



CDMFA Board Meeting
MPR Foote Field
Dec 02nd, 2021 – 6:30pm - 9:30pm

1. Approval or Additions to Agenda

Approved -Motion, Tracy (Wolverines) and Second Martin (SAMFA)

2. Verification of Quorum

- 3. Martin - SAMFA
- 4. Jeff - SP Wolverines
- 5. Colleen - SP Rams
- 6. Michelle - WE Raiders
- 7. Nathan - Stony Plain
- 8. Terry - Mustangs
- 9. Angela - Fort Mac
- 10. Nicole - Millwoods
- 11. Todd - Beaumont

Online

- 12. Laura - Leduc
- 13. Kim - Camrose
- 14. Dan - Spruce Grove
- 15. Roanda - Battle River Shock
- 16. John - Fort Sask Falcons

17. Approval of previous meeting minutes.

Approved -Motion, Tracy (Wolverines) and Second Nathan (Stony)

Ali asked everyone to review last meeting minutes as it was a heavy meeting and wanted to be sure that 100% of our action items were addressed. Thanks to everyone. Ali shared the success of this season in the face of adversity, and we still managed to send multiple clubs to

provincials and dealt with the least amount of player and coach suspensions we have had in a while and fielded a lot of new teams.

18. Old Business

a. CDMFA CEBA Loan – Resolution

Ali shares the documents attached to the meeting info package regarding the CEBA loan and how we are using the formed committees to address our bylaw and RPP issues so this type of situation doesn't happen again. Ali shares 2 options to resolution. Did we break the bylaw and in turn now pay the money back? Or do we agree, yes we made a mistake, the bylaws were not clear, this was not a "loan" yet pandemic relief in unprecedented times, keep the money in the bank where it is to collect interest and agree on a date to pay it back?

Motion- Todd (Beaumont) and Second Tracy (Wolverines) to keep the money from the CEBA loan in the bank to collect interest before paying it back on December 1st 2022.

19. New Business

a. Programing Costs

Darryl shares his report of the cost breakdown on his proposal for 2022. Biggest cost being fields and officials. Added \$1600 for meals that we budget for when we host provincials. Last year league fees brought in was \$65 000. Novice programming brought in \$5000 profit. Atom brought in \$1200 profit. Athlete cost will need to change in 2022 due to these differences suggestion We lost \$16 000 in Peewee and \$8000 in Bantam. To summarize prices are going up and our clubs are not even making programming fees back. We have seen how casinos come and go right now and we can not keep relying on that money. Our proposal is price increase in Novice \$3.17 Atom \$7.69 Peewee \$41.31 Bantam \$16.67. Novice will be a flat fee increase not per kid as it has been. Darryl's fee breakdown shows why league fees are going up with the program cost breakdown. He also added a per player price. Football Alberta fees to also be added to the registration process along with the raffle.

Nick (Seahawks) What are we playing Football Alberta for?

Football Alberta team fee is to be eligible for provincials. Football Alberta membership is \$17 non contact, \$40 contact for insurance and membership. Terry (Mustangs) If you are not a provincial team do you still have to pay it? Ali shares we will put a committee in place to deal

with concerns around where our money goes to Football Alberta. Darryl to focus on year long programming and leave Football Alberta to the committee. The committee will create a voice for the CDMFA with Football Alberta. Nick (Seahawks) why are costs different from Pee wee and Bantam? Darryl shares the officials charge us more for Bantam. Ali and Nick suggest splitting the difference and charging them the same. Agreed. Ali shares we don't have the option to not pay these fees so we are working together to find the best solution. Last meeting Justin and Nick (Seahawks) asked the CDMFA to invest in finding ways to make the CDMFA sustainable. We discussed also setting up a committee to look into why fees are different club to club and share some best practices to help all clubs become more successful. The room discussed the successes of different fundraising ideas. 50/50 online making anywhere from \$4000 to \$16 000 for each club. Setting up parents with raffle tickets to sell upon registration. Colleen (Rams) If we ran a CDMFA 50/50 once a year and split profits amongst club it could be huge. Clubs still will continue to do their own fundraising.

Motion Todd (Mustangs) and Nick (Seahawks) to accept the fees for 2022 and resolve the details of the surplus money within the season through our committees.

The room discussed the successes of different fundraising ideas. 50/50 online making anywhere from \$4000 to \$16 000 for each club. Setting up parents with raffle tickets to sell upon registration. Colleen (Rams) If we ran a CDMFA 50/50 once a year and split profits amongst club it could be huge. Clubs still will continue to do their own fundraising. Terry (Mustangs) shares we are putting the increased league fees onto the clubs and asking them to fundraise for the CDMFA as well. Ali shares with this proposal that fundraiser is to pay off your league fees.

Darryl proposes his raffle plan. If we all come together and have that brand recognition we will be able to have bigger prizes and bigger profits. We would charge a CDMFA fee of \$100 upon registration and the parents would receive a raffle ticket book to sell. They could also just opt out and pay the \$100 fee. That money would go directly to the CDMFA upon RAMP registration in addition to the \$40 (tackle) \$17 (non contact) Football Alberta fee discussed earlier. With that we would remove the clubs from paying any league fees at all to the CDMFA. With every registration getting the raffle tickets @ \$100 with the average 2500 we normally have we are looking at \$250 000 (incoming) - \$100 000 (league fees) - \$60 000 (prizes/marketing etc costs) = \$90 000 surplus. The surplus from the raffle after league fees and membership is paid would be used to go back into the CDMFA to provide free programming, free coaching clinics, scholarships for every club, the CDMFA OR paid to the clubs or however they want to use them, our fundraising committee will discuss.

Dan asks why CDMFA can't do a jamboree at the beginning of the year and use the surplus for that? Lindsey (Beaumont) shares it's the admin cost and prep for those events that are hard to organize. All of these other options are giving back to the club for growth. Darryl adds as we grow and have more registrations this surplus would grow and could cover all of these things together and now we have a constant stream of money to build up the sport in the city. Ali clarifies, right now your club registration fees your parents pay (example Raiders \$450) has CDMFA league fees built in. So now with the raffle, the \$100 CDMFA paid through registration and \$40 for Football Alberta, you as clubs would have to lower your club program fees to reflect the \$140 bill the clubs used to pay. That Football Membership fee is only paid once a year per player NOT per program registration. A lot of discussion and clarity on it. suggested we leave the details with the committee so we can vote tonight to proceed

Motion- Roanda (Battle River) and Second Todd (Beaumont) to proceed with the raffle for \$100 000 to cover league fees and the details will be created and shared by the committee.

b. GEFFA Partnership

Ali shares the back story of GEFFA as their own organization like EMSA is for soccer. They have asked us to partner with them to offset some costs like the technical director, payroll, accounting, office costs etc. Darryl shares his proposal of paid employees and GEFFA partnership. The CDMFA will bill GEFFA for the Technical Director role. The Technical Director will do programming and admin for GEFFA, in return GEFFA would pay us for the Technical Director to continue work with Female and Non Contact football CDMFA club programs. Darryl shared CDMFA doesn't have the money to keep both Executive Director and Technical Director as staff members and we need GEFFA to support us in non contact football. GEFFA was created because of the need for non contact options to grow football in Edmonton. They are now even partnered with all the community leagues in the area. Approximately 2018? Darryl shares he volunteers his time for GEFFA outside of work hours but other than that we are completely separate organizations right now. The structure of Darryl's role has become more than it should be. He was doing everything for the CDMFA as a paid employee and he shouldn't have been. We are a working board for you, and if we are committed to working for this then we expect you guys to help us get there, which leads us to our committees. Once we remove all of this work from Darryl there isn't enough work to keep 2 staff members on which is something the clubs have had an issue with and agree Darryl stays on as Executive Director and move Tanya's role as Technical Director to GEFFA. The CDMFA is going to run with one staff member regardless of this vote to partner with

GEFFA, but we would rather join GEFFA in supporting growth in football or they will still continue without us. They have their own President and Board. CDMFA teams would still continue our own Novice programs. Novice could run Spring or Fall with each season, GEFFA and CDMFA within this partnership. Format could be different with NFL rules. Community leagues want a fall sport to run and mirror their soccer programs. Geoff (SAMFA) asked the same thing a few years ago. When you look at the demographic of kids who we want to come to football if we only run non contact football in the spring, we will never have the opportunity to widen that net and gain soccer only kids. GEFFA has been asked by the community league to take over soccer field areas for flag. Tracy adds we will ask GEFFA to share a presentation around partnership. With GEFFA we never have to worry about coaches. Our kids, their program. We now have kids playing football without us having to do anything, now those kids want more, another season, tackle, they go back to their clubs. Maybe even now with parent coaches. We need to partner with them before we can even start to plan the details. Dan (Spruce Grove) Didn't Tanya and Darryl start GEFFA. Chantal Strombridge shared no they did not. GEFFA came in place after all the discussion around flag that clubs didn't want to be apart of and because the CDMFA board at that time wanted help covering the cost of the Executive Director role. It was talked about with clubs the entire time it was being developed. Ali clarifies, Darryl and Tanya are paid employee's of this organization. They do what the elected board and directors ask them to do. We are all volunteers. There is nothing either of them did that was not ask of them by the board of directors or the elected board either in the room or past members. We need to move on from this. Dan (Spruce Grove) asks who is asking us to join GEFFA. Ali responds the President of GEFFA. The Edmonton Eskimos came to the CDMFA with their flag program they were not going to continue running. The CDMFA club members at that time were not interested in flag programs, therefore GEFFA moved on without us. The first year they made \$50 000 and \$40 000 of it was paid to the CDMFA by GEFAA for Darryl's administrative assistance at \$25 000 and \$15 000 in team fees.

Motion Todd (Mustangs) and Second Tracy (Wolverines) for GEFFA to assume the Technical Director role and create a partnership with the CDMFA

c. Coaching Development

We need a coaching development plan. We haven't done a good job at coaches. Chris Malo is running the coaching clinics and the development committee. We are working to have coach the coaches while your players and working on skills development. Coaches would meet an hour before and plan everything and run together. Coaches would pay for it or we could use a budgeted amount from the raffle surplus money.

Terry (Mustangs) asks if we can coordinate a basic level coaching with approval from Football Canada for parent coaches. We can look into minimum requirements for a parent to hold a bag etc like a junior coach. Football Alberta says you need to have Community Coach with an NCCP #. They then have a 1 year term to try it out before they get certified. Novice Flag great starting point.

Motion- Todd (Mustangs) and Second Colleen (SP Rams) to follow through with a CDMFA coaching clinic through the committee.

d. Spring Programing

Midget, Non Contact flag and Female Football will continue for 2022. The LTAD may come into place this year for weeks of contact, roster sizes, rules, age groups etc. We should have a decision soon for 2022. But for now we will plan as per normal. A lot of questions around high school eligibility with Midget. Nick (Seahawks) shares we have always had 500 midget players. However weeks of contact with the changing LTAD and high school push back isn't helping with Midget. We should be working together. Calgary is one. However Calgary has a ton of non contact weeks built into their schedule. No winter camps, no contact before Sept. There are a ton of more rules. Until those items changes we won't be able to have Midget without Metro relationships. We are their feeder kids. They need to be there. Terry shares we could start Midget as flag so there is no weeks of contact and have a 6 week season. Female midget will continue as well. If we have girls in clubs who can't make a team they could be moved around. ASAA made an exception for girls when it comes to high school eligibility for now. Darryl proposes a Snow Bowl Feb 12th in Spruce Grove for flag teams. Stony Plain is in, Raiders are in, Millwoods etc....

Motion- Nick (Seahawks) and Second Kirt (SP Rams) for creating an LTAD committee with Football Alberta

e. CDMFA Office

Our old office was Neil (past President's office) so now we need somewhere else. We need to keep these trophies and personal info somewhere safe. Ali has a proposal to share his company's office space in Sherwood Park. All utilities included, wifi and office use space and storage for \$500 a month. He is working on getting Tirecraft to sponsor our admin. We will look to other clubs for other meeting spaces. Terry (Mustangs) adds to be clear, we have to all acknowledge there could be a perceived conflict of interest but we as a group right now agree that the personal gain and benefit is something we are ok with given the rent and space provided. Everyone agrees.

Motion- Kirt (SP Rams) and Second Nathan (Stony Plain) to accept Ali's offer of \$500 a month for rent through his Tirecraft company.

20. Reports

a. Financial Update

Ali shares the follow cart. We were going to lose \$10 000 and we ended up making \$20 000 with cleaning up some expenses, increased registration and collecting fees.

b. CDMFA Fall Season Review

Darryl and Tanya did an amazing job running this past seasons. Tanya's technical report is attached.

21. Elections (Interim Executive Members)

President - Tracy nominated by Ali and Tracy (Wolverines)

Tracy shares her insights for the CDMFA President role, she's been an athlete, a coach, board member and has a ton of experience in the private sector. She wants football in every community for everyone, everyday of the year. Clear communication is key and coming together to teach each other as we are all doing the same work. Shared events and festivals with a corporate image will help us continue the work she has done networking in the off season. The work the CDMFA board and directors have done so far is amazing and wants to have an amazing 2022. Motion – Michelle (WE Raiders) and Second Martin (SAMFA)

Treasurer - Chantell Strombridge nominated by Ali

With Stony Plain for 11 years past President, CDMFA 2014, Storm board of directors, lacrosse teams, school fundraising and has done a lot of bookwork.

Motion – Nathan (Stony Plain) and Second Nicole (Beaumont) Dan (Spruce Grove) asks if these nominations are just until the AGM? Ali answered yes they are interim positions.

22. Open town hall style discussion

Ali shares we need to determine governance. Football Alberta doesn't want to govern us, Football Canada doesn't want to govern us so what do we need to do. Terry Langley shares work from the Disciplinary Committee meeting around a cohesive code of conduct. A big concern dealing with jurisdiction so working through that now. The CDMFA should be the system of support not governance. This committee should be the last resort in discipline when all other steps of support are taken but have failed. The bylaw and RRP writing will be the best support for this committee as well. The complaint process needs to be clear and address

appropriately. Supporting all clubs with those one off troubling families and communicate to each other. This committee work we want to have completed by the AGM in May.

Geoff shares for next season when we declare can we enforce these rules and RPPs and Ali will be asking coaches to come to declarations. Bantam needs to stay at 12 man football. We should be declared by June. Registrations needs to happen early spring to better plan for our year. That's on the clubs. CDMFA goal would be to have 4 atoms teams into 2 peewee teams into 1 bantam team for every club. Terry suggests handing out rulebooks and packages to kids upon registration to educate parents like the football 101 to get families educated and involved. SAMFA used to do Moms night which we should bring back for Mother's Day. Tracy wants to create a virtual whiteboards for clubs to share ideas together all year round.

23. Next Meeting - Feb. 03rd , 2022

24. Adjournment @ 9:28pm