#  CAMBRIDGE MINOR LACROSSE ASSOCIATION

 **BOARD MEETING MINUTES**

 Monday, December 11, 2023

# Committee Members in Attendance: Jeff Lankowski, Shawn Ezekiel, Kim Ford, Trevor Ford, Kelly Gillespie, Kaisha O’Keefe, Kalin Wilson, Deana Ezekiel, Brady Campbell, Dylan Gillespie, Jason Gillespie

# Members with Regrets:  Aaron O’Keefe, Katrina Campbell

# AGENDA

# Director Reports

# Cambridge Day

# New Business

**Meeting Called to Order By:  Jeff at 7:08 pm**

# Motion to accept: Brady

# Seconded by: Shawn

**Motion to accept last months minutes: Kaisha**

**Seconded by: Kalin**

# Jeff Lankowski - President

# Been working on the notice of change for Kim to have banking rights as treasurer

* Work on our compliance paperwork for the OLA.
* Completed the notice of change and updated new members and deleted members who are no longer on the board.
* Worked with Katrina to start getting registration setup.
* Rankings for each rep team age group has come out. U9–B, U11–B, U13–A, U15–C, U17–B, U22–A. Concerns were discussed about some of the higher rankings, discussed that special requests can be put in to be re-ranked.
* Will be Completing and submitting compliance forms to OLA that are due by Dec 31, 2023

 **Brady Campbell - Vice-President**

* Has been in discussion with Cambridge soccer to push for decommissioned arenas open for Soccer and Lacrosse to team up and run it.
* Minor registration opens Jan 1st. We need to make sure that we are getting more games into the season than in past years
* Signed a camera deal for streaming games live, parents have the ability to subscribe and leagues can get 15% back from all parent or fan subscriptions
* Skills and drills going well

**Shawn Ezekiel - Director of Equipment**

* Pricing out gear
* Figuring out what past players still have what equipment and working to get that back
* Gathering up equipment for winter tryouts

**Aaron O’Keefe - Rep/Travel Director**

No report submitted this month

**Trevor Ford - Paperweight Director/Helping with Marketing**

* Helping out with winter clinic
* In discussions to get help with the paperweight program, need someone to run it
* Have a bunch of pinnies to give equipment director

**Katrina Campbell - Registrar**.

No report submitted this month

**Kalin Wilson- Scheduling Director**

* Amended contract with the city – Duncan mac will be keeping the ice out now until Oct. 31 which means we could look at running a league for that floor time
* Worked on new insurance for January
* We can look into doing 3 on 3 round robins , sign up your own teams and anyone from anywhere can sign up a team

**Kelly Gillespie – Director of House league/Helping with Marketing**

**Last Month:**

* Helped at winter clinic signing people in
* Attended mall with Kim with postcards to promote CMLA
* Helped Kim deliver flyers to local schools

**Next month:**

* Gather contact information for potential house league coaches

and email

**Deana** **Ezekiel – Director of Special Events**

* Will look into using money from bingo for paperweight program, likely be able to
* Can potentially use bingo money to get equipment for the paperweight program such as stoop & scoop and rebounders
* Will look into the ability to use bingo money for the NLPT program
* Had an idea for house league – if kids are unsure about doing rep, perhaps they can come to a house league parent meeting and in the house league meet can go into some discussion regarding rep, and give some info about that to peak interest in rep.
* Cambridge day subcommittee meeting is not until Monday Dec 18 – will not be able to discuss until Jan meeting

**Jason Gillespie – Director of Media**

**Last month:**

Instagram – 1282 followers (up 6)

Facebook – 1019 followers (up 19)

Twitter – 832 followers (up 2)

* High Performance Winter Sessions pics and updates
* Santa Claus parade updates &amp; pictures
* Coaches Applications
* Jr B floor time details
* ALL Draft pics
* Marketing position still open
* Thank you to bingo sponsor
* Christmas pop up
* Purchased ipad pro 12.9” 256GB 2 nd Gen 2017 ($931.12 ipad / screen protector $19.20 /case $24.85)

