**Cambridge Minor Lacrosse Association**

Board of Directors Meeting
February 24th, 2025 at 7:30pm
@ 900 Jamieson Parkway, Cambridge

**Present:** Jeff Lankowski, Kalin Wilson, Kim Ford, Kelly Gillespie, Jason Gillespie, Brady Campbell, Paul Guse, Shayna Devoe, Katrina Campbell, Trevor Ford, Dylan Gillespie, Aaron O’Keefe, Natasha Dalton

**Regrets:**

**Call to Order**

Meeting called to order at 7:35pm by Jeff Lankowski.
*M/S/C: KIM FORD / KALIN WILSON / CARRIED*

**Approval of Previous Meeting Minutes**

*Motion: to approve the minutes from the December 18th, 2024, board meeting as presented.*
*M/S/C: KALIN WILSON / KIM FORD / CARRIED*

Natasha Dalton attended the board meeting and is interested in a position on the Board.

*Motion: to approve Natasha Dalton as the Marketing and Sponsorship Director.*
*M/S/C: KATRINA CAMPBELL / SHAYNA DEVOE / CARRIED*

**Presidents Report**

Over the past month, I have addressed several release requests, guiding both parties through the proper submission process so we can move forward accordingly.

Gloucester reached out regarding U22 games, but I informed them that our registration numbers are still uncertain at this time. I will follow up with them once we have more clarity.

I also assisted Brady with winter training sessions when I was available. However, I believe we need to improve the scheduling of these sessions to ensure that more people can attend and assist, rather than relying solely on the VP and President of the association.

Additionally, I have been reviewing the new zone policies to ensure that CMLA aligns with all necessary requirements.

Looking ahead, I will continue to support other board members as needed.

**Directors Reports**

* **Vice President Report**

 Nothing to report.

* **Secretary Report**

Attended the scheduled January & February zone meetings.

Started to look at creating a Managers Guide for the upcoming season. The CMLA manual is a great resource and quite comprehensive. The guide will be a cheat sheet of the manual.

* **Treasurer Report**

 Account Balances (as of January 31, 2025):

* CMLA Account: $33,569.07
* Bingo Account: $13,775.62

Payments Processed:

* Executive Insurance Renewal: $1,420.20
* Winter Floor Time Paid in Full: $3,780.00
* Jersey Deposit: $5,000 upfront with five additional payments of $4,098.56 (Feb–Jun), totaling $25,492.80
* Winter Swag Paid in Full: $3,852.03
* Regular Season Floor Time – 1st Installment Processed
* Jr. Sized Nets Delivered & Paid in Full: $3,151.00
* SAGM Fee & Hotel: $1,199.84 (up from $594.35 last year)
* Registration Deposits Collected to Date: $24,252.03 (*includes deposits on Feb 5 & 18*)

Next month, will be working with Scheduling to register and pay for team tournaments (*tournament lists are released Feb 24, sign-up opens Mar 3*).

Will continue monitoring and processing incoming invoices.

Rep Manual Updates:

* + New banking information and updated procedure for opening bank accounts for team managers.
	+ Guidelines for tournament registration payments and reimbursement deadlines.
	+ Jersey rental fee addition.
	+ Garment bag has been added to travel apparel package.

City Floor Time Rate Increase (Effective April 1, 2025):

* + Minor Pricing: Increase from $69.98 to $71.73 per hour.
* **Registrar Report**

As of February 23, 2025, the total number of registered players has increased to 113, showing steady growth from 16 on January 15.

Registration Breakdown by Division:

* U5: 17 (up from 5 on Jan 15)
* U7: 5 (up from 0)
* U7 Rep: 2 (steady from Feb 12)
* U9: 12 (up from 2)
* U11 Rep: 26 (up from 3)
* U13 Rep: 33 (up from 3)
* U15 Rep: 16 (up from 2)
* U17 Rep: 0 (remains unchanged)
* U22 Rep: 2 (new registrations)

There has been significant growth in U11 Rep and U13 Rep divisions.

U5 and U7 registrations are increasing at a steady pace.

U17 Rep remains at 0, with one potential withdrawal noted.

Continued focus on outreach and promotion is recommended to encourage further participation, especially in older age groups.

 Waiting on scheduling for MoLax and then will be opening registration for that.

* **Rep/Travel Report**
In talks with 2-team coaches.

U17 will be folded.

Currently, there is no U7 coach and numbers aren’t there for U7.

* **Scheduling Report**

Attended the scheduled January zone meeting & will be attending the schedulers meeting At Albert McCormick on April 6th, 2025.

Tryout schedule has been finalized and ready for distribution.

* + Will send to Jason for social media posting.
	+ Katrina will distribute via an email blast.

Practice schedule is completed up until the last week of April. We have also acquired Friday floor time for the season.

Booked and finalized hotel accommodations for all teams for Provincials.

Tournament bookings will be completed this week, with the final list of tournaments set to be announced on February 24th, 2025.

* **Coach and Player Development Report**

Preparing to send an email to coaches proposing potential meeting dates before tryouts.

Meeting agenda will include:

* + Selection Process: Reviewing criteria and procedures for team selection.
	+ Coaches WhatsApp Group: Ensuring all coaches are connected for streamlined communication.
	+ Bench Staff Registration Timelines: Clarifying deadlines and requirements.
	+ Team Development Updates: Keeping coaches informed about key topics such as defenders and rebounders locations.

Currently awaiting responses from coaches to finalize the meeting date.

Also working to ensure all relevant updates and guidelines are communicated before tryouts.

* **Equipment Report**

Jerseys have been finalized and ordered, should be received mid-March.

Molax pinnies – Sample pickup scheduled; will be brought to the next meeting.

Storage location for training nets is still not secured; alternative options are being explored.

Inventory is nearing completion.

* **Social Media Report**

Over the past month, we have actively engaged with our community through social media promotions and outreach efforts. Below are the latest media engagement statistics for 2024:

* Instagram: 1,393 followers (up from 1,368 at the AGM)
* Facebook:
	+ Page Likes: 775
	+ Followers: 1,053 (up from 1,049 at the AGM)
* Twitter (X): 829 followers (down from 856 at the AGM)

To support ongoing registration efforts, a paid social media campaign was launched:

* Boosted Post: Registration promotion ($100 investment)
	+ Duration: 30 days (Created January 17, 2025)
	+ Views: 30,068
	+ People Reached: 16,500
	+ Post Engagements: 5,777
	+ Link Clicks: 256
	+ Platforms: Facebook, Instagram, and Messenger

In addition, we have continued to promote our organization, players, and events through regular social media engagement.

We willcontinue social media promotions with a strong focus on registration and tryouts. We will monitor engagement metrics and adjust our strategy as needed to maximize reach and participation.

* **Special Events Report**

The winter swag orders with Gary MacRae is now complete. Shirts and hats were paid for by Kim, and distribution will begin on March 1st, 2025 at the winter sessions.

**Bingo Events:**

* + The scheduled February 16th Bingo was canceled due to weather. As confirmed by Paul at the Cambridge Gaming Association, we will still receive our portion of the proceeds for the month.
	+ We submitted requests for two additional Bingo dates but were not awarded any for this month.
	+ Successfully filled volunteer slots for the March 9th Bingo by reaching out to winter parents and past volunteers.
	+ Submitted the January 2025 Bingo Report as required.

**Next month activities include:**

* Assist with tryouts.
* Complete the distribution of winter swag.
* Begin working on the Year-End Bingo Report.

**Canada Day 2025**

The City of Cambridge has approached us regarding participation in their Canada Day celebrations at Riverside on Tuesday, July 1st, 2025. The event will feature:

* Parade at 11 AM (King St.)
* Kids Zone, Food Trucks, Vendor Alley, Games, and Live Music
* Grand Finale Fireworks Display

The cost for a Non-Profit Community Vendor booth is $175, but the city has indicated flexibility depending on our level of involvement. Would we be interested in participating? A potential idea could be an engagement similar to the Soccer Field Opening Event, which was well-received. Volunteer support would be required.

* **Referee in Chief Report**

Received the updated 2025 referee fees:

**2025 On-Floor Officiating Fees**

The following officiating fees apply to Minor and Girls’ Box Lacrosse Invitational Tournaments and Provincial events for the 2025 season:

| **Division** | **Game Length** | **2025 Officiating Fee** |
| --- | --- | --- |
| Team Ontario Selection Camps | Per hour basis | $35 per hour |
| Paperweight | Per hour basis | $26 per official, per game |
| U9 & U11 | 3 x 15-minute periods | $32 per official, per game |
| U13 & U15 | 3 x 15-minute periods | $34 per official, per game |
| U17\* | 3 x 15-minute periods | $38 per official, per game |
| U22\* | 3 x 15-minute periods | $40 per official, per game |

\*In certain circumstances, three on-floor officials may be assigned at the discretion of the VP of Officiating.

Timekeeper Compensation:

* Last year, timekeepers were paid $15.00 per game.
* Guelph also paid $15.00 last year but has not yet confirmed their 2025 rate.
* Awaiting a response from KW regarding their rates.

Confirmed Officials:

* Timekeepers: 12 confirmed.
* Referees: 3 confirmed, with a few more pending responses.

Next month, trainings for referees.

* **Marketing and Sponsorship**
	+ Natasha Dalton inquired about marketing needs, as well as what has or has not worked in the past for CMLA
	+ Kim confirmed the marketing budget is $3,500.00
	+ Instead of focusing on Sponsorship at the association level, a focus should be put on marketing the association and accessing grants

*Motion: To shift the marketing and sponsorship position to focus on marketing only and leave sponsorship to the individual teams*

*M/S/C: BRADY CAMPBELL / SHAYNA DEVOE / CARRIED*

**New Business**

* All Teams Sports Store
	+ This online sports store should be removed from their website
* Goalie Clinic
	+ There is a goalie willing to do clinics for the organization throughout the season
	+ The association will cover the floor time cost plus rate for the trainer
	+ Dates of clinics to be submitted to the Scheduler as soon as possible

*Motion: To allocate a maximum of $2,000.00 for the goalie clinics for floor time and trainer rates to be covered by the association*

*M/S/C: BRADY CAMPBELL / KIM FORD / CARRIED*

* Girls Try-It Lacrosse
	+ A girls hockey team would be interested in try-it lacrosse. The scheduler will look to see if there is floor time available the weekend of tryouts.
* MoLax is requesting Monday floor time

**Old Business**

* SAGM Attendance
	+ Katrina and Paul will attend the SAGM

**Date of Next Meeting**

Monday, March 24, 2025 at 7:00 p.m. in person at a location to be confirmed. (Board members will be notified of any change).

 **Adjournment**

*Motion: To adjourn the meeting at 9:41pm
M/S/C: KELLY GILLESPIE / KALIN WILSON / CARRIED*

Signatures:

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Signature Name Date

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Signature Name Date