



June 18, 2019

# **Annual General Meeting**

**Calgary United Soccer Association**

# Agenda

- A) Call to order;
- B) Introduction of Board and Special Guests;
- C) Establishment of Quorum;
- D) Appointment of Scrutineers;
- E) Approval of the Agenda;
- F) Declaration of any Conflicts of Interest;
- G) Adoption of Minutes of June 20, 2018;
- H) Business arising out of Minutes;
- I) Reports;
- J) 2019 Audited Financial Statements
- K) Appointment of Auditors;
- L) New Business;
  - Broadview Capital Project
  - KidSport Calgary
- M) Election of new Directors;
- N) Presentation of Achievement Awards
- O) Adjournment.



Jasprit Lail  
President



John Courtliff  
1<sup>st</sup> Vice President



Peter Newman  
2<sup>nd</sup> Vice President



Rajinder Uppal  
Treasurer



Bill Malone



Kennedy  
Mutepe



Pablo  
Romero



Seth Long



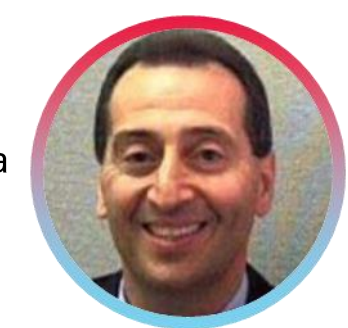
Jenna James



Megan  
Kossowan



Ralph D'Sa



Ty Zehir





# Life Members

- Ron Coldrick
- Alistair Fraser
- Ian & Felicia Swift
- Jim Britton
- Pier Siccardi
- Peter Farrell
- Peter McKenzie
- Steve Hill
- William Malone
- Peter Welsh
- Henry Sattler
- Jim Marvill
- Chris Sore
- Dave Randall
- Peter Moonen
- Dave Morrow

# Guests

Alberta Soccer Association

Adam Berti, Director

Franc Cioffi

City of Calgary

Claire McLean

Don Patrician

Lockhart LLP

Cory Lockhart

KidSport Calgary

Travis Rhine

Chartwell Retirement Residences

Robert Gamble





# In Memory

**Carlos Salgado**

**Reid Schmidt**

**Bill Arnett**

**Peter Welsh**

**Rufus Eldin**

**Felicia Swift**

**Gianni “John” Contrada**

**Marty Kennedy**





Appointment of scrutineers.

Approval of the Agenda

Declaration of any conflicts of Interest

Adoption of Minutes of June 20, 2018

Business arising out of Minutes.



	<b>4<sup>th</sup> Annual indoor National Cup</b>
<b>APR</b>	<b>'Progressive FC' becomes first AB team at Futsal Canadian Championships</b>
<b>MAY</b>	<b>Cavalry FC name and logo announced</b>
<b>JUNE</b>	<b>CUSA AGM and Awards held</b>
<b>JULY</b>	<b>France wins MWC Title</b>
<b>AUG</b>	<b>13<sup>th</sup> Annual Nations Cup</b>
	<b>Foothills FC capture PDL Championship</b>
	<b>Senior Soccerfest</b>
<b>SEPT.</b>	<b>Foothills Premier unsuccessfully challenge Lethbridge FC for AMSL spot in 2019</b>
<b>OCT</b>	<b>CUSA fall planning &amp; Alignment Meetings</b>
	<b>Indoor Manager's Meeting</b>
<b>NOV</b>	<b>First CUSA 8v8 Non-Boarded league commences play with 34 teams</b>
<b>DEC</b>	<b>AMSL Teams support CPL Reserves teams entrance into AMSL for 2019</b>
<b>FEB</b>	<b>Marcel Galaskiewicz named AMSL Men's Coach of the Year by ASA</b>
<b>MAR</b>	<b>Senior Soccerfest</b>
	<b>Futsal Provincials</b>
	<b>CUSA launches new website complete with rebranding</b>
<b>APR</b>	<b>Bill Malone received Honored Athletic Leader Award from Calgary Booster Club</b>
	<b>5<sup>th</sup> Annual indoor Nations Cup</b>

# A Year of Soccer





# By The Numbers

5 Provincial Fair Play Awards	1 PDL Championship	\$10,020 donated KidSport	17 Life Members	
9 Southern Alberta players on Cavalry FC	2 Players attend Futsal ID camp	512 Discipline by Review		
7 Teams form CPL	36 Jack Buckler Award Recipients	34 Teams in non-boarded	7,209 Unique Player registrations	
306 Officials	5,133 Games Played	313 Red Cards	4 Provincial GOLD	215 2 <sup>nd</sup> Caution
11,933 Players	1,176 Coaches	1 Coach of the Year	149,082 Page Views in 1 month of new site	





# **CUSA's new look**

**The evolution of our brand story**

# Designing the CUSA of tomorrow

1

Understand where we  
have come from



2

Capture the experiences  
that exist today



3

Create the experiences  
people will love tomorrow





# Branding project approach



- Feedback
- Website analytics
- Existing materials
- Peers and landscape



- Brand + strategy workshops
- Stakeholder survey
- Board reviews
- Project team meetings



- Purpose + values
- Brand identity
- Website (release 1)
- Member portal (release 1)



## Short-term goals

- Evolve CUSA's brand identity and presence to boost visibility.
- Modernize CUSA's web experience to engage and improve support to our community.
- Grow membership and look for new ways to grow.



