

**CENTRAL ALBERTA SOCCER ASSOCIATION
2024 ANNUAL GENERAL MEETING**

DATE: Wednesday, November 27, 2024

LOCATION: Virtual

Meeting Called to Order: 6:35 pm

Present: **EXECUTIVE - President** – Jon Mulder, **1st 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) 2nd 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)
 - 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.
 - No Errors or Omissions Noted
 - No Business arising.
 - Bentley (M. Lundy) moved that the minutes be accepted as presented. 2nd 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 3rd 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. 2nd 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.

2nd Vice President

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

1st call for nominations from the floor – None.

2nd 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. 2nd 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. Breitzkreutz) 2nd by Rimbey (C. Beerman)

MEETING ADJOURNED AT: 8:23 pm

Next Meeting: Spring Planning-Technical – February 2025

The full Technical and Referee Reports are attached to this document

Formal Coach Education Initiatives

CASA has successfully continued its grassroots coaching workshops, leading to an increase in certified coaches.

- CSA and ASA grassroots workshops have been consistently offered.
- Over the past year, many new coaches have been certified.
- ASA requires a minimum of 12 coaches for financial viability.
- CASA needs at least 6 coaches per workshop for fiscal responsibility.
- CASA has two certified Learning Facilitators to support education.

Informal Coach Education Activities

CASA has conducted informal education sessions to enhance coach engagement and collaboration.

- Eight days of informal coach education were held in the past year.
- Technical sessions were opened for coaches to participate and ask questions.
- Lesson plans were provided for discussion among coaches.
- Participants included coaches from various CASA locations, fostering relationship-building.
- One CASA coach enrolled in the C diploma program as a result of these initiatives.

Successful Collaboration with Cavalry FC

The partnership with Calgary Cavalry has led to a successful skill development program.

- CASA partnered with the CPL Champions, Calgary Cavalry.
- A 16-week Cavs Skill Center was conducted with over 35 registrations.
- Registration numbers exceeded those of the established Cavs Skills Center in Canmore.
- The collaboration was well-received and effective for skills development.

Under 9 Festivals Overview

CASA organized two successful U9 Festivals, promoting youth participation in soccer.

- Two U9 Festivals were held: one indoors and one outdoors.
- The outdoor festival attracted over 150 players during the Provincial Qualifier tournament.
- The festivals were successful as teams adapted well to the program.

CASA Camp 2024 Highlights

The newly introduced CASA camp saw significant participation and skill development focus.

- The camp had over 50 players participating from various CASA locations.
- It lasted 4 days and included age groups U7, U9, U11, and U13.
- Players focused on ball mastery, dribbling, passing, receiving, finishing, and small-sided games.
- Coach Eddie led a specialized 3-day goalkeeper clinic.

CASA Technical Events Engagement

CASA delivered numerous technical events to enhance coaching knowledge and skills.

- Over 15 CASA technical events were conducted focusing on various coaching themes.
- Engaged with more than 100 CASA coaches to improve their skills.
- Events were held in 6 different CASA member locations.
- Over 375 players participated, indicating strong interest in skill development.

Growth of CASA United Teams

CASA United has expanded significantly, reflecting growth in youth soccer participation.

- CASA United started with one male and one female U11 team two years ago.
- The organization has now expanded to five teams.
- There is noticeable growth in the district, with improving quality and level of play.
- Players are expressing a desire for more opportunities in soccer.

CASA Staff Expansion Rationale

The rapid growth of CASA necessitated the expansion of staff roles to meet increasing demands.

- CASA has experienced rapid growth since the COVID pandemic.
- Tammy has managed multiple roles effectively for years.
- Lonny has exceeded expectations in his part-time role.
- Positive membership response encourages CASA to continue growing as a hub for rural districts in Alberta.

Appointment of Jason Blake

Jason Blake has been appointed as the new Director of Soccer Operations & Development.

- Jason holds a UEFA Pro License, the highest coaching level in soccer.
- He is a former English Premier League Academy Manager with Burnley FC.
- Previously served as Technical Director at Alberta Soccer.
- He is FIFA trained and has the Master Coach Developer designation with Canada Soccer.
- Jason has a strong connection to CASA and resides in Blackfalds.

Responsibilities of the New Director

The new Director will oversee various aspects of soccer operations and development.

- Responsibilities include strategic planning and player development.
- Focus on coach education and referee development.
- Engage with membership and oversee club licensing.
- Leadership and governance are also key responsibilities.

Upcoming Technical Roadshow Plans

CASA plans to host monthly technical events to enhance player development.

- Two developmental-focused technical events will occur monthly at CASA member locations.
- All CASA members are invited to host these events.
- Emphasis will be on development through small-sided games.
- CASA Technical staff will deliver sessions to the host members.

Formation of Technical Leads Group

A new Technical Leads Group will foster community and collaboration among CASA members.

- Participation in the Technical Leads Group is optional for CASA members.
- The group will discuss coaching challenges and opportunities.
- Aims to foster participation and community building among coaches.
- Monthly meetings will be held via Google Meet for convenience.

Introduction of Committees for Member Involvement

CASA will create committees to enhance member involvement in shaping future programming.

- Committees will focus on technical, disciplinary, referee, and governance aspects.
- Each committee will include at least three CASA members for representation.
- Committees will be chaired by CASA operational staff.
- Meetings will occur quarterly to discuss progress and initiatives.

Update of CASA Website and Email Addresses

CASA will update its website domain and email addresses for better communication.

- The new domain will be www.centralalberta.soccer.
- Email addresses will follow the same format for consistency.
- Operational staff emails will use names, while board members will use their positions.
- The update is scheduled for Sunday, December 1st, with a confirmation email to be sent to members.

CASA World Cup 2026 Initiative

CASA aims to leverage the 2026 Men's World Cup to boost soccer participation.

- The Technical Leads Group will help create the event format for CASA World Cup.
- The initiative aims for all members to participate.
- The event will replicate the men's game schedule with additional off-field activities.
- The focus will be on celebrating the game and prioritizing participation and enjoyment.



2024 District Referee Annual Report – Central Alberta Soccer Association (CASA)

Submitted by: District Referee Assistant, Central Alberta Soccer Association

Submitted to: Alberta Soccer Association

Introduction:

It is with great pride and a deep sense of responsibility that I submit this comprehensive report, highlighting the developments and achievements within the Central Alberta Soccer Association's (CASA) referee program for the year 2024. This report not only reflects our ongoing commitment to fostering excellence in refereeing but also acknowledges the challenges we continue to face as we strive to elevate the standards of officiating within our district.

Referee Certifications (2024):

Our certification programs have continued to attract aspiring referees, eager to uphold the integrity of the game. The following are the noteworthy figures for 2024:

- **Mini Referee Certification:** 49 newly certified referees, laying the foundation for future officiating success.
- **Entry Level Referees:**
 - **Youth:** 27 budding referees embarking on their officiating careers.
 - **District:** 10 referees progressing to the next tier, ready to take on more significant responsibilities on the field.
 - **Regional:** 0 certifications in this category for the year, an area of focus for future development.

Referee Renewals (2024):

The ongoing participation and dedication of our returning referees is a testament to their passion for the game and commitment to ensuring its fair play:

- **Mini Returning:** 21 dedicated individuals continuing their journey as referees.
- **Youth Returning:** 10 returning referees, further honing their officiating skills.
- **District Returning:** 23 seasoned referees maintaining their involvement at the district level.
- **Regional Returning:** 1 referee remaining active in the regional category, ensuring representation at this prestigious level.

Total Outdoor Referees: 158 officiating members have contributed to the vibrancy and success of outdoor soccer in 2024.

Indoor Referees (2023-2024):

While the numbers for the 2024-2025 indoor season are not yet available, our indoor referee program in the 2023-2024 season saw:

- **Indoor Conversion:** 0 referees transitioned to indoor officiating.
- **Indoor Refresher:** 13 referees successfully completed their refreshers, ensuring they remain well-versed in the nuances of indoor soccer.

Events and Milestones:

In 2024, CASA took great pride in hosting pivotal events that underscored our district's growing presence in the broader soccer community:

- **In-District Tournament:** Held from June 21-23, 2024, this prestigious tournament saw U11 to U19 players competing with passion and sportsmanship. The event was a remarkable success, facilitated by our team of referees who ensured the smooth execution of each match.
- **Tier III Boys and Girls Provincials:** CASA had the honor of hosting these provincial championships in Camrose from August 9-11, 2024. The event was a crowning achievement, showcasing not only the talent of our players but also the professionalism and expertise of our referees.

Mentorship and Development:

Mentorship remains an essential cornerstone of referee development within CASA, though we continue to encounter obstacles in implementing this vision to its fullest extent. While mentorship opportunities were regrettably limited outside of the tournaments, our commitment to cultivating a new generation of dedicated referees is unwavering.

Our district's expansive geographical spread presents unique challenges in providing consistent mentorship to referees across various locations. Despite these hurdles, we are actively exploring strategies to build a cohesive District Referee Team. The need for a reliable pool of experienced

referees, who can dedicate time and energy to the mentorship process, remains a focal point of our future plans. However, the demands of the season, coupled with the limited availability of senior referees, have constrained our ability to offer mentorship at the desired scale.

Nonetheless, we remain hopeful and determined to overcome these challenges. As we continue to refine our approach, we are confident that we will soon establish a sustainable framework for referee mentorship, fostering both the personal growth of our officials and the overall quality of officiating in our district.

Conclusion:

The 2024 season has been one of both accomplishments and ongoing challenges. 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. While there is still work to be done in the realm of mentorship and development, we look ahead with optimism and resolve, confident in our ability to further elevate the standards of officiating within our district.

I extend my sincere gratitude to all referees, mentors, and supporters who have contributed to the success of this year, and I look forward to continuing our collaborative efforts to foster a robust and thriving referee program.

Philip Ignacio

CASA DRA

Approved by – Tammy Olson – Central Alberta Soccer Association Executive Director