

2021-2022 ANNUAL GENERAL MEETING

EXECUTIVE DIRECTOR REPORT

INTRODUCTION

The report will cover the period November 1, 2021 to October 31, 2022 and will highlight initiatives and activities approved by the Board and completed by the staff of St. John's Minor Baseball Association (SJ MBA) that are above and beyond the normal day to day scope of work.

ADMINISTRATION

This was the 3rd full season that I took on the role as Executive Director.

Our first 'grant worker' started on May 23, 2022.

Grant Workers

SJ MBA had an increase in grant student funding compared to 2021:

| | |
|--------------------|-----------------------|
| Canada Summer Jobs | 16 (2 more than 2021) |
| NL Post-Secondary | 3 (3 more than 2021) |
| NL High School | 14 (2 less than 2020) |

Total 33

BOARD OF DIRECTORS

In December we held our Annual General Meeting and elected a new Board. Ken Curtis was voted into the President's position for a 2 year term. Danny Penton was voted into the Treasurer-Secretary position for a 2 year term. We then elected 4 at large officers to 2 year terms (Paul Dillon, Charlie Kelly, Dave Lee and Mike Kirkland).

PROGRAMS

2021-2022 was another busy year. Our registration numbers continued to increase which was great to see after a few years of turmoil. We had a very busy year given the circumstances.

Winter Ball

In mid-November we opened On-line registration. This was our 9th year under the current structure. In short, Mark Healy plans, staffs and executes the program. We are responsible for all administrative requirements, rent the facility and provide the equipment.

Winter Ball was well attended given the uncertainty in programming due to COVID-19. Comparative numbers to 2017-2022 are shown below:

| Session 1 | | | | Session 2 | | |
|-----------|--------------|----------|--------|--------------|----------|--------|
| | House League | All Star | Female | House League | All Star | Female |
| 2017 | 124 | 82 | 0 | 123 | 93 | 0 |
| 2018 | 121 | 101 | 0 | 132 | 110 | 38 |
| 2019 | 113 | 100 | 36 | 113 | 122 | 42 |
| 2020 | 92 | 69 | 47 | 95 | 90 | 40 |
| 2021 | 67 | 50 | 40 | 68 | 53 | 46 |
| 2022 | 91 | 20 | 26 | 115 | 42 | 33 |

The program consisted of two 7-week segments with two 90 minute sessions (one for House and one for all-star players). We charged \$225 per player per session (\$400 for two sessions). Attendance was open to players from all baseball associations in the region. The female program consisted of two 7-week segments. We charged the same amount per player as the Friday session. Winter Ball was a success in all aspects given the increased stress put on the association to conduct the programs, as well as an increase in competition for training programs throughout the region. We also had a small shutdown in January which caused us to have to issue some credits and kept registration low.

In 2022, we continued doing specialty camps. The goal of these camps is to provide specialized small group training in response to our membership asking for such programming. These camps were designed as short term, 90 minute sessions to target either offensive, pitching or defensive skills. Due to COVID-19 shutdowns, we lost some of the January Offensive Camp. Registration numbers were as follows:

| | Offensive Nov 2021 | Offensive Jan 2022 | Pitching Oct 2021 | Pitching Feb 2022 | Pitching Apr 2022 | Defensive Dec 2021 | Defensive Mar 2022 |
|---------------|--------------------|--------------------|-------------------|-------------------|-------------------|--------------------|--------------------|
| Early Session | 23 | 22 | 24 | 17 | 26 | 24 | 21 |
| Late Session | 14 | 17 | 9 | 17 | 17 | 14 | 16 |

School Tournaments

In partnership with the English NL School Board and our colleagues from the other minor baseball associations on the Avalon Peninsula, SJMBA has assumed the lead role in conducting invitational school tournaments throughout the month of June. Simply put, without SJMBA these events would not happen.

Tournaments and Teams:

| Tournament | Date | Number of Teams |
|------------------------|-------------|------------------------|
| Steve Phillips Classic | May 23-27 | 5 |
| Junior High | May 25-29 | 10 |
| Senior High | June 1-5 | 7 |
| Junior High Girls | June 1-5 | 8 |
| Sgt Geoff Walsh | June 9-12 | 37 |
| Senior High Girls | June 14-19 | 4 |

Registration

Our House League registration opened on Monday, April 4/22 with full on-line registration and payment. We continued with the RAMP Registration software and expanded it to include coaching applications. We had a fantastic resurgence in numbers post COVID with no paid advertising. It is obvious that we enjoy the best form of advertising – word of mouth. In most divisions, we had teams with 14-15 players.

| Divisions | 2022 | 2021 | 2020 | 2019 | 2018 |
|--------------------|-------------|-------------|-------------|-------------|-------------|
| Rally Cap (5-7) | 148 | 133 | 121 | 131 | 147 |
| 9U (8-9) | 206 | 213 | 185 | 209 | 236 |
| 11U (10-11) | 193 | 195 | 191 | 218 | 209 |
| 13U (12-13) | 173 | 171 | 165 | 154 | 178 |
| 15U (14-15) | 117 | 118 | 118 | 134 | 134 |
| 18U (16-18) | 59 | 49 | 49 | 46 | 32 |
| 12U Female (10-12) | 56 | 46 | 71 | 68 | 56 |
| 14U Female (13-14) | 41 | 26 | | | |
| 17U Female (15-17) | 25 | 31 | | | |
| TOTAL | 1018 | 982 | 900 | 960 | 992 |

ALL STAR PROGRAM

Selection – Coaches-Teams

In April, the All-star Committee chaired by Danny Penton sent out an Expression of Interest (EOI) document re: coaching one of our all-star teams. Although it was a lengthy process, we staffed all teams with experienced coaches. We continued our policy that if a parent was selected to coach, his/her coaching role was confirmed only after all players including his/her son/daughter were selected, not vice-versa. Although a little cumbersome, this process helps us to further demonstrate transparency and equity in the selection process.

SJMBA fielded 17 all-star teams in 2022 in the following divisions:

| | | | |
|---|----------------------------------|--|-------------------------------|
| 11U A – Provincial Champions | 11U AA – Lost in Semi Finals | 11U AAA – Provincial Silver | 12U AA – Provincial Champions |
| 12U A – Provincial Silver | 13U A Red – Provincial Champions | 13U A Black - Provincial Silver | 13U AA – Did Not Qualify |
| 13U AAA – Provincial Silver and Qualified for Atlantics | 14U AA – Provincial Silver | 14U A – Provincial Silver | 15U A Red - Did Not Qualify |
| 15U A Black - Provincial Champions | 15U AA – Provincial Silver | 15U AAA – Provincial Champions and Qualified for Atlantics | 16U AA – Provincial Champions |
| 18U - Did Not Qualify | | | |

In May, we conducted our all-star selection process. Once again, we engaged Mark Healy, as well as the All-Star committee to develop an evaluation matrix so that each player could be assessed in a transparent, equitable manner. We also continued the use of skill shark software to allow for better player tracking and monitoring. We asked the all-star coaching candidates to attend the try-out sessions for their age division. The all-star committee, in coordination with Ken, Mark Healy, select evaluators and myself went through the data to ensure we felt comfortable with results. After 2021, we deemed it prudent to make some changes to the selection meeting. We invited coaches whose kids were safely on a team to be a part of the conversation so as to not influence decision making. We also reached out to all coaches with their comments regarding what they say as tryouts, as well as referencing numbers/comments from coaches in the past season. While we always try to keep our approach current, our number one goal is to ensure all players have a fair chance regardless of their background and we are extremely proud of our commitment to this.

Caps High Performance Program

In 2020, we started our Caps High Performance Program with Premier Sports Academy. We continued this program in 2022. This consolidated program allowed all of our teams to receive consistent training with high frequency repetition. We received positive feedback about this program and it was well attended. We will continue to tweak this program going forward and look forward to receiving feedback on how we can improve in the future. As we do with most of our programs, we will revisit this program every few years.

Metro League

In 2022 with the addition of Paradise, MP, CBN and CBS teams, we produced full (14-16 games) hybrid schedules for the all-star teams in 11U, 13U and 15U. The competition was excellent and we received positive feedback from all associations. The biggest issue we ran into was the lack of MP fields. Obviously this was an unfortunate and surprising turn of events, however thankfully this won't be an issue in 2023. As well, this was the first year that we took teams that were participating at Atlantic events out of the championship round. This certainly helped scheduling where we ran into a lot of adverse weather in September. Finally, one issue that is consistently brought up by our membership regarding Metro League is extending this to A and female teams. While this could be beneficial, there are several impacts on other leagues that need to be worked out first. Other associations are not interested in including A teams since they would not be able to run their house leagues without those players. This would mean our teams would exclusively play higher level competition. As well, we would need to acquire additional field time which is an annual challenge. Finally, extending this to female teams could be possible but we would need all of those players to exclusively play in that league. Currently, a lot of our female players play in multiple leagues which would not be possible. Looking forward, this is something that could be possible at the 12U level but currently our registration numbers for 14U and 17U are too low to support additional leagues. Our executive will continue to grow and support the regional interleague in 2023.

Female Teams

Our female teams enjoyed tremendous success in 2022 capturing a medal in every Provincial event. There are some challenges with the female all-star program that are unique to this group, especially lack of diverse competition on the Avalon. Coaches will need to continue to be inventive to find suitable competition for these teams.

House League

We tried a few changes in our House League program to improve the quality of competition, give the kids some additional AB's and cut down on the length of the games. We had a championship tournament for each division this year. As we did in 2021, we tiered the house league tournaments in 11U, 12U, 13U and 15U so that most teams received medals. We added tiered events in 14U this season as well. Each house League team were scheduled for a minimum of 18 games.

Rally Cap Program – Led by Megan Bennett, our Rally Cap program proved to be very successful. We had 12 teams (including one all female team) play over 4 nights each week. We

received numerous compliments from parents and coaches. With that being said, there are always challenges with having younger staff and supporting their work. We will continue to work on their training in 2023. The new Blue Jays hats were well received and were a great way to demonstrate our connection to the Jays. Although we had to reschedule Night Under the Lights several times, it ended up being a great way to end the season. In 2020, we moved this program to Wishingwell to encourage physical distancing. This ended up working out great and will be continued in 2023.

9U – We continued with the Minor and Major 9U divisions in 2022. By all accounts this was a great switch as we had 8 teams in each division. There was meaningful competition in both divisions with some great feedback. I would recommend this program continue in 2023, and possibly look at expanding to Rally Cap. We played 4 nights a week at Virginia Park and Kelly's Brook under the guidance of various grant staff.

11U – We continued with 12 teams. Our goal for house league is for players to have fun and play with their friends. This is something that all coaches and parents should support as well. A goal I have for 2023 is to increase the quality of coaching in 11U which I believe will increase the calibre of play and make the players have more fun.

13U – 13U numbers remained steady in 2022. This prevented a lot of defaults. We had 10 teams. A goal I have for 2023 is to increase the quality of coaching in 13U which I believe will increase the calibre of play and make the players have more fun.

15U – We had 7 teams (one of which was the Girls 16U team) which was steady from 2021. The league was very competitive but did suffer from some issues with defaults at times. We did recognize that there was an increase in travel this summer which may have affected numbers. We ended the season with a very successful John Wickham Memorial Championship tournament. A goal I have for 2023 is to increase the quality of coaching in 15U which I believe will increase the calibre of play and make the players have more fun.

18U – We added another SJ teams this season to bring us to 4 teams. They played in a regional league with 2 Mount Pearl teams and a team from Paradise. We struggled with defaults and poor weather on Sundays this season, as well as overlaps with Intermediate. We need to evaluate why players are registering and ensure that if they register they are intending to play. Another major concern for 18U is adequate field time which we need to find a solution for. While there are still kinks to work out, 2022 was a better season than we have had over the past several years in 18U.

Female Divisions - Our League of their Own Female Regional program increased to 20 teams over 3 divisions - 12U, 14U and 17U. We added a team at the 12U and 14U levels. The biggest concern for these divisions is adequate support and communication from other associations. This needs to be solved if we intend to keep a regional model instead of a St. John's only league similar to our other house league programs. Going forward, we will continue to tweak

these age groups as the demand warrants to try and serve any female who wants to play baseball.

Hit, Run and Throw Events

In response to the tournament regulations in 2020, we adopted Hit, Run and Throw Events to add some competition/training hours to our house league player schedules. These were very well received, especially in the younger divisions. Operationally, it does match more appropriately to our goals of fun and training in house league divisions. I was disappointed with some of the participation in 2022 and we will continue to tweak these events going forward. We anticipate doing them again in 2023.

Drills & Skills Clinics

We had another great season of our recently revamped drills and skills clinics. While there are some areas of improvement, Maddi Healy and her team did a great job. In 2022, we also switched up our female program to bring it in line with the other clinics which seemed to be more popular. In 2023, we will look at providing more specialized training under the same model of morning sessions switching every week, including the female camp.

Special Events

We had a busy return to special events in 2022! Events included the following:

| | | | |
|------------------------|---------------------|------------------|----------|
| Mike Buist Classic | July 15th to 17th | All fields | 46 teams |
| 16U AA Provincials | August 19th to 21st | Airport Heights | 4 teams |
| 15U A Provincials | August 26th to 28th | APH | 6 teams |
| 13U A Provincials | Sept 3rd to 5th | LSP/TN | 10 teams |
| 15U AAA Provincials | Sept 3rd to 5th | APH | 4 teams |
| 13U AAA Atlantics | Sept 15th to 18th | LSP/TN | 8 teams |
| Night Under the Lights | Sept 24th *rainout | Little St. Pat's | 12 teams |

FINANCE

As you will note in our financial statements, we had a modest operating surplus in 2022. We did have some major capital expenses in 2022 including the purchase of a new scoreboard for Edgar Hartery Field. We have currently invested \$30,000 of our own money in the purchasing of the board. We will hope to install this board in 2023. We also invested some funds into our office furniture to help diversify the use of the Joe Wadden room and built another shed at St. Pat's. It is positive to see a strong financial position throughout the pandemic and we will continue to be financially conscious in our decisions while promoting growth of our program.

MARKETING-PR-CORPORATE SPONSORSHIP

We lost some sponsors in 2020. Given the uncertainty in our economy, sponsorships will continue to be a challenge. However, I will be working diligently to maintain our revenues through this source. Thankfully, we did gain a new sponsor in Kirkland, Balsom & Associates. Welcome aboard! We are thankful you are our partner.

THANK YOU AND CONCLUSIONS

I assumed my role as Executive Director in November 2019 through some difficult circumstances. Unfortunately, most of my time in this position has been during a time of extreme hardship for our association. COVID-19 did help prove what we were capable of and I was proud to receive all of the positive comments about our program. I want to express a sincere thank you to Ken Curtis and all the Directors for their support and commitment. SJMBA is fortunate to have such a dedicated group of volunteers.

To our all-star and house league coaches, team managers and volunteers – Thank You! We could not offer our program without you.

To our student workers on grant and those whom are casual – your efforts are noticed and appreciated. Hope to see most of you back in 2023!

To our sponsors – Sportscraft and Kirkland, Balsom & Associates – thank you for your continued support. Your contributions to our program are immeasurable.

To the City of St. John's, especially the Parks staff – Carla Squires, Mike Beck, Neil McKenzie, Derek Duggan, Mike Adam, Leon Organ and all the guys and gals who work on our fields – a sincere thank you. Great job in 2022!

To the provincial MHA's who helped us with our student grants (John Abbott, Siobhan Coady, Bernie Davis, Tom Osbourne, Sarah Stoodley and John Hogan) and our federal MP's (Seamus O'Regan and Joanne Thompson) who approved our Canada Summer Job requests – thank you. Without both of these summer employment programs, we would not be able to offer the program we do.

Respectfully submitted,

Kristyn Coley

Executive Director - SJMBA