# Long-term goals

- Attract and create sponsorship and partnership opportunities.
- Establish CUSA as an industry leader and beyond.



# CUSA

CALGARY UNITED SOCCER ASSOCIATION



# CUSA

CALGARY UNITED SOCCER ASSOCIATION

# CUSA

TOGETHER • FOR THE LOVE OF THE GAME



93% OF CUSA MEMBERS PRIMARILY INTERACT WITH THE BRAND THROUGH THE WEBSITE



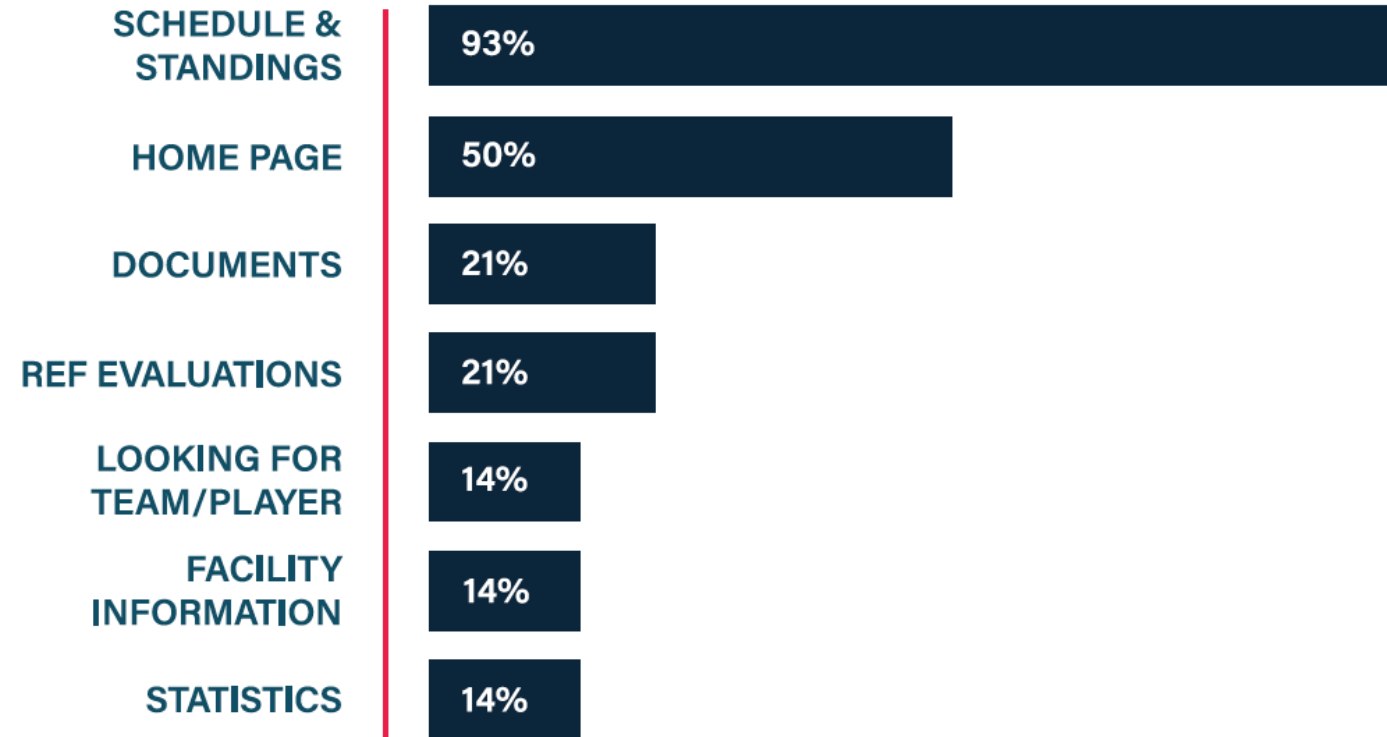


## MOST DESIRED TRAITS IN A WEBSITE (CUSA MEMBERS):

1. EASY TO NAVIGATE
2. CLEAN
3. HELPFUL INFORMATION|

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WEBSITE FINDINGS



WHAT PAGE(S) ON THE CUSA WEBSITE DO YOU VISIT THE MOST

## **2020 Areas of Focus Strong Communication and Brand Awareness**

- Leverage the effort put into rebranding and the website to begin to market CUSA more effectively and communicate to stakeholders the value that CUSA, our teams and our players bring to the City of Calgary
- Continue to work with web developer for additional features and enhancement to platform.





