



CDMFA Board Meeting Minutes - April 7th 2022

I. Call to order

Ali called to order the regular meeting of the CDMFA Executive Committee at 6:37pm on April 7th, 2022.

II. Roll call

Attendance

-John, Fort Sask

-Michelle, Raiders

-Colleen, Rams

-Tracy N, Wolverines

-Justin, Seahawks

-Nathan, Stony Plain

-Rita, Spruce Grove

-Mel, Chargers

-Kim, Camrose

-Kurtis, Leduc

-Leslie, Beaumont

-Nicole, Millwoods

-Mary, Battle River Shock

-Terry, Mustangs

-Geoff, SAMFA

III. Approval of minutes from last meeting

Motion - John, Fort Sask
Second, Nathan, Stony Plain
ALL



- Terry asks to add a talk around Peewee players size and position as brought up to the board this week. Millwoods to add discussion around Hudl. Justin asks to discuss boundaries in North Edmonton, Tracy informs him of the agenda item and will review that discussion at that time.

IV. **Committee Reports 5X5**

(max 5 minute summary followed by max 5 minute Q&A)

Presented by either the Committee Chair, or the CDMFA Exec appointed as liaison to the committee.

a) **President Report (Tracy K)**

- Ali shares Tracy's President's notes. Congratulations to everyone on Football Awards. Tracy wants to thank everyone for their committee work and how far we have come in such a short time. Committees will be presenting their work tonight.

b) **Bylaw & RPP (Tracey N)**

- Updates are almost complete but we need to collect all committee amendments before we can finalize. If it is a policy it will be voted on tonight or electronically, if it is bylaws it will be sent out via email for review and voted on at AGM. Less bylaws and more policy so we can change them as we live and learn as we go through the season and varying needs for our programs. Policies will be added to meeting agendas to vote on next meeting if needed.

c) **Communications (Chantelle)**

- We had a managers meeting online, it was great to get everyone started. How many here would like more RAMP assistance. Chantelle will schedule for clubs. Social media is going well, Chantelle isn't getting enough content, clubs need to up their game. Share content with Chantelle. We are looking now into game schedules Darryl adds if you want free advertising, send Chantelle player stories. We need to get more players following us. Tik tok, Snapchat, how do we get our kids more involved. We are in the process of hiring a 3rd party communication plan going and what channels we need to look into. From now to AGM send your socials to Chantelle. Social media will be included in the communications plan moving forward.

d) **Finance – Fundraising (Chantelle)**

Accounts right now are General approx \$143 000, Casino account approx \$9700 and \$10 000 is the GIC, raffle account is open but not yet used. Still collecting registration costs. We will have to move some general funds into the raffle account once we have the totals done.

- CERB GIC, has been extended. So we either pay it back now, or keep for another year and earn some interest.



Motion: Geoff, SAMFA, To lock in the CERB GIC for another year.

Second: Terry L, Mustangs

All

i) Cash Raffle (Darryl)

- We may actually run out of raffle tickets before tackle. Darryl and Tracey N reach out to AGLC to see if we either call the draw earlier than Fall or add more tickets if we can. Board to be updated from there. We won't have a way for those parents to recoup their funds if AGLC doesn't allow more tickets. Ali shares they had to close registration due to too many kids and not enough resources and equipment and have a waiting list for flag. Tracey N asks for fundraising coordinators so we will pass around a sheet for clubs to put down a contact person. We will have the tickets handed out as soon as possible at games the weekend of April 16th. We have to be careful explaining the raffle to parents and clubs. We can not pressure anyone into the raffle. It has to be their choice no questions asked. We have to be aware of the assumption of being a closed raffle.

ii) ELKS Fundraiser

-Referral program with the CDMFA QR code. We get a kick back on those tickets. We are already earmarked for our scholarship going forward so the more we gather the more goes back to the kids. This program is almost over.

iii) Fundraising Workshop & Referral Handbook

-Many companies want to come and share their programs with us so we will set up a fundraising workshop to share opportunities. Round table to follow on what works and what doesn't. More than 5 people are interested, so we'll go ahead and plan.

