

July 31, 2017. Meeting called to order 5:35pm

In attendance: Talitha (President), Kim (Vice President), Sean (Coaching Director), Marcia (Field Coordinator), Christine (Treasurer), Vanessa (Bantam Coach)

Approve previous minutes

- June's minutes are unavailable at this time, so there were no minutes to approve

Approve agenda

- Agenda amended to say "budget update will be emailed by Christine"
- Agenda approved with amendment

President

- Feedback from Spring Training
 - Overall, things went well. Kids were engaged, coaches were organized, and feedback has been positive. One negative remark was that executive members tend to appear "closed off" and "cliquey" at the field. It was discussed that we should all make an effort to engage with other parents at the field, and that we should maintain a positive, welcoming atmosphere.
 - Organization of the sea-can was addressed. The sea-can is not big enough to fit our storage requirements, which makes it difficult to keep organized. Executives and coaches agreed that we would work together to keep it organized and be patient with each other if it wasn't up to our personal standards. Kim will look into providing storage on her property for items that could be moved out of the sea-can and storage unit.
 - Storage shed needs to be moved before school starts. Talitha will follow up with Katrina and see if she is still able to facilitate the removal.
- Alternative contact numbers for everyone - sheet was sent around. Will email to other executives to add to it.

Registration

- Current numbers
 - 12 atoms, 18 peewee, 13 bantam
- Plans to increase numbers
 - Community guide - Janine was in touch with Jenn to make sure it was in on time
 - Fall sign up night - Sept 5
 - True Grit - August 26
 - Bring a friend - coaches will facilitate
 - Newspaper coverage (training, True Grit, first games)
 - Social media presence
 - Player, coach, executive bios
 - Football related "of interest" posts
 - Like and share to win

- team/organization info (registration, upcoming events)
- Please make sure you're engaging with the page!
- Vanessa has stepped up to help Talitha with this so that we can get more exposure. Talitha & Vanessa will meet to come up with a social media plan.

Treasurer

- Balance/budget - will be emailed by Christine
- Email scam. The same scam that successfully stole thousands of dollars from a Calgary association, attempted to have funds electronically diverted from IMFA. Thankfully Christine noticed the irregularities and called instead of replying through email.
- It was discussed that it was in IMFA's best interest to carry on our policy of no EFT payments. All payments to IMFA should be made via cash or cheque. IMFA will continue to make payments via cheque, and all withdrawal transactions will require two signatories.
- Treasurer needs mailbox access. Sean motioned for a second key to be obtained and in the possession of the Treasurer. Kim seconded the motion. Motion was carried.

Secretary

- Thank you cards (hookers, Tile 1, Flow Co, FI/FO). As of yet, we don't know of any thank you cards that have gone out. Talitha will follow up with Janine to ensure they are sent out as soon as possible.
- Meeting minutes still need to be posted to website

Equipment

- Pants ordered
- Waiting on funds to order the rest

Field Coordinator

- Schedule - we haven't received a schedule with times yet. We are also unsure if the schedule that was sent in June will be the final schedule.
- Field fees - currently expected to be \$750 for the season. Not sure what that will include at this point.
- Town liaison. Kim has stepped up to be the main point of contact for the town. She will also work to get the field use issue settled. Talitha and Kim will meet in the next two weeks to go over what has been discussed so far.

Field Project Plans

- Michelle Caron has carried on the roll and is working on the following projects:
 - Score clock (2017 season)
 - Field maintenance plan (hoping to have in place in early 2018)
 - Bleachers (2018)
 - Field house (2020)

Coaching Director

- Update on coaches (Vanessa, Dave, Greg, Scott, Brian, Troy, Drake, Darrian)
- Refing Clinic - there is one in Lacombe in August
- Safe Contact Clinic
 - To date, only Greg, Drake, Darian, and jr. coaches haven't attended the safe contact clinic
 - There is another safe contact clinic August 15 in Edmonton
- Sean may be stepping down next season, as he is running for town council in Sundre

Club Manager

- True Grit
 - Teams that have been approached: Olds and Rocky - have yet to hear back. Vanessa will reach out to coaches to get confirmation.
 - Booking field & change rooms - still needs to be done
 - Sponsor - Jenn and Katrina can work at finding a sponsor ASAP
 - Entertainment (DJ, cheer/dance halftime show, games/prizes, bounce house)
 - Sean has made contact with Cole White (a former player and ref, now a rising country music star) about possibly playing for the halftime show. Contact has been made with a possible DJ, just waiting to hear back. Bounce house has been booked. Waiting to hear back from Premier Cheer.
 - Volunteers
 - Concession
- Cyclones cards - Jenn has found a new company to supply the cards, looking at doing a blitz to run at the same time as our bottle drive (Sept 5)
- Events planned (Practices start - Aug 8, Equipment hand out Aug 10, Parent Meeting Aug 14, True Grit Aug 26, Town sign up night Sept 5, Bottle Drive Sept 5, first games Sept 8, CFL game experience Sept 29, back-to-back home games Sept 30)
- McMahon game needs to be scheduled ASAP
- Janine has stepped up to be peewee team manager. In an attempt to broaden our volunteer base, we would like to offer the position to peewee parents who aren't already in a major volunteer position. If nobody steps up before Aug 14, Janine can fulfill the duties of both secretary and team manager.
- Coaches bios for website, history/accomplishment update needs to be put on the site

Sponsorship

- Who has been approached
 - Specialty Auto (small cash donation)
 - Hookers towing (parade)
 - Boots and Barrels (cash donation, not sure of amount yet)
 - Minjas fitting
 - FI/FO (team T-shirts up to \$1000)

- IDA
- D&R (like & share promo)
- Who is on the list to be approached
 - Malcoms
 - CFK Collision
 - Dodge
 - Tri B Welding
 - Bilton (sponsor 4 players \$1,000)
 - Howell's (sponsor 4 players \$1,000)
 - Jackson's Pharmasave (specific first aid supplies, Heather has list)
 - Legion (pants - \$4,000)
 - Kinsmen (sponsor 4 players \$1,000)
 - Day Dental
 - Sutter Fund (4 players, \$1000)
 - Mansville
 - Innisfail Golf Course
 - New Chiropractor
 - Nana's Diner (like & share promo)
 - Hometown on main (like & share promo)
 - Studio 41, 1st Impressions

Meeting adjourned 7:45