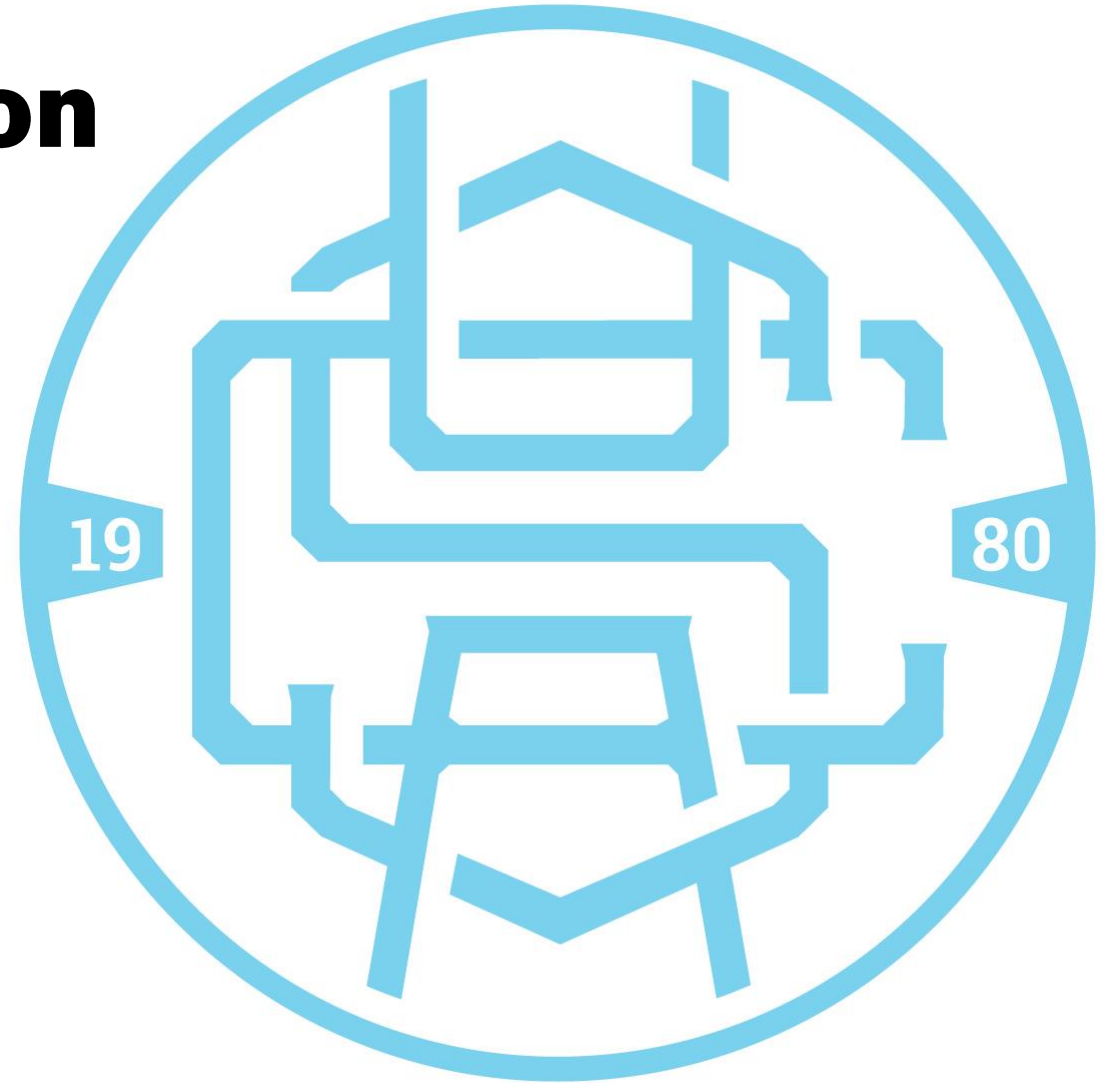


## 2020 Areas of Focus Grow and Diversify Services

- Continue the momentum in the non-boarded indoor game.
- Promote the concept of the Soccer Pathway, the variety of ways to engage and participate in the sport.
- Develop a systematic plan to attract, retain and develop competent officials, completed in conjunction with CDSRA, RMOC, RDC.

