery date will be March 18. If the order has not been delivered by April 1 we reserve the right to cancel our order with full refund for any monies paid. Between March 18 and April 1 there will be a 5% discord per week. Dean to ask what the payment expectations are.
- Once teams are picked there will be a sizing date on April 3 with specifics times for each team. Final delivery date for the shorts and shirts will be May 2 otherwise there will be a penalty.
- Sub committee to meet after January 31 and make a final decision and bring to the board.

- Possibility of buying the “Every Child Matters” stickers for the players Helmets!

ACTION Jason to investigate the “Every Child Matters” sticker option and report back to the board at the next meeting

Jeff needs to reach out to Eddy to see how we go about getting Katina trained as the new registrar. Deb might have to train Katrina.

Close of Meeting Moved by: Jeff

Seconded by: Cara

That the Cambridge minor Lacrosse Association meeting of Tuesday, January 11, 2022 be adjourned at 9:20 pm hours.

Next Meeting Tuesday February 8, 2022 at 7:00 pm