

**CENTRAL ALBERTA SOCCER ASSOCIATION**  
**2024 ANNUAL GENERAL MEETING**  
(Draft Only)

**DATE:** Wednesday, November 27, 2024

**LOCATION:** Virtual

Meeting Called to Order: 6:35 pm

**Present:** **EXECUTIVE - President** – Jon Mulder, **1<sup>st</sup> Vice President** – Lonny Behm,  
**Treasurer-** Darla Preston, **Director** – Rob McArthur,  
**STAFF: Executive Director** -Tammy Olson, **Director of Operations-** Jason Blake **DRA-**  
Philip Ignacio, **Assistant DRA** – Tracy Everett

**Voting Members:** Bentley – Michelle Lundy, Heather Dion  
Blackfalds – Lyndsey Greer, Marcia Arneson  
Camrose – Amanda Boateng  
Innisfail – Amy Adams  
Lacombe – Jeff Mason, Cecelia Mena-Metro  
Ponoka- Matt McArthur  
Rimbey – Christine Beerman  
Rocky Mountain House – Olivia Atwater  
SC Central – Andrew Vanderburg  
Spruce View – Alyssia Stahl  
Stettler – Wade Stewart  
Sylvan Lake – Kevin Breitzkreutz  
Wetaskiwin – Simon Kelm, Cherri Gordon

**Not Present:** Clive, Central Alberta Men's Soccer League, Penhold

- 1) Call to Order. The meeting was called to order by President (J. Mulder)
- 2) Agenda – a motion was made to accept the agenda – Bentley (M. Lundy) 2<sup>nd</sup> by Wetaskiwin (S. Kelm). **All in favour. CARRIED**
- 3) Roll Call: Roll call was taken with voting members noted above. Thirteen of Seventeen members present. Quorum met. Voting rights have been amended removing the members not attending from the voting roll.
- 4) President's Opening Remarks- (J. Mulder)
  - o 2024 was a good year. Membership numbers are up. We have had wonderful engagement with all membership. The 1st 1 1/2 years of having a new, dedicated technical director in quite some time has been a smashing success. Along with our technical team and they have done good things. We are growing, in ways we did not think we would, and it's been a blessing for all of us from our girl's program to our Tier 3 and our tier two and one programs. All of this culminated in the addition of a new full-time staff member and with that. It has been a successful year, and we look forward to moving forward. Thank you to everybody for all the hard work and dedication you have put in and to all the volunteers, past and present. We look forward to the new year.
- 5) Review of Minutes of 2023 Annual General Meeting.
  - o No Errors or Omissions Noted
  - o No Business arising.
  - o Bentley (M. Lundy) moved that the minutes be accepted as presented. 2<sup>nd</sup> by Sylvan Lake (K. Breitzkreutz). **CARRIED**

- 6) **Technical Report –(FULL REPORT-previously sent) L. Behm– Technical Director / J. Blake – Director of Operations and Development**
- Overview of 2024 CASA Programming Successes.
  - Welcome to our New CASA Employee – Jason Blake – Director of Soccer Operations and Development. As CASA continues to grow, we can no longer manage all operations with One full-time and employee and One quarter-time employee.
  - An expansion of Programming with face-to-face interaction and engagement with all the CASA Soccer Clubs is the goal. Twice monthly on-site programming. A schedule will be created.
  - Creation of and CASA Technical Group and Assigning of a Technical Lead for each Club wherever possible. Monthly non-mandatory virtual meetings. A great opportunity to get that feedback, but it's also a great opportunity for our members to be actively involved in the discussion creation and involvement participation.
  - Canada Soccer Licensing – J. Blake will oversee and assist Clubs in achieving the next level of Licensing or maintaining their status.
  - Player and Coach Retention focus.
  - Player and Coach development.
  - One of the key things for 2025 is the creation of committees that are stated within the within the CASA by-laws, and policy documents within the rules and Regulations. Competition, Technical, Discipline, Referee and Governance committees with involvement from our membership to help shape the future of CASA. The committees will have an Executive Member and Staff Member as the leads.
  - New CASA domain address and email addresses will be implemented soon.
  - 2026 Men's World Cup coming to Canada. Using this global event that is going to be on our country's turf. We can use it to our benefit and our growing of the game and in increasing the participation of the sport in CASA.
  - CASA operational staff will now have more opportunity to support service and engage the Members in the Member's own environments.
- 7) **Referee Report – – (FULL REPORT-previously sent) District Referee Assistant -DRA- (P. Ignacio)**
- An increase in certified Referees from 134 to 158. Continued growth in this area as we re-build referee numbers post covid.
  - The dedication of our referees, the success of our hosted events, and the steady participation in certification and renewal programs all serve as a testament to the strength of CASA's referee program.
  - CASA successfully hosted Tier 3 Provincials (U13-U19) in Camrose August 9-11, 2024, in Camrose. Much praise was given to the quality of our referees.
  - Future focus on both mentorship, referee development and retention.
  - The addition of our new staff member, as well the formulation of a Referee committee will assist us in reaching our goals.
- 8) **Budget Report – – (FULL REPORT-previously sent) D. Preston (Treasurer) – T. Olson (Executive Director)**
- D. Preston - CASA continues to grow as a District, 17 Clubs, with over 5,000 players registered over two seasons. Membership has increased 8% since 2019. CASA is the 3<sup>rd</sup> largest District in Alberta, just behind Edmonton and Calgary.
  - The CASA Executive Board has hired a new employee in charge of Operations and Development with more On-site training and development programs, technical staff mentoring, coach mentoring, creating development Program curriculum, etc. ensuring that we can better cover our vast District.
  - T. Olson - Costs continue to increase in the running of Indoor and Outdoor Youth Leagues are programs Supporting Playoffs, Provincials and the Provincial Qualifier for Outdoor – Playoffs and Provincial Qualifiers for Indoor. Provincial declaration costs have increased substantially this year. Facility costs continue to rise, which has a huge impact on the cost of running Indoor programs, both League and Player Development. Referee pay is a part of