# 2020 Areas of Focus Strengthen Association

- Continue to collaborate with CMSA and other stakeholders to ensure that our current and future membership have the opportunity to play games on quality fields with amenities that improve everyone's experience.
- Increasing efforts to improve the transition from youth to senior soccer with CMSA





# Discipline Stats

	Outdoor		Indoor		
	2018	2017	2018 19		2017 18
OIAL (Offensive/Insulting/Abusive Language) at official	39 ↓	40	43	↑	34
Violent Conduct	75 ↑	61	41	↔	41
Boarding (Coed Indoor*)	5 ↓	10*	66	↓	88
Second Caution	122 ↑	115	93	↓	104
Red Cards (total)	313 ↑	296	274	↓	298
Discipline Cases					
By Review	277 ↑	267	235	↓	267
By Committee	36 ↑	29	39	↑	31
Sent to Alberta Soccer (annual)	7 ↓	12			



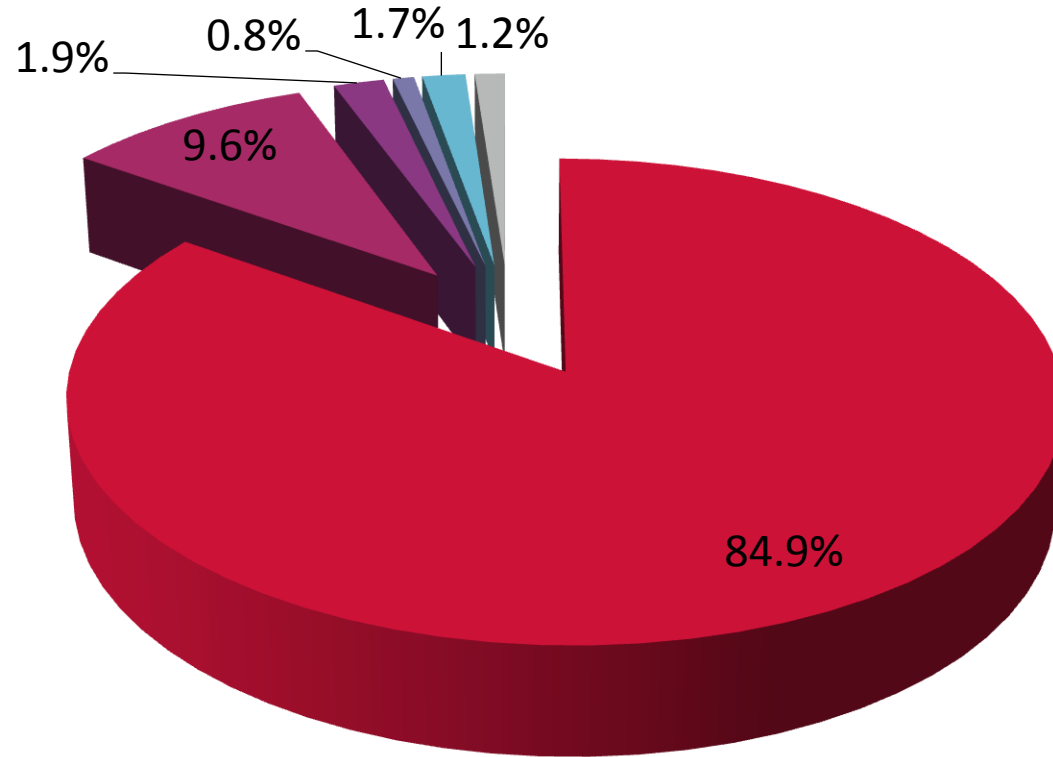


# Treasurer's Report

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# Revenue Sources

**Total Revenue: \$2.4M**



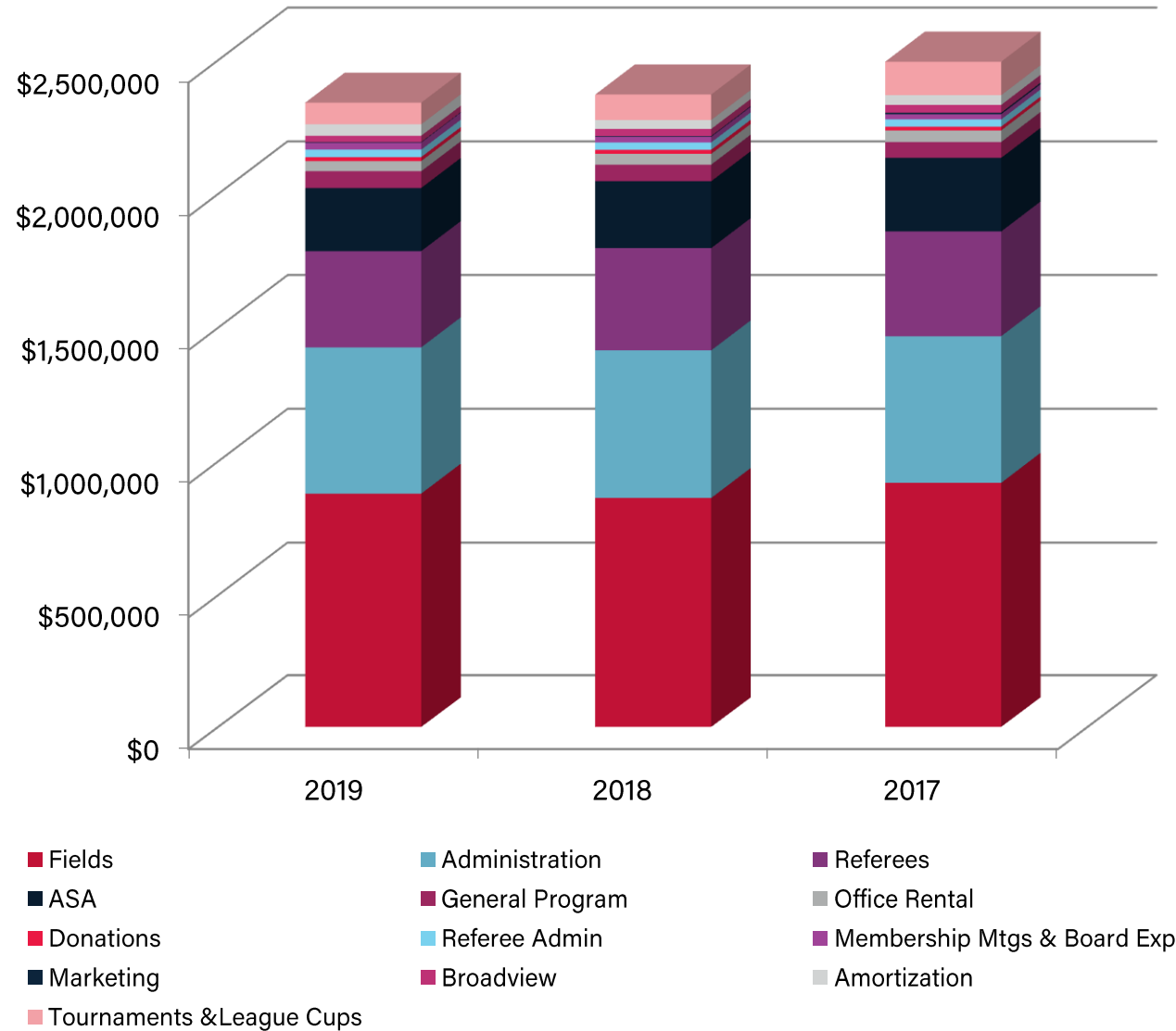
- Registration
- ASA
- Fundraising
- Miscellaneous
- Donations Fair Play
- Investments





# Expense Allocation

**Total Expense: \$2.3M**







# Financial Statements

Motion:

That the 2019 Audited Financial Statements be accepted as presented.



