**Cambridge Minor Lacrosse Association**

Board of Directors Meeting
March 24th, 2025 at 6:30pm
@ 900 Jamieson Parkway, Cambridge

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

**Others Present:** Melissa Onafrychuk, Glen Hartwell

**Regrets:** Katrina Campbell

**Call to Order**

Meeting called to order at 6:34pm by Jeff Lankowski.
*M/S/C: KALIN WILSON / KIM FORD / CARRIED*

**Approval of Previous Meeting Minutes**

*Motion: to approve the minutes from the February 24th, 2025 board meeting as presented.*
*M/S/C: KALIN WILSON / KELLY GILLESPIE / CARRIED*

**Request for Player Releases Review**

The Board reviewed the release requests. After hearing from the families, a vote was conducted by the board regarding the approval of the release request, and the result was no for all. To ensure fairness, any board members with a conflict of interest concerning the age group related to the request were removed from the decision-making process.

*Motion: to not approve the request to release Harvee Onafrychuk for one-year as the request does not meet the requirements for a release.
M/S/C: TREVOR FORD / AARON O’KEEFE / CARRIED*

*Motion: to not approve the request to release Lincoln Hartwell as the request does not meet the requirements for a release.
M/S/C: BRADY CAMPBELL / DYLAN GILLESPIE / CARRIED*

*Motion: to not approve the request to release Jonah Hartwell as the request does not meet the requirements for a release.
M/S/C: PAUL GUSE / KALIN WILSON / CARRIED*

**Presidents Report**

Three release requests were coordinated and facilitated, with detailed explanations provided to each affected family. Assistance was given to trainers and coaches regarding various registration-related inquiries to ensure smooth participation. Additionally, discussions took place with the President of Brantford regarding the U15 team. Further conversations were held with the President of KW concerning player numbers and movement following the conclusion of tryouts.

Jeff confirmed the April 6th zone meeting details. Natasha Dalton and Kelly Gillespie will attend the regular meeting. Kalin Wilson will attend the schedulers meeting.

**Directors Reports**

* **Vice President Report**

LaxLife remains committed to supporting the lacrosse community by providing resources and educational materials for players, coaches, and referees. Efforts continue to expand community engagement, develop online content, and offer skill-building tools.

Coaches are receiving direct guidance and support to ensure they have the necessary resources to succeed.

*Motion: to approve the renewal of a 6-month subscription at Level 2: $175.89.
M/S/C: BRADY CAMPBELL / KIM FORD / CARRIED*

* **Secretary Report**

Created a Managers Guide for the upcoming season. The guide is a cheat sheet of the manual. Board members are asked to review for accuracy and ensure there is nothing missing. Noted amendments will be made before providing to the Media Director for posting to website.

* **Treasurer Report**

 Account Balances (as of Feb 28, 2025):

CMLA Account: $43,374.34

Bingo Account: $10,176.10

Payments Made:

Floor Time (2nd installment): $8,437.60

Jerseys (2nd installment): $4,098.00 (paid from Bingo Account, 3rd installment due March 31st)

Facebook Ad: $112.98

Tournament Payments:

Total Paid for Tournaments: $13,065.00

* + - U7: Pelham - $1,000
		- U9-1: Brampton - $995
		- U9-1: West Durham - $900
		- U9-2: Arthur - $450
		- U11-1: NOTL - $900
		- U11-1: Hamilton - $925
		- U11-2: Centre Wellington - $775
		- U13-1: Hamilton - $925
		- U13-1: Huntsville - $950
		- U13-2: Simcoe - $750
		- U13-2: Centre Wellington - $775
		- U15: Hamilton - $925
		- U15: Brampton - $995
		- U22: Comradi - $875
		- U22: Hamilton - $925

Registration Deposits to Date:

$32,103.95

* **Registrar Report**

As of March 21, the total number of registered players has increased to 153, up from 113 on February 23, showing continued growth.

Registration Breakdown by Division:

U5: 27 (up from 17)

U7: 8 (up from 5)

U7 Rep: 7 (up from 2)

U9 Rep: 17 (up from 12)

U11 Rep: 29 (up from 26)

U13 Rep: 41 (up from 33)

U15 Rep: 20 (up from 16)

U17 Rep: 0 (unchanged)

U22 Rep: 4 (up from 2)

Strong growth in U5 and U13 Rep divisions.

U7 Rep and U9 Rep show notable increases.

Overall, the program continues to expand, with 40 new players added since February.

* **Rep/Travel Report**
Nothing to report.

**Scheduling Report**Tryout Schedule & Practices:
The tryout schedule has been posted to the website.

The first two weeks of practices are uploaded. Additional practices will be added once decisions are made regarding U7 rep and U9-2 teams.

U9-2 does not have the numbers to run. U7 will fold select and run development sessions with extra floor time. Monday/Wednesday will be half hours with Friday drop-in sessions. Brady will confirm the decision for U7 by April 6th, 2025.

Team Registrations: Kim and I have successfully registered the following teams for tournaments:

U7: Pelham

U9-1: Brampton, West Durham

U9-2: Arthur

U11-1: NOTL, Hamilton

U11-2: Centre Wellington (CW)

U13-1: Hamilton, Huntsville

U13-2: Simcoe, Centre Wellington (CW)

U15: Brampton, Hamilton

U22: Comradi, Hamilton

Tournament Registration Process (Next Year):

Moving forward, Team 1 coaches will handle their own tournament registrations and payments. Upon coach confirmation, Kim will reimburse coaches for tournament fees, and team fees will subsequently cover CMLA costs. The Board will handle registration for Team 2 or teams without confirmed coaches.

Scheduling Meeting:

Kalin will attend the scheduling meeting on April 6 in Kitchener. Game schedules will not be posted until the weekend of April 12/13.

* **Coach and Player Development Report**

The U13-2 team has officially secured Girdler as the coach. Unfortunately, there has been no progress on finding a coach for U11-2 at this time. Trevor has been in contact with Todd regarding the U22 team, and he is currently working with OLA regarding his suspension.

Trevor assisted Kalin and Kim with the payment process for tournament registrations and also filled in for a day during the winter sessions. Additionally, a coaches meeting was held to discuss various topics, including organizing off-floor evaluators for tryouts.

Trevor connected with the equipment director about the necessary equipment for tryouts, including jerseys and balls

* **Equipment Report**

The nets for tryouts at Dickson have been confirmed and are ready to go. Paul spoke with Gary McRae, who confirmed attendance at Dickson tryouts for fittings on March 26 and 28.

Jerseys are expected to be ready during the week of April 8. The online store should be live on our website in the first couple of weeks of April.

*There is a need to discuss with the executive about the equipment rental fee, as issues have already arisen. We should determine if the fee should be waived during the season and implemented only during the off-season.*

If families are unable to afford the rental fee then they can approach the treasurer to discuss. The buy and sell Facebook group will also be promoted on our social media.

* **Social Media Report**

This past month, Jason continued updating the website and promoting the organization, players, and events through social media. The primary focus was on registration and tryouts.

In the coming month, Jason will continue promoting players and upcoming events, including the Jr B Junior Highlanders Program and Jr B minor night. Jason also plans to attend some games, stream them (if wifi allows), and post the videos on YouTube.

The channel link is: www.youtube.com/@jasongillespie3178.

* **Special Events Report**

Over the past month, Kelly filled bingo dates for March and April and submitted additional dates for April and May. She also completed the required monthly bingo report and distributed winter session swag, with ten hats and shirts remaining. These items will be brought to tryouts and can be used as prizes, such as for Jr B minor night. Additionally, Kelly submitted the Canada Day application, requested information regarding the Hespeler Market, and shared marketing contacts and inventory with the Marketing Director.

During the winter sessions, Kelly received positive feedback from parents about the program, with several parents from KW specifically praising the quality of coaching and programming.

In the upcoming month, Kelly will assist with tryouts and distribute the remaining swag. She will also support Paul and Gary with try-on dates.

* **Referee in Chief Report**

Over the past month, Dylan successfully recruited six referees, including two new recruits, and fourteen timekeepers, six of whom are new. He collaborated with two experienced timekeepers to develop a game sheet and clock training slideshow, which has been shared with the timekeepers. Additionally, Dylan assisted in running the final winter sessions.

In the upcoming month, Dylan plans to attend referee and coaching clinics, assist with tryouts, and coordinate an in-person timekeeper training session with an experienced timekeeper.

* **Marketing**

A new Marketing Director email has been created (marketingcambridgehighlanders@outlook.com), now listed on the website for marketing inquiries. A draft team sponsorship page has also been prepared, and future discussions should consider potential sponsor benefits.

Current marketing materials include various swag items (temporary tattoos, stickers, car magnets, pens, lanyards, keychains, bracelets, and croc charms) and event materials (tent, flag, tablecloth). Distribution should be considered at events like tryouts, the Hespeler Market, and Canada Day.

For social media, Natasha proposed adding “Fear the Kilt” to Facebook and Instagram posts, updating the Instagram profile name to “Cambridge Highlander Lacrosse,” and refreshing outdated highlights from 2020.

Regarding events, Natasha will need to discuss availability for the Hespeler Market due to Friday commitments but is available for Canada Day. Plans for giveaways and promotional focus, such as a “Try It Free” session or fall season marketing, need to be finalized.

A website link for purchasing team swag is recommended. The Girls’ Hockey Team "Try It Lacrosse" session requires a decision on whether to open participation to all and if flyers in nearby arenas would help with outreach.

For the winter sessions, Natasha supported MoLax awareness efforts and assisted with swag distribution.

Lastly, Natasha spoke with Mike from Cambridge Today about covering the jersey reveal in a spotlight article ($799 + HST). They also offered to match the cost of a Village Gold package ($2,400 + HST) with additional advertising in exchange for logo placement and other trade value.

Brady provided Natasha with an additional contact to reach out to for alternative options.

**New Business**

Zone Meeting – April 6th. Kalin will be attending the schedulers meeting. Natasha and Kelly will attend the regular meeting.

Aaron O’Keefe has a meeting with the councillors to address the issues and concerns CMLA has been experiencing with regard to floor time, shot clock clickers, and other items previously brought forward.

**Old Business**

Goalie Clinics – 4 clinics, one hour per session, starting in May. Coaches are aware of these sessions and will ensure their players are present.

**Date of Next Meeting**

To be confirmed and sent via email.

 **Adjournment**

*Motion: To adjourn the meeting at 9:53pm
M/S/C: KELLY GILLESPIE / KALIN WILSON / CARRIED*

Signatures:

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Signature Name Date

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Signature Name Date