# CAMBRIDGE MINOR LACROSSE ASSOCIATION

**BOARD MEETING MINUTES**

Monday, November 13, 2023

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

# Members with Regrets:  Jason Gillespie

# AGENDA

# Director Reports

# Registration Costs for 2024

# Winter Sessions

**Meeting Called to Order By:  Jeff at 7:12 pm**

# Motion to accept: Shawn

# Seconded by: Deana

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

**Seconded by: Aaron**

# Jeff Lankowski - President

# Attented AGM in Niagara – went over new information alongside Katrina regarding new not for profit laws. Changes to be made to the constitution. Will need to start being audited yearly and will need to be paid for ourselves.

* 8 km rule being shot down at AGM, may mean losing players unless a player has been with us for 2 + years.
* Discussed new fees for 2024. CMLA has made a large increase to their fees. Will need to have fees at $265 for rep U9-U15, $475 for U17/U22, $120 for U7, $120 for U5. If OLA continues to subsidize U5/U7 then those fees will be reimbursed to parents.
* House league fees – OLA will be charging a player fee this year for house league. Fees will not be $240

**Brady Campbell - Vice-President**

* Discussed the need to pump out more awareness for winter sessions to get our numbers up.
* Discussed the possibility of hosting a large scale Cambridge Day event to promote all aspects of Highlanders Lacrosse including JrB.
* Should create a sub-committee to get moving on this idea. Will need food trucks, permits, games lined up, etc.
* Possibility of getting a camera with the ability to pan on its own, live stream games, cut videos to create content for social media
* Possibly we can look into Amazon as a sponsor for house league and paperweight

**Shawn Ezekiel - Director of Equipment**

**Last month**

* Tried reaching out to last year goalies to see what equipment they have from the organization.
* itemized locker
* getting quotes on equipment. New and used.

**This month**

* Gathering jerseys and banner for Santa parade.
* Gathering all equipment needed for winter clinics.
* Calling last year’s jersey supplier about getting replacement jerseys for some u17 and u22 jerseys.
* Try to get more info on goalie gear that wasn’t returned from last year.
* Create a equipment borrowing program/ contract
* We have 20 sticks right now, perhaps we can look into ordering more sticks to hand out to new kids coming in.

**BUDGET**

* $7500
* Need set of Cat 1 gear
* Need smaller goalie gloves
* Try it sticks
* Box of balls x2
* Pinnies
* House league jerseys
* Year end balls and certificates.
* replacement gear as needed

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

* Have received applications coming in for coaches
* Discussed the need for police checks whether they need vulnerable or not, and doing interviews for coaches early on.
* Will work in conjunction with Katrina to create a better coaches and parent packages to make the start of season seamless.

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

* Needs the number for Tom Been to discuss paperweight
* Has been helping Kelly and Kim with marketing, calling catholic school boards to try and get flyers through the schools.
* Helped create the design for the flyers to be sent to the schools.

**Katrina Campbell - Registrar**.

* Been organizing documents for coaches
* Getting all police checks in order
* Attented AGM Niagara – discussed alongside Jeff the need for changes in the constitution
* New rule for OLA – Registrar will now be able to approve player cards without going through the OLA first to make a more seamless start to Rep season. Fines for illegal players will now be $1000 due to this new rule.

**Kalin Wilson- Scheduling Director**

**Last month**:

* Secured registration in Santa Claus Parade
* Spoke with Chris Wakely from Tim Horton’s – he will donate food for the parade
* Finalized booking at Guelph Ball Hockey for Winter League – changed the start date at

Brady’s request

* Need to get waivers signed for GBH
* Obtained insurance for Winter League from OLA – does anyone at CMLA need this

insurance or just Guelph Ball Hockey

* Booked Soccer Dome for session in the winter 2024

**This month:**

* Discussed the possibility of doing a day on the Guelph fields, split the field into 3 for the some of the age groups left out of the winter sessions U7/U9/U22
* Perhaps looking into a 3 on 3 or 4 on 4 fun tournament for March Break, kids can sign up their own teams and compete for fun. Potentially 2 days back to back and would be open to everyone, not just Cambridge

