



RVLA February 2025 Minutes

DATE: Monday, February 10th, 2025 TIME: 7:00pm LOCATION: McCarthy Boardroom, Airdrie, AB

Attendance of BOD Members: Shannon Stiefel, Rene Reutlinger, Michelle Anhorn, Christina Wesner, Kim Vogel, Gerald Warriner, Gareth Barley, Greg Bradley, Rick Wathen, Lisa Horsley, Spencer Evans, Ryan Monk, Todd Weisgerber, Cody Thompson

Absent BOD Members:

Call to order: 7:06 pm

Approval of the January 2025 Minutes: Kim motions. Michelle 2nds. All in favour. Motion carries

Additions or deletions to the February 2025 agenda: Roughnecks/Axemen - David Visser, Discipline discussion

Approval of the February 2025 Agenda: Kim motions. Lisa 2nds. Motion carries.

New Business:

- **Edge Dynamics Presentation**
 - Marketing strategy
 - Four pillars of growth: Community engagement, social media expansion, high quality content, sponsorship & partnerships
 - Make lacrosse more accessible and engaging for everyone
 - FB, Insta, YouTube and Tiktok for social media presence
 - Mic'd up player features, community partnerships, monthly newsletters and giveaways.
 - Tag us, share your lacrosse journey and memories
 - Marketing results
 - Contests - January contest - 9404 views
 - Facebook followers 954
 - Insta followers from 1032 to 1503 since September 2024, 2436 profile visits, 185,520 views
 - Advertising packages

- Consistent messaging and branding - need board members to assist with keeping things consistent

- **CDLA Update**

- Bracko - new OIC
- Calen Thain - New VP of DEV
- Focus on 5 rules on u9 and u11 for entry level refs
- "Meet the ref" invitation to meet refs, explain rules, scoresheets for parents
- 2nd and 3rd year refs will be online and then the floor session
- Reduction in course fee
- U17A (wildrose league) - no affiliates from U15A anymore - Only U17B
- Calgary down 2 floors - still waiting to hear from Vivo (so potentially down 3), and the loss of Plainsmen
- U7 may have to be all weekends due to floor time crunch
- U9 tournaments every weekend causing floor time issues. Schedule will not be adjusted for games. If you choose to go to a tournament - there will be no make up games
- Community development will be an online live course plus ½ day floor time. Comp intro staying the same. April 5/6 and May 10/11. Super clinic April 11-13
- 2-U17, 3-U15, 1-U13 releases - Have been approved to be released to CDLA. CDLA has not made a decision on where to send them. Rene suggested they just send these players to RVLA as we are the closest. Need to consider ramifications and be prepared for backlash of players potentially taking A spots. If they don't make the A team, they go back to their home club
- U17 Sabrecats will likely have an extra goalie. They will try out for A in Sabrecats and then be released to us for evals.
- Dare to Care - CDLA will do board members. We should arrange parents, players and coaches for our own club. Will need someone to lead this. Possibly use Bert Church auditorium?
 - Program that discusses bullying and what is considered bullying vs. mean moments
 - Try to cover auditorium rental through the Roughnecks proposal? Or ask Crossfield to use the upstairs?
 - Get players from A teams to do the first session?

- **Registration Update**

- U7 - 23 (15 New) - 20 last year
- U9 - 48 (13 New) - 45 last year
- U11 - 64 (12 New) - 49 last year
- U13 - 45 (8 New) - 60 last year
- U15 - 46 (12 New) - 41 last year
- U17 - 36 (2 New) - 35 last year
- 262 total as of Feb 10 - last year 250

- **RageDays/Sponsorship for RageDays**

- New York Fries - donating approx. 1000 hot dogs.

- Will need 4-5 volunteers each day to help organize. Maybe use tickets instead - 2 colours.
 - Marketing for New York Fries via our social media
- Old Dutch Sponsorship - will donate a bag of chips per player
- Friday set up, 2 days of play.
- Photos on Saturday
- **Feel the Rage Tournament - set up a committee**
 - Shannon, Michelle, Gerald, Christina
 - Get parent volunteers at a later date
- **Name Bar Sponsorship for U13 & U15**
 - Point 8 Power Systems to sponsor (\$6000)
 - CDN Brewhouse potential sponsorship for 3rd jerseys for U17A (maybe all U17 teams)
 - Kim to do up sponsorship letter and agreement
 - 1 Year terms
- **Westjet License and Raffle Tickets**
 - Event Groove or Minuteman Press?
- **Sunday Floor Times**
 - Gerald talked to Energy Fitness
 - \$13/athlete
 - Possibly March 2 to run a session - or do a couple sessions
 - 7 athletes minimum to run course
 - March 2 - Gareth to set up a few open floor times
 - Pre-eval floor session
 - Feb 16 & 23 - Open floor time 9-11am before our try-it days
- **Coach Clinics and Meeting - N/A**
- **Manager Meeting**
 - Board to check out Michelle's presentation and add comments
 - Gamesheet portion might not happen this year
 - Through Zoom - Date TBD - quick turnaround after teams have been set
- **Parent Meeting/Open House**
 - Leave it to the teams to decide if they want one
- **Roughnecks/Axemen - David Visser**
 - His family has set up a foundation to use to get kids into coaching
 - Gave Axemen \$25,000 to help
 - Roughnecks involved as well - Feb 22 game, having a memorial for him
 - Axemen have asked for a player and parent from each association dressed in #12
 - Willing to donate those 2 tickets for them to go
 - Cody and Gareth to reach out, if no response - send out email to U17 families. Then do a random draw
- **Winterblast Incident**
 - Both board members involved have resigned
 - Alleged a coach from RVLA pushed a child at Winterblast
 - Hearing is Feb 11 with ALA

- Out of RVLA's hands

Adjournment: Michelle Motions. Ryan 2nds. Motion Carries. 9:10pm

Next BOD meeting: TBD