Chantal introduction - She is the new Programming Assistant, she comes from the Seahawks. Justin shares her background and she played for them and now coaches. .

e) Sustainability (Tracy K / Nick)

-Tracy reviews the homework email that was sent out. She is looking for ideas for funding requests and where the raffle proceeds are to be spent. AGLG has guidelines for spending, we may have to adjust account budgeting for those plans. Nick is receiving requests and will try to fit them in anywhere we can as we approve the budget and planning. Email them to Tracy now so we can get things moving once raffle tickets come back. Chantal M asks is there another way for people to recoup their fees if they can not gamble? Right now no. This process is still new and we need to continue to check and adjust. Darryl will send out what we are able to spend through AGLC.



f) **Coaching** (Ali / Chris)

-Ali thanks everyone for joining the first CDMFA Coaching clinic. They had 45 coaches attend. A number of presenters, round table. We lost \$800 on this event. BUT we can all agree this “loss” is actually an investment in our staff and our kids for the betterment. Coaching committee came up with a plan to have a NCCP component to all CDMFA coaching clinics so we are all getting the most out of what coaches need for development. Chris Malo is working towards making this and ongoing commitment. We are trying to ensure that coaches are teaching certified knowledge and not hiring 3rd party companies without NCCP credentials. Scholarships are covered for kids in need with the registration fees from these NCCP clinics. Application forms are now on CDMFA website. Coach chat groups and Facebook pages and have created and we want it to be a safe place for coaches to support each other. Moving to Flag certifications. There are not courses required for flag programs. We need to vote on what to mandate for coaches and those documents will be sent out for vote as they are completed.

Discussion around ball changes since Wilson balls are back ordered globally. Do we agree on specific size? Brand? Material? Wilson ball is the only one approved for provincial play. Darryl can motion Football Alberta for a change. However, there are no provincials for flag it isn't a spring issue. Practice balls and game balls can be different if we agree. Geoff asks for a motion for the same specific size for the Wilson and same fabric within any brand. Group decides to table this motion until our next meeting so we can have some research done into what we can order and make adjustments then. Kurtis asks why Bantam and Pee wee have a difference. Hand size in age.

g) **Retention/Recruiting/Marketing** (Ali / Tracy K)

-Recruiting strategies. We can't recruit if we can't retain. We are looking for programming to run all year long and do a lot in house to build the community. If any clubs have try football nights, send Tracy K a request for an Elk. They do have contract commitments going on so you may not get a plate but maybe a mascot or staff member. The Elks have promised to attend out lying communities as they never did before. Pre COVID the Elks had planned so many community events so they should be inviting us as well. CDMFA event to take over Commonwealth as a tradeshow type event. People will travel for such a large event and then would have a club there to be introduced to. Events like labor day rematch game. Bring Calgary district as well to do joint event. Oct double header games, U of A plays then Elks play. Salute to Minor football night then as well. Ali shares we want programming 10 months a year. So even if we have these events late in the season, we will have a programs for those kids to join us. CDMFA is creating a calendar of events to keep everyone on track to plan their programs.

h) **Program** (Ali)

-Ali shares we want programming 10 months a year. So even if we have these events late in the season, we will have a programs for those kids to join us. CDMFA is creating a calendar of events to keep everyone on track to plan their programs.



V. Staff Updates

a) Darryl

i) **Midget**

-Midget numbers are great. This season we are having their first home games for our traveling clubs. Fort Mac and Llyodmister. Issue with water and dressing rooms at Clarke still being figured out.

ii) **Girls Spring Tackle**

-Girls start April 24th. We have 4 Senior teams and 2 Junior teams. Calgary is trying to start a girls league so we are trying to send our junior girls to play in Calgary. Geoff shares the love for female tackle programs. Us as a league need to better support this program.

iii) **CDMFA NFL Flag**

-Flag numbers are amazing. We have 42 teams, 500 players from only 6 clubs playing NFL Flag. We have to close a lot of registrations due to resources and many teams have waitlists. Ali shares the profit margin on flag. registrations \$260, fees \$60. Netting \$200 a kid. Using very cheap grass fields, we are for the first time making a profit in a season. Same as Midget 200 kids, huge profits. Ali shares for clubs who think they shouldn't play flag, the ones that do will actually be 8 week ahead of you. Game experience, team growth to roll into tackle. Geoff shares the same. Flag should be earlier so there is more time between flag and summer camps. Also the only teams that had programming throughout all of COVID were the Raiders and SAMFA. Those teams finished way ahead of everyone else from a development standpoint since we ran systems in flag first.

iv) **CDMFA Fall Registrations**

-There was a RAMP error in totals but has since be fixed. Keep an eye out for that issue.

v) **GEFFA Spring NFL Flag**

-Rules for Novice needs to be one rulebook Lawrence asks, as of now they are different. If we have jerseys that don't fit, we can order more and if we have too many they can be used next year as GEFFA teams. GEFFA is straight development, CDMFA is a competitive, more commitment and the next level of loving the sport

vi) **GEFFA - Elks Fall Flag negotiations**

-Golden Bears run this program. They supply coaches and we schedule and arrange fields. We have yet to hear if this is continuing.

vii) **GEFFA - Edmonton Community League Negotiations**

-Meeting happening late April for fall programming. The communities are not working well with soccer at this point and are looking for more sports options for fall.