# Appointment of the Auditor

## MOTION:

That the CUSA Membership appoint Lockhart LLP as the auditor for the 2020 fiscal year.



A background image of an indoor soccer match. In the foreground, a player in a white jersey is being tackled by a player in a red jersey. A soccer ball is on the ground near the white player's feet. In the background, several other players in red and white jerseys are visible, along with a banner that reads "ROOTS.CO".

**New Business**

# **Broadview Trailer Replacement**



# Broadview Trailer Replacement Project

## Project:

Replace aging CUSA facility (39+ years old) with modern change rooms and washrooms, while providing an attractive and functional space for public gathering and spectating. New facilities will be modular and will fit into approximately same space and size as existing.

## Timeline:

Units would be replaced at the completion of the 2019 Outdoor Season. No interruption to playing season will occur.



# Broadview Trailer Replacement Project

## Why?

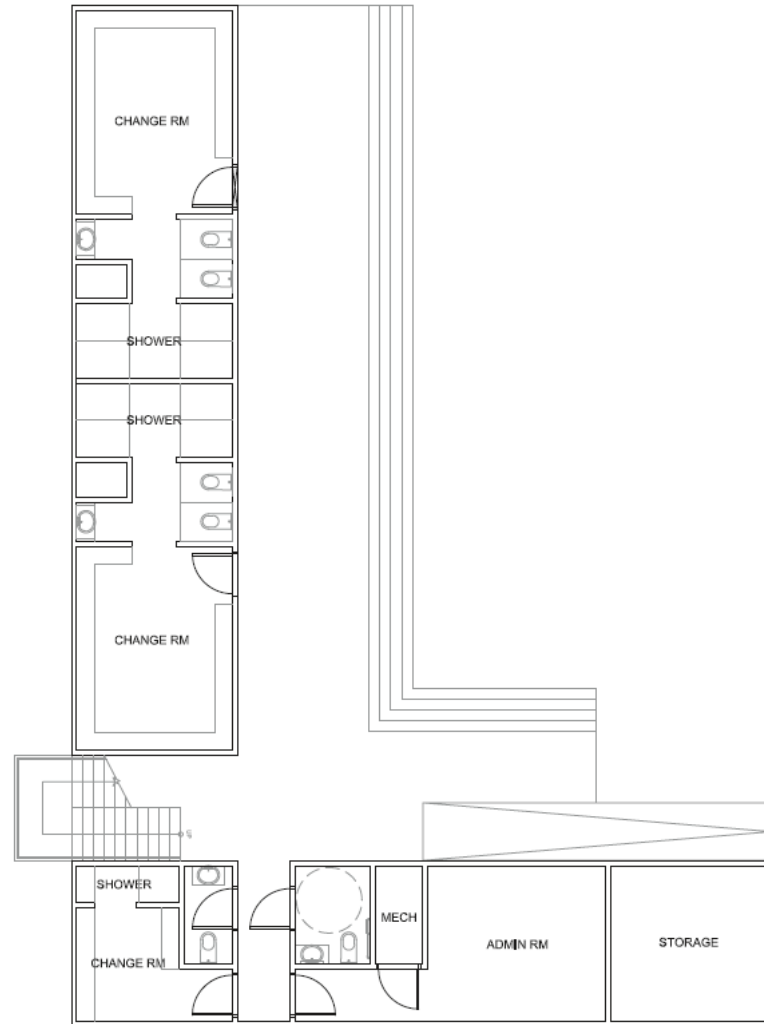
The trailers are supported around their perimeter with stacked timber blocks which are supported directly on grade. Neither trailers are level, and both are sloped with low sides to the west.

A visual inspection of the timber block foundation had shown settlements at all locations. The foundation is at risk of failure should the settling continue. The settling of the foundation is impacting the interior finishes as can be seen with the cracked grout within the shower areas.

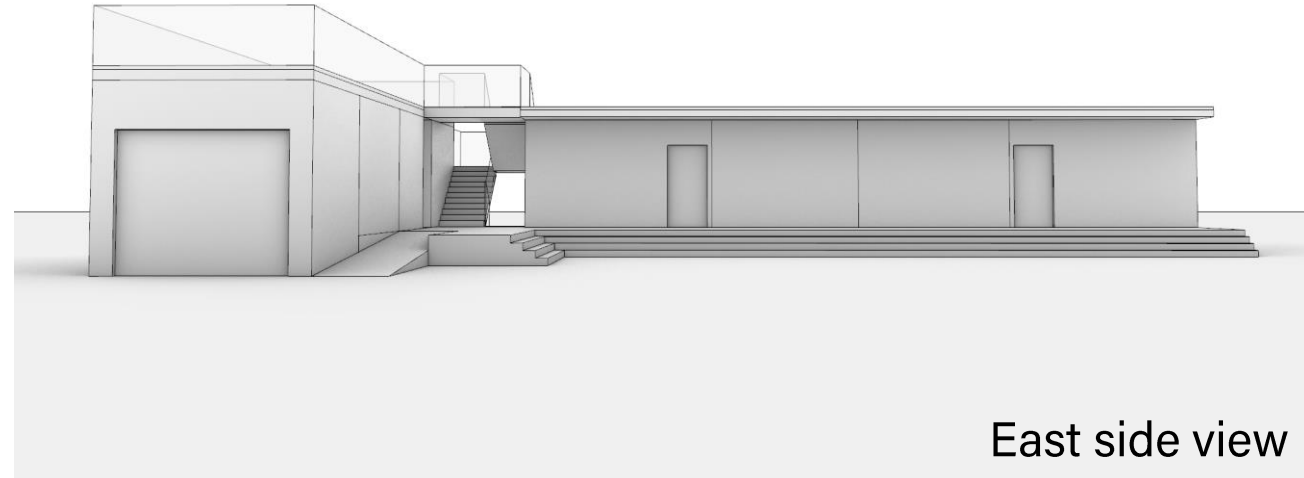
The units are near the end of their lifespan.



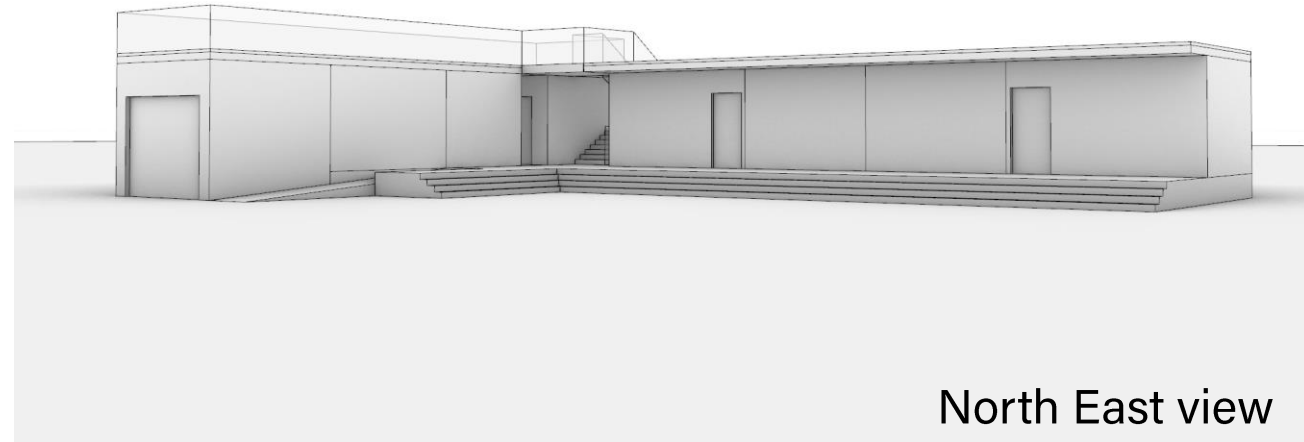
# The Concept



GROUND FLOOR PLAN - 1:100



East side view



North East view

## The Result

Manages asset maintenance and upgrades to maximize asset value and useful life

- Corrects the structural issues in the foundation
- Corrects failing interior finishes and mechanical systems

Enhance the facility

- For the player experience with updated change rooms
- For the spectator with improved washroom facilities and enhanced viewing options
- For the neighbourhood with an esthetically improved facility on a high traffic commuter route.



# The Project Funding Structure

## **Projected project total cost**

Up to \$400,000

## **City of Calgary Funds:**

Capital Conservation Grant Funding up to 75% of approved project to a maximum of \$300,000 for the project.

## **CUSA Contribution:**

Up to \$150,000 from Future Facilities Fund

CUSA would also pursue additional grant funding sources once the project is approved by membership.

Additional monies (\$50,000) would ensure funds for not matched by City towards the project, like any site remedial work, the enhanced spectator viewing deck, any repairs to fence and deck area required.

# CUSA MOTION

**WHEREAS** Calgary United Soccer Association ("**CUSA**") is the holder of the License of Occupation for Broadview Park;

**AND WHEREAS** the License of Occupation requires CUSA to maintain an up-to-date Lifecycle Study on Broadview Park;

**AND WHEREAS** it has been identified through a visual structural assessment, conducted as part of the Lifecycle, that the foundations for both trailers require repair that includes the removal of the existing trailers;

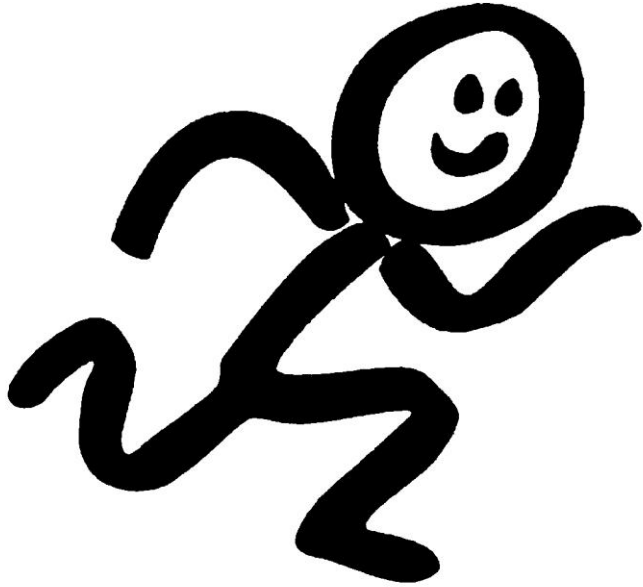
**AND WHEREAS** CUSA desires to replace the existing trailer units with new modular units (the "**Broadview Trailer Replacement Project**")

**AND WHEREAS** the Board of Directors of CUSA (the "**Board**") has endorsed this motion;

## **THEREFORE BE IT RESOLVED THAT:**

1. CUSA is authorized to contribute up to \$150,000, (the "**CUSA Funds**") for the primary purpose of Broadview Replacement Trailer Project located at the Broadview Park, 2131 Brownsea Dr NW provided that the CUSA Funds shall be drawn from the "Future Facilities Funds";
2. CUSA will apply for the City of Calgary's Capital Conservation Grant for funds up to 75% of approved project to a maximum of \$300,000 that may be approved for the project;
3. the Board is authorized to deliver the CUSA Funds, either as a single payment or in a series of payments or in any manner as may be determined from time to time by the Board;
4. any one of the President or the Executive Director of CUSA be and is hereby authorized and empowered on CUSA's behalf to do and perform all such acts and things and to execute and deliver or cause to be executed and delivered for, in the name of and on behalf of CUSA, all such deeds, documents or other instruments as in his opinion may be necessary and desirable in order to perform the terms of this resolution; and
5. notwithstanding that this resolution has been passed by the members of CUSA, the Directors of CUSA are hereby authorized to and empowered to revoke this resolution, without any further approval of the Members of CUSA, at any time if such revocation is considered necessary or desirable by the Directors.

So ALL Kids  
Can Play!