these programs, we will continue to slowly increase the fees for Referees at our Indoor League and Outdoor Playoff and Qualifying Games.

- Canada Soccer has levied a \$4.00 per player increase to all Provincial Soccer Organizations which is passed onto the districts. Alberta Soccer will be collecting \$2.00 per player starting Outdoor 2025. An additional \$1.00 per player Outdoor 2026 and \$1.00, Outdoor 2027. Despite this the money will be owed to Canada Soccer regardless of when it is collected by Alberta Soccer from the Districts. CASA has decided to be proactive and charge the full \$4.00 per player starting Outdoor 2025. This will ensure that we don't fall short when we may be asked to submit a full payment. The money collected will be in reserve.
- Our organization will be actively searching for both sponsorships and fundraising opportunities as well as other revenue streams.
- Cost saving will also be a priority
- CASA will be switching banks from Scotia Bank to Servus Credit Union in Ponoka in December. Servus offers overall lower fees along with Profit sharing.
- The addition of the new Staff member will ensure that CASA can actively engage with all our members, and that the current staff can work optimally in their positions. Jason has already started this process of meeting with the Clubs.
- For 2025 a portion of our new staff member's contract will be covered by reserves. A healthy amount of reserve funds must always be kept, ensuring the organization's survival, 10-15% of the Annual Income.
- Budget and 2025 CASA Price list presented to the membership. Previously shared with the Membership via email on November 20, 2024.
- Discussion
  - Lacombe (J. Mason) – Concern that the projected revenue is over-stated. Camrose (A. Boateng) shared the concern.
  - Reasons for increased revenue
    - Increased registration numbers
    - New Adult Coed Indoor League
    - Projected sponsorship / fundraising
    - Additional programs
    - Teams playing at Higher levels and joining out of District Leagues
    - Executive Director (T. Olson) will send out detailed document showing where the revenues will be gained.
- SC Central Alberta (A. Vanderburg) moved that the Budget be accepted as presented. 2<sup>nd</sup> by Spruce View (A. Stahl). Eleven (11) in Favour. Two (2) Opposed. **CARRIED**

## 9) Election

**Membership agreed to the Election being run by T. Olson Executive Director- unanimous.**

### **President**

Jon Mulder (Incumbent) nominated by Ponoka Minor Soccer (M. McArthur)

Jon Mulder accepted the nomination.

**Jon Mulder elected President by acclamation.**

### **2<sup>nd</sup> Vice President**

No nominations were received for this position. As per CASA by-laws in this circumstance nominations may be taken from the floor.

1<sup>st</sup> call for nominations from the floor – None.

2<sup>nd</sup> call for nominations from the floor – None

Seeing none the Position will remain empty until an appointee can be found.

### **Treasurer**

Darla Preston nominated by Rocky Knights Soccer (Tina Mews)

Darla Preston accepted the nomination.

**Darla Preston elected Treasurer by acclimation.**

### **Director**

**Michelle Blanchette nominated by Ponoka Minor Soccer (M. McArthur)**

Michelle Blanchette accepted the nomination.

**Michelle Blanchette elected Director by acclimation.**

Rimbey (C. Beerman) motioned that the Election be closed. 2<sup>nd</sup> by Stettler (W. Stewart)

**All in Favour. Carried**

### 10) New Business

- Lacombe Soccer submitted a request to review the Spectator fees at the Dome.
  - There have been issues, Lacombe Soccer was told that there was a yearly pass by Dome Management (N. Welch). However, when their parents wanted to purchase them the staff at the Dome was unaware.
  - Discussion
  - It is common practice for the majority of facilities to charge entry fees in larger centres.
  - Not all attendees are being charged.
  - J. Blake will chair a sub-committee to create a plan to present to the Dome. Lacombe (J. Mason), Camrose (A. Boateng) and Stettler (W. Stewart) have volunteered to be on this committee. They will meet this week and present their plan to the Board for approval. Once this has been approved it will be presented to the Dome Management.

MOTION TO ADJOURN MEETING – Sylvan Lake (K. Breitreutz) 2<sup>nd</sup> by Rimbey (C. Beerman)

**MEETING ADJOURNED AT: 8:23 pm**

**Next Meeting: Spring Planning-Technical – February 2025**