VI. New Business

-Ali suggests we all start using Hudl so we can have access to everyone's film, tik tok reels for the kids, and so many more resources. If we come together and buy a league pass. This would be for budgeting purposes. There are many other film companies that we can hire to do videoing and distribution of film to make it easier for everyone. Terry says this can also be helpful for the EOFA to educate their officials. The value of film for incidents, player issues, coaching issues etc. Darryl will handle the reality of this and look for a service.

a) Discipline (Michelle/Terry)

- i) The committee has completed the code of conduct as well as the disciplinary process. The executive has approved these documents so we just now need a vote on the process before the AGM. Terry shares the outlines of how the process will work with all levels of governance. The Universal Code of Conduct always trumps any CDMFA bylaw or policy of discipline.

MOTION: Geoff, SAMFA, To: Accept the Code of Conduct as presented to the board by the committee.

Second: Rita, Spruce Grove

ALL

MOTION: Tracey N, To: Accept the Disciplinary Process as presented to the board by the committee.

Second: Rita, Spruce Grove

ALL

b) Boundaries. Recruitment zones & Release (Ali/Rita)

-Jan 1st are from Fall registration, July 1st is based on registration in spring and those are your club's eligible membership voting numbers

i) Releases have been difficult for years, we have to move forward. This is the proposal we have so do we want to try? This policy has been in place since 2013. What the committee has come up with. It is not always going to be what everyone wants but we have to start somewhere and the committee will then review. New Players will not be eligible for a release. Those issues can be sent to the disciplinary committee as maybe there is an issue with a club disciplinary committee approval would not count as a release. 12 man vs 9 man programs are also not eligible reasons for release.



Each club will release a MAXIMUM of 5 players per season. 3 of those 5 players can be released to one club. Siblings, immediate family already members can be grandfathered in. Coaches' kids will NOT be able to follow their parent without a release of another valid or approved reason. We will use permanent addresses only. What is the primary residence of the kids. If it is a 50/50 situation it would be either club but also should be having a conversation from the club. Once a game is played the kid is locked into that team for that season or does not play anywhere.

MOTION: Rita, Spruce Grove, To Accept the Release policy as presented to the board by the committee.

Second: Tony, Chargers

ALL

Boundaries- The city doesn't even look like Edmonton from 10 years ago. Our proposal from the committee is to stay within each county. If your address says Edmonton...you LIVE IN Edmonton. Trumpeter has been an issue as well as Army Base (CFB Edmonton). This is a 2 year commitment. We will always check and adjust as this is policy.

Trumpeter/Big Lakes and Army base (CFB Edmonton) will be shared between St Albert, Edmonton and Fort Saskatchewan.

Devon is in Parkland. Can we agree that Stony Plain, Spruce Grove, Parkland, Beaumont and Leduc will share Devon. Terry asks about reserve land. We can agree if you do not belong to a county and live on reserve land you are eligible to play for any club.

MOTION: Tony, Chargers, To: Accept the Boundaries policy as presented to the board by the committee based on the agreements by the clubs in these motions tonight.

Second: Ali, Millwoods

ALL

d) Upcoming AGM (Tracy K)

i) All positions are always open. If you have anyone to nominate or yourself come and step up. Going forward the committees will be larger and more project driven. VPs 5 in total. We have already doubled in registration and are going to need the support. Tracy will email out the AGM package if you have questions and send them prior please. Budget requests need to be submitted before May 9th 2022.

Changes: VP of Coaching, VP Programming Tackle, VP of Non Contact Programming, VP Finance, VP of Communications. Tracy will email out the AGM package if you have questions and send them prior please. Budget requests need to be submitted before May 9th 2022.



Presidents Homework: Send budget requests into Tracy, review governance policy for vote and commit to coming to the AGM.

-Terry brings up the sizing issue for discussion. There has been a club asking for thought around size positions for larger children. There is a safety aspect for the other smaller kids. We also have kids who don't know how to take a hit and how clubs need to look at improving neck strength. This will be brought to the coaching committee for them to discuss and advise us moving forward. There are still issues with provincial rules as well as human rights issues where we can get in a bad spot.

VII. **Adjournment**

Michelle adjourned the meeting at 9:40pm

Minutes submitted by: Michelle McKay

Minutes approved by: