



## CAMBRIDGE MINOR LACROSSE ASSOCIATION

### BOARD MEETING MINUTES

Tuesday, February 7, 2023

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Committee Members in Attendance: Genevieve Oberlel, Jeff Lankowski, Leigh-Ann Radley, Jason Gillespie, Katrina Campbell, Brady Campbell, Erin Hall, Dylan Gillespie, Katie Tumbin, Shawn Ezekiel

**Regrets:** Trevor Ford, Luke Kivell, Deana Ezekiel, Charmain Rushton-Tyenecke, Erin Hall, Dan Beaudoin,

**Observer:** Bobby Cuthbertson

#### AGENDA

- Approve minutes from January meeting
- Director Reports
- Player Development Position

**Meeting Called to Order By: 7:06 pm**

**Motion to accept: Jason**

**Seconded by: Shawn**

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

**Seconded by: Katie**

**Jeff Lankowski – President**

- Worked with Erin completing the Coaching Interviews.
- City has received the updated bylaws and policies.
- Fielding question coming forward about dates for this season.
- All teams are registered for the Brampton Tournament and we are paid in full.

**Brady Campbell – Vice-President**

- Go over numbers and a possible girls program or better to go with a 2 team
- Go over goalie clinics - approval to use BINGO funds to rent floor time for goalie clinics, possibly 4-6 clinic sessions for goalies
- Who will be stepping up for player development - Possibly Trevor taking over the Player Development
- Go over coaching clinics internally and figure out dates-floor time required, Gen to look into this 4-5 sessions for the coaches, April, May, June, July
- Go over responding to emails in a timely manner
- Spoke with Potocky and he will be running TRY IT now that Zach has stepped away

**Dan Beaduoin – Director of Equipment**

- Purchased used cat 3 goal equipment - 1000\$
- Uppers, 2 sets of shins 18" and 20", 1 pair new UA gloves, goal helmet.
- Ordered shot clock set

**Next month**

- Purchasing 2 sets of cat 2 goal equipment.
- Case of balls
- Cheapest quote for give away sticks are 40\$,
- Need a quantity we think we should buy. I would like to buy 50 sticks. Which account can we use? CMLA or bingo.
- The cat 2 sets should be around 3000-3500\$

**Jason Gillespie – Director of Media**

- posted Skills and Drills pics and videos
- posted about registration draw for rock tickets
- posted try Lacrosse
- posted Team Sean Cooper info
- posted NLL game of the week
- posted John Tavares 1000 points Lacrosse quote
- timekeepers tagged hockey associations and received a bunch of interested people
- socks post
- Brady Campbell's interview link with the CBC
- Coaches' bios (waiting for Bobby's still)
- Guelph field lacrosse mention
- Wayne Gretzky lacrosse YouTube
- Refing clinics
- sponsors wanted

- Tyler Graham drafted 7<sup>th</sup> overall
- registration age divisions
- registration open
- RockStar Allstars (Bentley, Koltyn, and Bryce)
- draft information
- Coaches announcement
- Jr B assessment camps for our eligible members
- Jr B Home and Away Schedule
- Mitch Subject Elite Allstar
- bingo participant winner announced Melissa Dyck
- SWOLL Cambridge Alumni and current intermediates
- Rock Elite, Hardcore and Jr ALL current CMLA players
- asked for pictures of our athletes playing off-season lacrosse
- volunteers wanted ad
- Bingo ad
- registration price freeze
- Instagram followers 1134
- Facebook followers 811
- Twitter followers 834

#### **Next Month**

- Post registration reminders
- try it Lacrosse
- skills and drills content
- sponsors

#### **???? - Sponsorship & Fundraising**

- No report submitted

#### **Erin Hall- Rep/Travel Director**

- In January we selected coaches. They were announced online to our members.
- Coaching clinics will be announced this week.
- Here are the 2023 requirements for coaches:
  - Coaches must be properly NCCP-certified for the age division that they are coaching.
  - Coaches must be properly registered with the OLA through Sportzsoft.
  - Bench personnel over the age of 18 must complete their screening requirements according to the [OLA's Screening Policy](#).
  - Teams must also have a prepared [emergency action plan](#) that is accessible at any event that they are participating in.
- I also followed up with the Toronto Rock about our Highlanders night. It seems that now they require the association (or someone) to purchase a bulk quantity of tickets in advance. I did provide feedback that doing it this way makes it an unattainable event for

the smaller centres. Without doing it this way they will not provide us with any of the experiences or the “storefront” which allows us to share the link and families to purchase.

- We’ve had a few questions regarding CMLA lending the money for tournaments to the teams so that coaches are not waiting until teams are formed to be reimbursed.
- Also questions wondering if we have blocked provincials hotels for CMLA teams as last year there was difficulty securing hotels. If this is something we would like to do I can start looking into it. Board agrees that it’s up to you!

### **Katrina Campbell - Register.**

- Opened registration
- Answered lots of emails
- Here are the stats so far

<b>Division</b>	<b>Registered</b>
Try it	32
U5 Soft	12
U7 Paperweight	10
U9	4
U11	6
U13	7
U15	2
U17	3
U22	0
U9 HL	1
U11 HL	6
Volunteer/Executive	4
Coach	9

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- Volunteers and coaches have to register as well to be covered by the OLA insurance

### **Next Month**

- Continue answering emails

### **Genevieve Oberlea- Scheduling Director**

- Worked on scheduling for the 4 March warm-up dates for the U13-U22 players since we focused on the younger kids from Nov to Feb. Dates for these sessions are March 5, March 12, March 19, March 26. The first hour and a half will be 13-15, the second hour and a half will be 17-22.
- Submitted the Rental request to the City of Cambridge for this upcoming spring/summer season. Preston will be closed as of March 25th so asked for Duncan, Dickson and Galt.

As of Feb 5th, still have not heard back from the City to confirm what floor time we have been allocated but it looks like only Dickson and Galt, with Duncan until Galt is available in late May.

- Plan to use Dickson again for tryouts in March/April, schedule will be posted as soon as the City confirms our floor time. I will also post a tentative plan for HL, U5&7 so parents can plan but the rest will depend on the scheduler meeting in April to determine all our games
- Received updated Insurance to provide the City for our floor rental.
- Looking forward to seeing the Skills and Drills on the 12th since it's the first Sunday I have free time to attend.
- The sessions for the U13-U15 and U17-U22 will be free but participants have to be registered for a team for insurance purposes
- Gen will touch base with Erin to contact the coaches to run these sessions

#### **Next Month**

- Work with coaches on a potential schedule for tryouts

#### **??? – Director of Coach and Player Development**

- No report submitted

#### **Luke Kivell – Director of House league**

- No report submitted

#### **Trevor Ford - Director of House league/Paperweight**

- I have reached out to both Troy Cordingly and Tom Beleski and Tom has agreed to run the paperweight development program.
- He is hoping to touch base with U15 team for helpers as well as paperweight parents for help and possible future coaches.
- He wants to work with Mark as well and he will be sending me a list of items he would like to possibly purchase to assist in his program.
- Lots of emails about new to sport so great news there and a couple issues with sportzsoft but have worked with Katrina and she has gotten things sorted for them.

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

- Socks have been ordered. We have additional pairs available from the order so we will have them available with the clothing sale as well as at home opener night etc.
- Clothing for the season
  - Pricing for ILA is similar to last year through Rock Shop but they ran the shop/payment portion, we will need to run payments via e transfer but order will likely come faster- what do we want to do for sure? Can get the order form ready and posted for ILA or we need to reach out to Mike for Rock Shop.
  - Sample ILA pricing for items are (taxes included)- we need to determine our cost to post if using them to make any profit

**Adult**

Under Armour	Dry fit tee	\$29
ATC	Dry fit tee	\$20
Gildan	Long sleeve	\$22
ATC	Cotton tee	\$16
Under Armour	Hoodie	\$54
ATC	Hoodie	\$31
Nike	Polo	\$55
ATC	Polo	\$27
Athletic Knit	Shorts	\$24

**Youth**

Under Armour	Dry fit tee	\$28
ATC	Dry fit tee	\$20
Gildan	Cotton tee	\$13
Under Armour	Hoodie	\$44
ATC	Hood	\$28
Coal Harbour	Pol	\$35
Athletic Knit	Short	\$24

- Reached out to the City for approval for use of bingo funds for various ideas from the board. Approved for use for goalie clinics, purchasing goalie equipment for members use, banquet

**Shawn Ezekiel – Director of Volunteer**

- This month I attended the skills and drills on a couple occasions to circulate and answer any parent questions. Everyone had positive responses to the program, asked questions about registration, house league programs, and ordering clothing.
- We posted on social media for volunteers for house league but did not have anyone reach out, will reach out again once teams begin and parents may have an interest.
- I also completed another bingo assignment.
- Shawn will help out with house league as best as he can.

