

Shuswap Minor Lacrosse

Meeting Minutes

Section A - Details

Date	June 14, 2024
Scheduled Start Time	6:00pm
Location	Service BC Centre 850A 16 St NE Salmon Arm, BC V1E 4S4
Meeting Purpose	<input type="checkbox"/> AGM <input checked="" type="checkbox"/> Monthly Board Meeting <input type="checkbox"/> Discussion of Urgent Issue <input type="checkbox"/> Other/Unplanned
Chair of Meeting	<input checked="" type="checkbox"/> President <input type="checkbox"/> Vice President <input type="checkbox"/> Secretary <input type="checkbox"/> Other
Last Meeting Minutes to be adopted (date)	N/A
Meeting Minutes Prepared By	<input checked="" type="checkbox"/> President <input type="checkbox"/> Vice President <input type="checkbox"/> Secretary <input type="checkbox"/> Other

Section B - Attendance

Board Members Present:

Name	Position	Status
Connor Maltais	President	<input checked="" type="checkbox"/> Attending In Person <input type="checkbox"/> Attending Remotely <input type="checkbox"/> Not Present
Meg Kovacs	Vice President	<input checked="" type="checkbox"/> Attending In Person <input type="checkbox"/> Attending Remotely <input type="checkbox"/> Not Present
Ashley De Vos	Secretary	<input type="checkbox"/> Attending In Person <input type="checkbox"/> Attending Remotely <input checked="" type="checkbox"/> Not Present
Brandon Northcott	Treasurer	<input checked="" type="checkbox"/> Attending In Person <input type="checkbox"/> Attending Remotely <input type="checkbox"/> Not Present
Heather Davis	Registrar	<input checked="" type="checkbox"/> Attending In Person <input type="checkbox"/> Attending Remotely <input type="checkbox"/> Not Present
Jaedon Mooney	Head Referee	<input checked="" type="checkbox"/> Attending In Person <input type="checkbox"/> Attending Remotely <input type="checkbox"/> Not Present
Shawn Birch	Head Coach	<input checked="" type="checkbox"/> Attending In Person <input type="checkbox"/> Attending Remotely <input type="checkbox"/> Not Present
Corey Harris	Equipment Manager	<input type="checkbox"/> Attending In Person <input type="checkbox"/> Attending Remotely <input checked="" type="checkbox"/> Not Present
Jade Maltais	Event/Media Coordinator	<input checked="" type="checkbox"/> Attending In Person <input type="checkbox"/> Attending Remotely <input type="checkbox"/> Not Present

Non-Board Members Present

Name	Position	Status
Micah Chan	<input checked="" type="checkbox"/> Parent <input checked="" type="checkbox"/> Volunteer (Coach, Referee, Etc) <input type="checkbox"/> Past Board Member <input type="checkbox"/> Other	<input checked="" type="checkbox"/> Attending In Person <input type="checkbox"/> Attending Remotely
Andy Sodorvsky	<input type="checkbox"/> Parent <input type="checkbox"/> Volunteer (Coach, Referee, Etc) <input checked="" type="checkbox"/> Past Board Member <input type="checkbox"/> Other	<input checked="" type="checkbox"/> Attending In Person <input type="checkbox"/> Attending Remotely

Section C - Summary of Voting Events

Event	Time	1st	2nd	Result
Acceptance of Meeting Chair as Outlined Above in Section A	6:05pm	Heather	Brandon	Carried
Meeting Called To Order	6:09pm	Brandon	Heather	Carried
Acceptance of current agenda and agree to begin the discussion of agenda items	6:15pm	Heather	Brandon	Carried
Vote to adopt the following changes to the board titles: Absorb the following positions into "Head Scheduler" position <ul style="list-style-type: none"> ● Manager Coordinator ● Tournament Coordinator Absorb the following positions into new position "Event/Media Coordinator" <ul style="list-style-type: none"> ● Fund Raising Coordinator ● Media/Publicist/Promoter ● Website Coordinator 	6:17pm	Brandon	Heather	Carried
Vote for Connor Maltais to fill the vacant President position	6:19pm	Heather	Brandon	Carried

Vote for Heather Davis to fill the vacant Registrar position	6:19pm	Heather	Brandon	Carried
Vote for Shawn Birch to fill the vacant Head Coach position	6:19pm	Heather	Brandon	Carried
Vote for Jade Maltais to fill the vacant Event/Media Coordinator position	6:19pm	Heather	Brandon	Carried
Adjournment of meeting	8:46pm	Connor	Shawn	Carried

Section D - Round Table

Round table discussion was not done due to lengthy agenda

Section E - Agenda Items

Topic	Items Discussed	Actions Required
Resignation of some positions	<ul style="list-style-type: none"> • Heather Davis has submitted resignation for role as “President” • Andy Sadorsky has submitted resignation for role as “Head Coach” • Samantha Dunnett has submitted resignation for role as “Head Scheduler” 	<ul style="list-style-type: none"> • None
Changing of some position titles	<ul style="list-style-type: none"> • Due to organization having shrunk, and to keep the board more functional, Connor proposed the following changes: <ul style="list-style-type: none"> a. Absorb the following positions into “Head Scheduler” role <ul style="list-style-type: none"> i. Manager Coordinator ii. Tournament Coordinator b. Absorb the following positions into new role “Event/Media Coordinator” <ul style="list-style-type: none"> i. Fund Raising Coordinator ii. Media/Publicist/Promoter 	<ul style="list-style-type: none"> • Update website • Eventually update board operating policy document

	<p style="text-align: center;">iii. Website Coordinator</p> <ul style="list-style-type: none"> ● This eliminates 5 unfilled positions and will make the board look more professional ● We can look at re-establishing these positions in future if we are successful in growing the organization back to pre-covid numbers ● Voted/accepted per Section C ● Other thing we can look at in future is forming committees for these tasks (i.e. tournaments) within the board ● One position Connor would like to add in the very near future would be Risk Management - who would handle liability issues including criminal record checks - it would be a pretty minor role but an important one - keep an eye out for anyone who could potentially step into this role 	
<p>Assigning of new board members</p>	<p>Connor Maltais</p> <ul style="list-style-type: none"> ● Confirmed willing and able to be president ● Voted/accepted per Section C <p>Heather Davis</p> <ul style="list-style-type: none"> ● Confirmed willing and able to be registrar ● Voted/accepted per Section C <p>Shawn Birch</p> <ul style="list-style-type: none"> ● Confirmed willing and able to be head coach ● Voted/accepted per Section C <p>Jade Maltais</p> <ul style="list-style-type: none"> ● Confirmed willing and able to be event/media coordinator ● Voted/accepted per Section C 	<ul style="list-style-type: none"> ● Update website ● Email BCLA updated board list ● Email TOMBLC updated board list
<p>Financial review</p>	<p>Brandon</p> <ul style="list-style-type: none"> ● \$4,021 in account ● Still need to pay ~\$2,500 to arena ● Upcoming fees for referees and other 	<ul style="list-style-type: none"> ● At risk of being fund deficient in very near future ● Need money -

	<p>will be about another \$1000</p> <ul style="list-style-type: none"> We might have to look at the field account (balance ~\$1200) <p>Heather</p> <ul style="list-style-type: none"> 13 kids / team was the break-even budget amount which we obviously did not get and had to start paying out of our reserves 	<p>see fundraising and sponsorship</p>
<p>Season wrap-up event</p>	<ul style="list-style-type: none"> We don't want to lose this core group of kids - a fun event could help solidify a good season Due to financial state suggest doing a free venue (i.e. blackburn park) Dates - either evening of Jun 27th or morning of Jun 29th Board agrees it is not reasonable to ask for money for this event, so we will handle expense via group volunteering/donation effort Pancake breakfast seemed to be the popular choice if we can make it work 	<ul style="list-style-type: none"> Figure out what day works best for everyone Follow up on coaches vs kids game to gauge interest Put together a list of requirement Send invite to parents by end of weekend (16th) Jade will take lead on planning this event
<p>Player Medal/Awards for End-of-Year</p>	<ul style="list-style-type: none"> Medals have been ordered (~\$180.00) - to be ready by June 27th. Jade can print certificates off to hand out with the medals for attributes such as best stick skills, etc - sample brought in to show everyone <ul style="list-style-type: none"> Coaches Shawn, Micah, Brandon like the idea and will participate in this Jade can print the certificates with supplies at home/on hand Brandon also volunteered to do any printing required 	<ul style="list-style-type: none"> Connor will email Shawn the list of attributes Shawn to distribute to coaches Need these back by next Friday June 21 Jade will print the certificates with supplies at home/on hand
<p>Field Lacrosse Season</p>	<ul style="list-style-type: none"> Connor asked how does field lacrosse typically works Heather gave the rundown that players in catchment need to register 	<ul style="list-style-type: none"> None

	<p>for SMLA but unlikely to form any team and will be refunded/released to either Kamloops or Kelowna</p> <ul style="list-style-type: none"> ● Expect only about 4 kids to register from current box lacrosse pool ● Connor voiced concerned about kids joining field lacrosse as their first lacrosse experience with SMLA, should hold off advertising until the fall 	
<p>Website Changes</p>	<ul style="list-style-type: none"> ● Currently the website is very old ● Other associations have moved to Ramp Interactive for website hosting & team apps ● If we follow suit, we would get an updated website, easier to sync with BCLA and TOMBLC, elimination of TeamSnap ● 300\$/year + \$175 up front for initial development ● This did not go to a vote - as after the financial update the board agreed we do not have the money for this initiative at this time until we deal with other cashflow issues 	<ul style="list-style-type: none"> ● Hold off on the new website for the time being
<p>Recruitment Targets</p>	<ul style="list-style-type: none"> ● Increasing Registration will need to be an ongoing and continuous effort that will be done over a 3-year plan. ● The focus needs to be on box lacrosse. ● While we would still support field lacrosse registrants, field lacrosse would be our next objective if our box lacrosse plan is successful. ● Target age group needs to be on the U7/U9/U11 divisions (elementary school aged) ● We will still try to recruit at all age levels, but the younger groups are the primary target 	<ul style="list-style-type: none"> ● None - this is just an overview - see strategies below

	<ul style="list-style-type: none"> • Competing against very well established baseball, soccer programs in the area. • 2024 goal is to double registration numbers (50 registrants) 	
<p>Recruitment Strategy - