

# Cambridge Minor Lacrosse

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Annual General Membership Meeting



**Wednesday October 9<sup>th</sup>, 2024**



## CAMBRIDGE MINOR LACROSSE ASSOCIATION

### AGM 2024 Membership Meeting

Wednesday October 9<sup>th</sup>, 2024

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**Meeting called to order:** at 7:05pm

By: Brady Campbell

Seconded by: Kim Ford

Opening notes by: Jeff Lankowski

Meeting chaired by: Jeff Lankowski

### AGENDA

1. Approval of the Agenda
2. Approval of Last year's AGM minutes
3. Director's Reports – Review of the Past year
4. Treasurer Report
5. Election of the Board of Directors
6. New Business

#### Approval of Agenda

By: Katrina Campbell

Seconded by: Shawn Ezekiel

#### Approval of 2023 AGM Minutes

By: Kalin Wilson

Seconded by: Kim Ford

## Board Member Positions up for Election

1. Director of Marketing (2 year term)
2. Director of Special Events (1 year term)
3. Director of Paperweight (2 year term)
4. Director of Equipment (2 year term)
5. Director of Player and Coach Development (2 year term)
6. Director of House League (2 year term)
7. Treasurer (2 year term)
8. Secretary (1 year term)
9. Vice President (2 year term)



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## Director Reports

### Director Position: President

Report Prepared by: Jeff Lankowski

#### 2024 Season Breakdown:

- Our 2024 season saw some great strides to having more kids play the game in Cambridge. Offering free programs in the off season drew in several new players and faces to the organization. As a board we decided to pull away from the house league program and strictly focus on the travel program and having 2 teams in several divisions. Hardest part of the

season was having to fold both the U15 and U17 age groups as numbers are still suffering from Covid in those age groups. We are looking to have one if not both teams back this season.

- All the Board members put in so much time this season to ensure CMLA ran smoothly. Without these people CMLA would not be where it is today.
- The Board this year covered the fees for tier 2 teams due to the abrupt closing of house league to help alleviate the stress of changing costs moving into rep teams
- This year we had CMLA players move into higher levels of Lacrosse
  - 2 Players went on to play for Team Ontario
  - 1 Player drafted to Jr. A
  - 4 Players went on to play for Jr. B
  - 6 Players went on to play for Jr. C
  - 2 Players have been accepted into a prep school for LacrosseAll big and incredible things happening for CMLA!

Potential for 2025 Season:

- Continue to grow the game in Cambridge by offering discounted or free programs. Continue to advertise the game within the City. Keep the partnership between CMLA and JR B.

**Director Position: Vice President**

**Report Prepared by: Brady Campbell**

2024 Season Breakdown:

- Over the last year, I have been entrusted with the Vice President position of the organization. I have been entrusted with overseeing the overall direction of the organization. We as an organization have made major steps in the right direction.
- The organization is now in the best financial position we've ever been in. Due to this financial freedom, I wanted to ensure the money was being spent effectively and in the correct areas. Due to this, I played a major role in creating a 14-week skills and drills program which myself and other coaches in the organization ran. A major positive of this program was creating a high-end program at an extremely low cost. The cost was only 80 which provided 14 weeks of on-floor instruction including 14 weeks of personal training. The program was a major success and we saw a major increase in numbers through registration at the younger age groups.
- The program was such a success that we saw 59 players register in U5/U7 and the ability to run 2 rep teams at the U9, U11 and U13 age groups.
- As we speak, we are running a 7-week program that runs two floor times per week and will be providing further programming in January at a low cost. This programming is bringing in new players to the organization which will further grow the sport in the Cambridge area. It also allows the organization to develop our players at a rapid rate which will benefit us long term and become a major contender for years to come.
- Since taking my position, we have created Cambridge day which celebrates our organization and brings our teams and parents together. We have been able to create a very strong relationship with minor and Jr B. Players are now being exposed to the Jr ranks and getting to

see the possibilities within our own organization. Minor players are receiving tours of facilities, are being utilized as ball boys and girls, volunteer opportunities and free admission to games. Creating this strong relationship between the two entities is vital for long term growth.

- I was also able to create an affiliation with the U22 team as well. Our U22 Jr B affiliate is Cambridge and just this year, I was able to broker an affiliation with Halton Jr. C. This relationship has allowed our U22 players an opportunity to play at a higher level and further access.
- As we speak, I am working on a partnership with a US field company to further our players' access and exposure in the US. This relationship will provide players exposure for PREP schools as well as D1, D2 and D3 schools. I am holding a meeting with this company in October to go over the partnership and what both organizations can offer.
- During my tenure, I have been able to leverage my knowledge and contacts to help move the needle within the organization. I have been provided with the organizations trust which I have truly appreciated during my tenure.
- Also made an agreement with a recruitment program in the states to have our players recognized and called up into prep schools for lacrosse and help them earn scholarships through these programs. Also an agreement with honey national to look at CMLA and recruit from our association.

#### **Director Position: Secretary**

#### **Report Prepared by: Kaisha O'Keefe**

##### 2024 Season Breakdown:

- During the 2024 season, I took all the minutes for our board minutes and typed them up to be posted on the website. Fielded any emails that came to me from parents interested in lacrosse for the summer and fall sessions. I also helped out other members where needed for example helped other members in the updating of our rep manager packages and guidelines etc.
- This season I also helped with our Cambridge Day/Minor night, attended meetings and volunteered on the day to keep all our minors organized and on time for their times to be on and off the floor before, during intermission, and after the Jr.B game.
- Also helped out at the Soccer Club event to help get the word out about the league.
- Volunteered for bingo sessions as well as helped when I could with sign-ins for the rep league tryouts.

##### Potential for 2025 Season:

- For 2025 I hope that the new board can continue doing a great job getting the word out about lacrosse, I think a really important part of that will be having our logo everywhere that we can so that the public can start to really recognize that. For example giving out good car stickers so that we can become as recognizable as the Cambridge Hawks hockey!
- Thanks for a great season and I look forward to seeing everyone at my sons tryouts and fall sessions etc!

**Director Position: Registrar**  
**Report Prepared by: Katrina Campbell**

2024 Season Breakdown:

- This year the OLA took away the zone registrars' requirement to validate registrations, and only had club registrars and the OLA needed for registration approvals. This did speed up the process for me in the beginning, but closer to the deadline, there was still a long wait for approvals. We were still able to get all approvals done in time.
- Having 2 rep teams in 3 age groups did add a lot of time for getting coaches registrations approved.

Registration numbers:

U5 (free) – 30

U7 – 23

U7 rep – 12

U9 rep – 28 (2 teams)

U11 rep – 35 (2 teams)

U13 rep – 35 (2 teams)

U15 – 0

U17 – 0

U22- 22

Molax - 38

Benchstaff volunteers: 49

- I also organized the MoLax season. It was a huge success. We had a great turnout. Week 1 was an introductory practice, put on by CMLA and Jr B coaches. Weeks 2-7 were pick up style games. Week 8 was a scrimmage against the CW ladies team. I did end-of-year surveys with a lot of positive comments. 23 people filled out the survey and everyone said they would return in 2025. We added MoLax to fall lacrosse as well, ladies stated they would like more practice time in the off season

- Fall lacrosse:

I did the registration portion of fall lacrosse.

Numbers:

U5 – 9

U7 – 11

U9 – 14

U11 – 25

U13/U15 – 22

MoLax – 21

Potential for 2025 Season:

- I would like to expand MoLax into set teams, an added optional “travel” team, and maybe even a tournament.

## **Director Position: Scheduler**

### **Report Prepared by: Kalin Wilson**

#### 2024 Season Breakdown:

- Able to secure floor time at Guelph Ball Hockey for Winter Sessions
- Able to secure floor time at ComDev for Try It Sessions
- Emailed a flyer to Local League parents explaining the difference between LL and Rep
- Sabrina @ City of Cambridge was excellent to deal with in regard to booking/releasing time.
- Floor time was consistent for all teams throughout the season.

U9-1: 38 hours

U9-2: 35 hours

U11-1: 40 hours (plus 5 additional hours paid for by team)

U11-2: 38 hours

U13-1: 40 hours

U13-2: 40 hours

U22:40 hours

- Able to secure floor time at Duncan Mac to run to sessions in September and October
- Try Outs started a week early this year for two teams
- Booked hotels for all teams for Provincial weekend which was a stress off the teams, especially the 2 teams as it was decided later on that we would have 2 rep teams

#### Potential for 2025 Season:

- Been in contact with Guelph Ball Hockey for Winter Sessions floor rentals
- Would like to have tryouts as soon as possible for CMLA, will be in contact with the city come booking to see first available dates for Tryouts
- Will book the hotels again for all the teams for Provincials
- Coaches will need to submit any blackout dates prior to Zone 8 scheduling meeting, it was hard to make adjustments throughout the season
- Hoping that Zone 8 will send scheduling documents before scheduling meeting to prepare before hand instead of reviewing everything while trying to schedule
- Next season will be easier as I know what to expect and have templates mapped out

## **Director Position: Rep Director**

### **Report Prepared by: Aaron O'Keefe**

#### 2024 Season Breakdown:

- First year as Rep Director for the Association
- Helped teams sign up for tournaments and worked with VP and President to ensure all teams qualified for provincials
- Assisted in the recruiting of team 1 coaches (including conducting interviews) for U7-U13 + U22
- Assisted in the recruiting of team 2 coaches (including conducting interviews) for U9-U13 due to increased enrollment/interest in CMLA this year

- Helped in the recruitment of coaches for the Fall Training Sessions held at Duncan Macintosh Arena
- Suggested that the association use their own funds to pay for tournaments in advance of team formation so that Coaches do not end up liable for paying for their own tournaments and then waiting to be reimbursed through team fees or by CMLA afterward.
- Helped new parents by educating them on fees, where to purchase or borrow equipment, and game rules when necessary
- Worked with team 2 coaches this year to educate them on team fees and what is included when using a non-parent coach (fees associated with travel, mileage, accommodations at provincials, etc.)

Potential for 2025 Season:

- Ensure parents are educated on how to use their parent rep for issues first and then to voice their complaints to the rep director as required
- Ensure all teams are signed up for a tournament (or tournaments) sooner as to avoid potential loss of Provincials Qualification
- Help recruit parent volunteers and coaches in 2025 to ensure a skilled and competent group can help the children reach their goals and continue to grow their skill level throughout the year
- Interviews for coaching staff done sooner

**Director Position: Referee In Chief**

**Report Prepared by: Dylan Gillespie**

2024 Season Breakdown:

- During the 2024 season CMLA had 4 experienced refs from Cambridge and used out of town refs from Brantford, Guelph and KW. We paid .50 cent per km for out-of-town refs. Game fees were determined by OLA based on age group paid at the end of each month by CMLA. To help entice people to join reffing, CMLA paid the \$175.00 towards the box ref clinic. This was paid once they had completed three games.
- We had a good number of returning timekeepers from last year with only a couple of brand-new ones. Everyone caught on quickly. We did a couple of training sessions at the beginning of the season for anyone that was interested. I always tried to schedule an experienced timekeeper with one of the new ones, until they felt more confident with the system. We paid \$15.00 / game paid at the end of each month. For U7 & U9 we had one person, for U11 up we had one timekeeper and one working the shot clock. We used the iPad and Gamesheet program online.
- I Worked closely with the scheduler, who advised of game changes, exhibition games and local league schedule. Zone games were automatically put in Horizon, I put in all other games and scheduled refs & timekeepers.
- During the off season, I would like to recruit more people to ref. Thanks for a great season!



## **Director Position: House League Director**

**Report Prepared by: Kelly Gillespie**

### 2024 Season Breakdown:

- Due to low numbers in our local league program in all levels, we felt we were unable to run a successful program that would be beneficial to the kids. Instead, we encouraged all kids to tryout for our rep program. If they still only wanted to local league, they were able to travel to a near by center of their choice.
- With this adjustment, we were able to offer a 2nd Rep team in 3 of our divisions (U9, 11, 13). Our U13-2 captured silver medal at Provincials in their division.
- With no local league, I spent the season helping other members whenever needed.
- One big undertaking was creating and delivering flyers to schools. Prior to registration, we were able to drop off approximately 5000 information flyers to local schools. We found that we did receive many new registrations due to this initiative. We hope to be able to get more flyers to the remainder of the schools in Cambridge this year.

## **Director Position: Director of Media**

**Report Prepared by: Jason Gillespie**

### 2024 Season Breakdown:

- As the Media Coordinator for the association, I have had the privilege of documenting and sharing our journey throughout the season.  
Media Statistics for 2024:  
Instagram Followers: 1,368 (Up from 1,279 from the end of last season)  
Facebook:
  - Page Likes: 769
  - Followers: 1049 (Up from 849 from the end of last season)Twitter Followers: 856 (up from 827 at the end of last season)
- We have seen a significant increase in our Instagram followers, highlighting our association & growing popularity and appeal. Facebook and Twitter have also shown positive trends, with more supporters joining our online community.
- The media coverage and updates provided through our social media channels have played a crucial role in connecting our association with fans and supporters. We have actively engaged with our community, shared game day information, celebrated player accomplishments, introduced our coaching staff promoted events, and even facilitated volunteer recruitment for Bingo nights.
- I would like to express my gratitude to our players, coaches, sponsors, and our incredible fanbase for their unwavering support throughout the year. Together, we have strengthened the bonds of our lacrosse community and inspired future generations of lacrosse players in Cambridge.

### Potential for 2025 Season:

- As we look forward to the upcoming season, I am excited about the opportunities to continue growing our association & presence and making an even greater impact both on and off the floor.
- Thank you once again for your support and commitment to the Cambridge Minor Lacrosse Association. Here's to another successful season in 2025!

### **Director Position: Paperweight Director**

#### **Report Prepared by: Trevor Ford**

##### 2024 Season Breakdown:

- Secured Tom Bileski to run the Paperweight Program
- Helped purchase pinnies for the program
- Ensured all equipment from the program was returned to Equipment Director
- Helped secure players and coaches for the U7 select team
- Helped run both Winter and Fall Programming
- Participated in a Bingo Night

##### Potential for 2025 Season:

- U7 select should be treated like every other rep team. You should register for U7 travel during registration and coach should be picked beforehand. This would allow us to be more organized, get team started earlier, coaches registered on time and tournaments secured for team.
- Try to find a way to get players from older teams (Jr. B, u22, u17, u15) to volunteer to help develop the younger players (ex. 1 day sign-up each)
- I recommend the u5's be a parent and tot

### **Director Position: Director of Special Events**

#### **Report Prepared by: Deana Ezekiel**

##### 2024 Season Breakdown:

- The position of Special Events has allowed Cambridge Minor Lacrosse to be involved in both events within the organization for players and families, such as opening night celebrations and JR night as well as community events, such as parades and the soccer field grand opening to help us help gain new participants. Hopefully the position can continue to create exciting events for players and families.
- The role of organizing bingo for CMLA has been challenging but a vital part of allowing the organization to keep costs low for families, offer free or low cost off season floor time and being able to replace jerseys.
- I hope the person that takes over this role can come up with some new inventive ways to get more parents to help volunteer to cover the dates. I am happy to help whoever takes over this role to learn what is required with both the bingo centre and the City of Cambridge to keep this partnership running smoothly.
- Many places reaching out to have CMLA join in their events such as highland festivals etc. Hopefully we can start seeing out association at more of these events

**Director Position: Equipment Director**

**Report Prepared by: Shawn Ezekiel**

2024 Season Breakdown:

- This past season I implemented a sign out system to ensure we are tracking our equipment and having it returned in good condition. Parents have been very cooperative with this process so far. We have had many goalies borrow equipment for the off season to keep up their skills.
- Getting the iPads set up for each team was challenging as some teams have existing sign in credentials, perhaps having all the managers trained together could make it easier as they can help each other.
- The storage locker has been cleaned and organized as everything was put away for the season.
- The majority of teams were respectful of my time as there is a lot of travelling around throughout the season to get everything to teams and picked back up at the end of the season.

Potential for 2025 Season:

- Going forward there are a few items that will need to be purchased to replace old outdated items in the locker.
- I am happy to help get the next person up and running and they can reach out throughout the season if they need any assistance.

## **Treasurer Report**

**Director Position: Treasurer**

**Report Prepared by: Kim Ford**

2024 Expense Report

**Income:**

<b>Balance Forward</b>	\$16,612.74 as of Sept 29, 2023
Registration	\$34,834.09
Travel Fees	\$23,320.00
Try out Fees	\$3000.00
Winter Sessions	\$4,600.00
MoLax	\$3,700.00
Toronto Rock Minor Incentive	\$90.00
All-Team Sports Incentive	\$519.70
Swag Sales	\$1,884.00
Fall Session	\$8,800.00
<b>Total Income</b>	<b>\$97,360.53</b>

**Expenses:**

AGM	\$1,494.87
Administration	\$1,289.23
Banking Fees	\$80.00 as of Aug 30,2024
Coaching Clinics	\$1,360.00
Donations & Sponsorship	\$750.00
Equipment	\$1,658.50
Executive Insurance	\$1,290.60
Fall Session	\$4,546.67
Fines	\$110.00
Floor Time (reg season)	\$15,058.50
Marketing	\$5,834.00
MoLax	\$3,329.33
OLA Levy	\$1,980.00
OLA Team Fees	\$2,427.00
Paperweight Coach (Tom)	\$1,600.00
Provincials	\$5,600.00
Referee Clinic	\$700.00
Referee/TimeKeep Labour	\$4,444.57
Refunds	\$9,140.00
SAGM	\$594.35
Swag	\$1,745.00
Team 2 Tournaments	\$1,950.00
Trainer Course	\$22.60
Website	\$1,333.40
Winter Sessions	\$4,407.00
Zone Team Fees	\$400.00
<b>Total Expenses</b>	<b>\$73,145.62</b>
<b>Ending Balance</b>	<b>\$24,214.91</b>

Lacrosse BINGO Income & Expense Report

**Income:**

<b>Balance Forward</b>	<b>\$16,545.60</b>	as of Sept 29,2023
Bingo Funds	\$16,722.68	
<b>Total Income</b>	<b>\$33,268.28</b>	

**Expenses:**

Administration	\$175.89
Banking Fees	\$91.75
Equipment	\$6,469.34
Floor Time (reg season)	\$12,889.47
Santa Claus Parade	\$227.08
Try-Its	\$1,440.00
Winter Sessions	\$3,780.00
<b>Total Expenses</b>	<b>\$25,073.53</b>
<b>Ending Balance:</b>	<b>\$8,194.75</b>

Potential for 2025 Season:

- I suggest we raise U17/U22 registration fees to coincide with U9-U15 fees (+\$20) so all players are paying the same price again.
- I propose starting an EarlyBird Special where \$50- \$75 is added for those who don't register by mid-late February. This should be a big incentive to sign up and have better numbers earlier. (This number is in a similar range to other Zone 8 teams 2024 pricing).
- I also want to bring back some sort of "sibling discount" for families that have more than 1 child registering in a session; OR a "bring a friend" incentive where someone brings a NEW player to CMLA who registers for one of our sessions.
- Our \$30 tryout fees should be included into the registration fee next year. This will ensure a smoother tryout sign in and eliminate missed payments or bank fees associated with e-transfers.
- I'd like to propose having those teams at risk of folding (U15/U17) register without paying (until we know we have sufficient numbers for a team) to avoid losing \$43.25/player in administration fees for refunds
- Perhaps a sibling discount or referral discount if you bring your friend into the association
- We have enough fees this year to put forth a tournament for each team before teams are even made, this way every team is guaranteed a spot in provincials and the teams can pay back the CMLA back in team fees during the season. This should alleviate the scramble to get into the mandatory 1 tournament in order to attend Provincials in June.
- New board should keep in mind that as of right now we are the lowest fees in the league

# Elections of Board Members

## **Director of Marketing (2 Year term)**

Nominated: Kaisha O'Keefe By: Kalin Wilson Position **Declined**

No others nominated

Position remains open

## **Director of Special Events (1 Year term)**

Nominated: Kelly Gillespie By: Kalin Wilson Position **Accepted**

## **Director of Paperweight (2 Year term)**

Nominated: None

Position remains open

## **Director of Equipment (2 Year term)**

Nominated: Paul Guse By: Trevor Ford Position **Accepted**

## **Director of Player and Coach Development (2 Year term)**

Nominated: Trevor Ford By: Kalin Wilson & Aaron O'Keefe Position **Accepted**

## **Director of House League (2 Year term)**

Nominated: None

Position remains open

## **Treasurer (2 Year term)**

Nominated: Kim Ford By: Kaisha O'Keefe & Kalin Wilson Position **Accepted**

## **Secretary (1 Year term)**

Nominated: None

Position remains open

## **Vice President (2 Year term)**

Nominated: Brady Campbell By: Kalin Wilson & Kaisha O'Keefe Position **Accepted**

# New Business

Will we be doing the Santa Clause parade this year? All in agreement that it cost more then it helped since we are not allowed to hand anything out and were only able to get 10 kids last year. No Santa clause parade participation for 2024

Will we have a Field program? New Board will need to decide on that and also keep in mind that the timing of field tends to compete with a lot of our current players hockey schedules and may or may not get enough players

Are we doing Guelph ball hockey arena floor time for winter sessions? If we can get 4 hour time slots we should look into this

Aaron O'Keefe: there are a lot of grants out there that we can take advantage of as a Not for profit organization – the city is currently offering one. Many board members show concern as to our quickly growing bingo money that has to get spent each year already, other members state that we should be able to spend both as we can always get more tents, marketing, possibly free warm up stuff for the kids, look into getting a mascot, new jerseys etc.

In regards to the jerseys – look into a stronger material that can last, or perhaps consider a leasing agreement that will change out jerseys that start to wear out

Sherry Roy: some ideas from a parent perspective, perhaps a day where new players only can get 50% off on their registration fee to bring in more new players

- swag jerseys: offer to parents that they can buy their jersey if they like at the end of the season, that way the association gets money back and can cover a new replacement
- open floor time that isn't prescheduled so kids can just show up and shoot around and have fun time with their sticks in hand, maybe a half hour before a session or half hour between two sessions. Some board members showed some concern due to insurance liabilities, will need to make sure a coach is willing to oversee an extra 30 mins on top of however many sessions they already cover. But board will take it into consideration.

Paul Guse: will we be considering goalie clinics? Brady advised that the board has already been discussing how to get back into goalie clinics – will bring it to the new board. It has been difficult in past to find a good goalie coach with an interactive program that keeps goalies interested and the board fears for coaches in the past who have shown a lack of commitment in showing up. But will be bringing this to the new board.

**Meeting adjourned on Monday October 9<sup>th</sup>, 2024 at: 8:02 pm**

By: Jeff Lankowski

Seconded by: Katrina Campbell