KidSport™

Travis Rhine, Board Member  
KidSport Calgary & Area

CUSA Membership contributed  
\$10,020 in 2018 19 fiscal year



# KIDSPORT CALGARY & AREA 2018 SOCCER REPORT



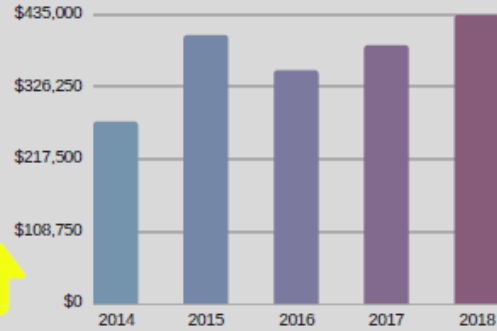
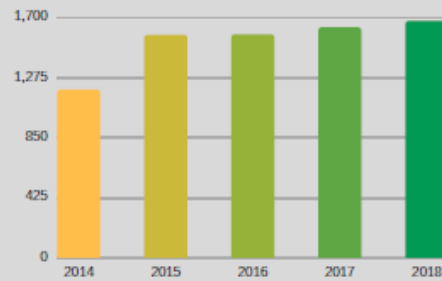
## 2018 HIGHLIGHTS

- 5,647 LOCAL KIDS ASSISTED
- \$1.62 MILLION DISTRIBUTED
- 1,672 KIDS ASSISTED IN SOCCER (30% OF TOTAL KIDS ASSISTED IN 2018)
- \$433,000 DISTRIBUTED BACK TO LOCAL SOCCER CLUBS, HIGH SCHOOLS AND SOCCER CAMPS SO ALL KIDS CAN PLAY!

## 5 YEAR IMPACT



### KIDS ASSISTED WITH SOCCER FEES



### DOLLARS DISTRIBUTED TO LOCAL SOCCER CLUBS AND CAMPS

- 5 YEAR TOTALS (2014-2018)
- 7,636+ KIDS SUPPORTED!
- \$1.84 MILLION INVESTED BACK INTO MINOR SOCCER!

## THANK YOU - COMMUNITY SOCCER PARTNERS



CALGARY SOCCER CENTRE - KIDSPORT RECYCLING PARTNER







# Board Nominations

Two Board Members have determined that they will not return to CUSA and pursue other activities.





# Board Members Required



## **DIRECTOR | TERM 2019 2020**

The Board has an opening for a member for a one year term. Seeking an individual passionate about the sport of soccer and a strategic thinker.

Has fundraising and funding source contacts; marketing experience or prior experience working with a not for profit organization.



## **DIRECTOR | TERM 2019 2020**

The Board has an opening for a member for a one year term. Seeking an individual passionate about the sport of soccer and a strategic thinker.

Has government relations / contacts; organizational development or strategic planning experience or project management skills.

# Slate of Candidates

Name		Position	Club Affiliation	Active Referee	Nominated by
UPPAL	RAJINDER	President 2019-21	Lads Club	Yes	Incumbent to the Board
NEWMAN	PETER	2 <sup>nd</sup> Vice President 2019-21	N/A	No	Incumbent
D'SA	RALPH	Treasurer 2019-20	Claymores (CFC)	No	Incumbent
JAMES	JENNA	Director 2019-20	Claymores (CFC)	No	Incumbent
LONG	SETH	Director 2019-21	Neighbourhoods O35	No	Incumbent
MUTEPFA	KENNEDY	Director 2019-21	N/A	No	Incumbent
ZEHIR	TY	Director 2019-21	N/A	No	Incumbent





Rajinder Uppal  
President



John Courtliff  
1<sup>st</sup> Vice President



Peter Newman  
2<sup>nd</sup> Vice President



Ralph D'Sa  
Treasurer



Bill Malone



Kennedy  
Mutepfa



Seth Long



Ty Zehir



Megan Kossowan



Jenna James

# CUSA Board of Directors



# 2019 Achievement Awards

# Award of Merit



Is presented to the individual(s) for time and services rendered in support of the Calgary United Soccer Association and its members.

Team Manager

Player for 20+ years in CUSA

District Referee

Member of CUSA Discipline Committee

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**Hasan Kaya**



# Award of Merit

## Scott de Koenig

"This game was MOST UNUSUAL. Both Team were hurting for players.

I reached out to the Coach of the other team - Scott de Koenig. He was outstanding ! Together, we discussed a number of options, and as part of that, they were even willing to donate some of their people to help us.

For us, this had to be one of the most outstanding acts of "soccer spirit: we have ever seen, and as such, I wanted to commend and thank Scott, and his team for his efforts."



# Keiran McGarrigle Memorial Award

Is presented for outstanding  
contributions that improve the  
refereeing community

**Layne Greenway**





**Questions?**





# Motion of Adjournment

**MOTION:**

That the 2019 Annual General Meeting of Calgary United Soccer be adjourned.