**Next month**

- Continue to assist anyone needing help looking for volunteers or any other jobs, and I will be attending another bingo in March.

**Katie Tumbin - Director of Marketing**

- Created Sponsorship Package
  - Intro Letter
  - Tiered Packages
  - Commitment Letter
    - REQUIRE PAYMENT INFORMATION before I can release
      - Katie o talk to Charmaine for this information
- Sponsors Update:

- o Kidspire – no sponsors yet.
  - Challenge with 2 year commitment
  - Suggestions for Velcro name bar for sponsors
  - Need dates for Open House so they can prep the Coupon Packages to be handed out then – they typically do it on picture days but I don't even know where we are at with that?
- o HONDA –
  - waiting for owner to get back on \$ Commitment
- o Sinclair Marketing –
  - \$4200 Worth of Marketing For FREE see email details sent to board
  - How can we pay back for this amazing initiative?
  - As a board member interested in Growing Lacrosse in Cambridge, is he willing to come in and give us a Marketing presentation on the benefits and effects of such marketing strategies?
    - Looking at what we can give him in return - possibly Junior B tickets as well as a shout out at Open House and for them to set up a booth as well. Put on Social Media and Website as well.
- o Broker Link
  - Wants to support one rep team, waiting on management approval
- o Perfect Pizza
  - Agreed to Sponsor – need form information completed so I can send out.
- o Road Signs – Signed contract for one month Feb. 3- March 3 (6 locations)
  - 30 Park Hill Rd
  - 640 Ellis Rd
  - 1920 Rogers Dr
  - 1200 Franklin
  - Queen Street
  - 255 Water Street
- o Print Jobs:
  - Set up a Canva Account – Shared with Dan and Jason to use (not accepted invitation) and share social media creations with Print creations for consistency in Logo/ Message \$150/yr)
- o Created Free Try Postcards (first print error batch not charged to CMLA)
  - Printed 200 and personally distributed to 4 Hockey Teams in my network reach
  - 20 still available to distribute
- o Created Registration flyers –
  - Put in in Hockey Arenas
  - Suggestions for other locations (Libraries??)
  - Printed off a bunch – bring them with you and ask stores if they are willing to post up etc..
- o Networking Grow the Sport:
  - Duncan 2024
  - RoadRunners Opportunities
  - Girls Lacrosse Interest

- HL Opportunities for 2024 – current OLA registrations up 5 Fold from precovid reg. numbers!! Good News!! How does this translate for CMLA?6)
- o Display Case at Duncan
  - Cleaned it out and put up posters, Gen to loan a wooden stick so it can be placed in the case as well.

### **Next Month**

- SPONSORS-
  - o Finalize agreements with existing leads.
  - o Encourage everyone to print the package and take it to their employers, favourite locals stores. Ask around.
- WEBSITE AND INSTA UPDATES – I can help with updates and file uploads if I am trained.
- Work with Don Crowder regarding advertising/booth opportunities at other arenas besides bulletin boards
- LOGO Security – Our Text is not easily sourced by even “find logo font” applications that Marketing teams use. It is also noted that it is difficult to read in general – perhaps if/when we do decide to rebrand, we take this into consideration for future changes?
- What company created our Logo and Text logo? Is there an official package out there? The one from the ROCK is for Jerseys only
- Do we have the logo text!

### **Dylan Gillespie -Chief Referee**

- During January I recruited 6 timekeepers new to CMLA via our media tagging multiple hockey organizations.
- I have spoken to past timekeepers from Cambridge who are planning on returning this season and offered to help with some training.
- In total, I have 15 timekeepers lined up.
- Sent out an email to past and interested officials regarding getting certified with all dates posted and reminded that a police check would be required for over 18.

### **Next Month**

- Run another reffing post on social media.
- Want to reach out to KW & Guelph RIC regarding combining on-floor training for refs.
- Reach out to timekeepers with more information.
- Confirm refs are registered for clinics.
- Prepare training packages for timekeepers.

### **Questions**

- Has OLA and CMLA decided on rates for games for both refereeing and timekeeping? Not yet
- Are we using ipads for timekeeping? Yes
- Are we using horizon to make schedules? Do I make the accounts for the new users, or does OLA create the accounts? Have not heard from zone on this as of yet
- Horizon for timekeepers as well? Have not heard from zone on this as of yet
- Who needs police checks, and what kind? What if I gave one last year? Anyone over 18 and if you did one last year just a declaration is required.
- As in previous years will we be paying for the refs clinics?



**Brady; Motion for CMLA to pay for the referring clinics, \$70 plus tax, after they have refereed 3 games**

**Seconded Gen**

**Carried**

**Leigh-Ann Radley – Secretary.**

- No report submitted

**Charmaine Rushton-Teynecke -Treasure**

### **CMLA Budget 2023**

#### **INCOME**

CMLA Balance	20,783.57	
Bingo Balance	15,356.76	
JRB Loan	8,000.00	
Registration	38,000.00	
Bingo Income	16,000.00	
Sponsorship	1,000.00	
Travel Fee's	14,000.00	
Try-out Fee's	2,000.00	
<b>TOTAL</b>		<b>115,140.33</b>

#### **EXPENSES**

OLA fee's	2,000.00
Zone 8 fee's	550.00
Provincial Fee's	5,500.00
Equipment	10,000.00
Web Site	1,200.00
Floor Time	25,000.00
Advertising	3,000.00
Executive Insurance	1,200.00
Coach Clinic	2,000.00
Trainer Course	200.00

Police Checks	80.00
Administration	2,000.00
Ref & Timekeeper Labour	6,000.00
Refunds	4,000.00
Paperweight Labour	2,000.00
Fines	300.00
Team Ontario	500.00
OLA LEVY & AWARDS	800.00
Playoff's	1,800.00
Year End Banquet	1,500.00
<b>TOTAL</b>	<b>69,350.00</b>
<b>BALANCE</b>	<b>45,790.33</b>

**New Business:**

- Floor time (Tryouts/Season) - discussed
- Bryce Wismer- as of now the board has decided to wait on this program

Brady

- Would like to discuss our home opener and ensure that minor is good with minor night for May 14 is Junior B home opener. Cambridge Minor night, kids get in free as long as they are registered and wearing their CMLA jersey. CMLA may have a booth and sell swag. Possibly a second minor night half way through the season.
- Talk about initiative to have younger players playing between the 1<sup>st</sup> and 2<sup>nd</sup> periods. Would like the younger kids to play between periods during home games.
- Ensure that CMLA is good with promoting Jr. B based on the email I had sent to the board. Go over how we can cohesively work together in promoting both brands.
- Show minor the new jerseys the Jr's are moving forward with and explain the colour change. Junior B jerseys are slightly different than the minor jerseys in coloring so people can differentiate between both organizations
- Junior is only looking for social media exposure, such as home games. Junior will promote our player of the week/month on their website.
- Junior will give a discounted price for home games for sponsors.
- Have we as a board patented the highlanders logo? Should we?

**Close of Meeting Moved by: Gen**

**Seconded by: Katie**

That the Cambridge minor Lacrosse Association meeting of Tuesday, February 6, 2023, be adjourned at 8:59 pm hours.

Meeting re-convened at 9:00 pm to discuss Luke Knivell - how do we want to move forward with this. He has missed numerous meetings and we have had no correspondence.

- Possibly Jeff to make a phone call to him to talk to him to gauge where his interest is. If he is still interested we need a commitment from him going forward.
- There will be Gen and another board member, possibly Katie on the call/meeting for transparency purposes. Meeting to be conducted this week.
- Jeff reviewed the constitution
- Meeting adjourned for a second time at 9:16 pm.

**Next Meeting: Tuesday, March 7, 2023**