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

**Last Month:**

* Created flyer and postcard.
* Contacted school boards, received approval from WRDSB to post electronically on

Community E-Flyers - Waterloo Region District School Board (Waterloo Region District School

Board) (wrdsb.ca)

* Contacted the public schools in Cambridge and have received approval from 9 schools to drop off flyers (2190 total) We have received verbal approval from the WCDSB to drop off flyers at schools, we will stop into schools in person, in area and drop off flyers if schools allow.
* Emailed local league contacts regarding parade and winter training.
* Found info regarding mall kiosk sent to Deana.
* Community Kiosk Available to Registered Charities. As an integral part of the Cambridge

community, Cambridge Centre has a non-profit Community Kiosk available to registered

charities at no charge.To apply for use of our Community Kiosk or for more information, please contact cambridgesocial@morguard.com.

* Bought suckers for parade 1300 suckers for $15.09.
* Gathered information regarding local league from other center’s social media
* Picked up table cloth, car stickers, swag, tattoos etc from past Marketing director

**Next month:**

* Deliver flyers to schools.
* Check with grocery stores, libraries, and other local places about putting up flyer.
* Help at mall if we confirm a date.

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

* Submitted preferred time slots for 2024 bingo assignments, waiting for list. All slots are covered for 2023.
* Trying to contact All Team Sports to look at clothing sales for this season
* Game wear (shorts, dryfit warm up shirt, polo)
* Extras? Hats, hoodies, tshirts
* Would we like to do a quick pop up Christmas sale (hoodies and toques), if All team cannot get set up in time we can run through ILA
* Discussed Cambridge Day – will be president of the sub-committee. Already have a pin # for applying for permits such as 50/50 draws, liquor licenses etc.
* Have an idea of a company that does inflatable rentals/games etc, one stop shop

**Jason Gillespie – Director of Media**

**Last month:**

Instagram – 1276 followers

Facebook – 753 likes / 1000 followers

Twitter – 830 followers

* Promoted High Performance Winter Sessions
* Santa Claus parade details
* Coaches Applications
* Jr B floor time details
* Congratulations to Alumni and current players on successes.
* Marketing position still open
* Holiday posts (Halloween, Thanksgiving)
* Promoting lacrosse showing benefits to other sports

**Next month:**

* Continue to promote winter clinic.
* Post pictures &amp; videos from training sessions &amp; parade
* Motivational posts
* Going to watch black Friday sales for ipad.

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

**Last month:**

* met with Charmaine & worked on a 2024 budget (attached)
* it is suggested (and the budget reflects) upping our registration amounts by $30/person
* filled out & mailed the appropriate Ontario Corporations Notice of Change paperwork; This was required by the bank prior to me being able to be official added as a signer
* collected winter session e-transfers (copy of paid up participants attached to compare to those registered)
* followed up Nov 1 to those who were registered but not yet paid
* donated $500 to the Moore family

**Next month:**

* hopefully get access & signing privileges at the bank
* continue to followup with registered participants for outstanding payments

**Marketing Activities** & provided post dated cheque to NLPT (total amount $4,407

* priced out flyers & postcards
* printed 6000 flyers for school & 2500 postcards for the Santa Claus Parade
* picked up stuff from Katie including the key for Duncan Mac display case

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

* print more flyers if required
* actively price & compare stickers & tattoos
* continue to sort & deliver flyers to schools
* work with Deana & others for dates/ideas for kiosk at the mall

**Kaisha O’Keefe – Secretary**.

* No report submitted

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

**-** Nothing to Report this month.

**Next month:**

**-** Helping with on floor training

* talk to some past refs, and try to get some new guys out to ref

**Additional items freely discussed**:

* **Cambridge Day Sub-committee**Deana Ezekiel – President  
  Shawn Ezekiel  
  Kalin Wilson  
  Aaron O’Keefe  
  Kelly Gillespie  
  Kaisha O’Keefe  
  Brady Campbell

## Close of Meeting Moved by: Trevor Seconded by:  Kim

That the Cambridge minor Lacrosse Association meeting of Monday November 13, 2023 be adjourned at 9:22 pm hours.

**Next Meeting December 11, 2023 at 7:00 pm**