**Next month:**

* Continue to post pictures of winter clinic.
* Advertise any up coming floor time / clinics \*try it\*
* Motivational posts
* Christmas post
* Jr registration open
* Registration coming soon
* Canva renews December 28 th

**Kim Ford – Treasurer/Helping with marketing**

**Last month:**

* Opening Balance CMLA account (Sept 29,2023) $16,612.74
* Closing Balance CMLA account: (Oct 31, 2023) $15,296.74
* Opening Balance BINGO account (Sept 29,2023) $16,545.60
* Closing Balance BINGO account (Oct 31, 2023) $17,852.65
* Still do not have signing privileges at the bank but have been paying bills including OLA AGM lunch, flyers/postcards
* Statements are still being sent to Charmaine but we are still working together to complete any as requirements
* Received all payments for winter lacrosse and for pop-up shop
* May need to provide 1 refund for pop-up shop; awaiting confirmation and details from Deana

**Next month:**

* Watch for and keep track of registration payments
* I’d like suggestions on a more efficient way to keep track of registrants & payments for season
* Take over signing privileges at bank

**Marketing Activities** **last month:**

* Delivered approximately 5100 flyers to schools in area
* Catholic Schools: 2,957
* Public Schools: 2,130
* Updated display case at Duncan McIntosh arena
* Spent 4.5hrs at Cambridge Centre Community Kiosk on Sat Dec 9
* Gave out approximately 100 postcards
* Had a couple conversations with families who seemed genuinely interested.

**Marketing Activities Planned in the next month:**

* actively price & compare stickers & tattoos
* Would like to add a jersey or 2 to the display case at Duncan Mac
* Possibly contact all Cambridge arenas to add a display case or advertising frame
* January 13th: another day at the Kiosk at the mall
* Will have laptop/Ipad to help with registering people

**Kaisha O’Keefe – Secretary**.

* No report submitted

**Dylan Gillespie – Referee In Chief
Past month:**

* Emailed past refs to see who was planning on coming back for 2024 season

and if anyone knew anyone interested in reffing.

* Emailed past time keepers

**Next month:**

* Helping with on floor training
* talk to some past refs, and try to get some new guys out to ref

**New Business
Trophies:**

* discussed bringing in a large trophy or plaque for each age group for MVP, sportsmanship, most improved
* large trophy per age group with the names engraved onto it each year. Something that we can put in display case
* Need to get back to an awards ceremony, some ideas are to charge $10 with rsvp and those who show up to ceremony will receive their $10 back.
* Should require all coaching staff from a team to vote on which kids receive the award, a unanimous decision to keep it fair, or perhaps the kids on the team vote
* Awards nights could be smaller, coffee/donuts, snack.
* Could have a highlight reel going from the whole season with video from the live stream camera and photos taken throughout the season
* Consider possible location ideas, police hall? Arena?
* Younger ages, peewee maybe receive a tshirt, or highlander shirt
* Will the funds come from bingo money?

**House League vs Rep:**

* Discussion as to whether we go forward with only rep league and not have house league teams. Do we create more rep teams to allow for overflow, or do we have only the teams with a large number on players trying out have the ability to play house league as a back up over flow, or keep having sign ups for house league
* House league is done by june, rep starts in May
* Tryouts for rep start in march – 1 month before house league starts, possibly have house league for whoever does not make rep teams
* There are no borders when it comes to house league so we could have only rep and those who really want to do house league and not rep have the ability to go anywhere
* Rep will be 1st priority to fill, can create second rep teams for an age group if needed or able. House league second priority – move down to house league if not enough spots available for rep and does not make the team.
* Early bird registration– Register by Feb 2nd to be entered to win a draw for swag, 3 potential prizes to be won.
* Winter clinics, we could give out swag socks at each session for the hardest worker

## Close of Meeting Moved by: Jeff Seconded by:  Kaisha

That the Cambridge minor Lacrosse Association meeting of Monday December 11, 2023 be adjourned at 8:44 pm hours.

**Next Meeting : Monday January 8th, 2023 @ 7pm**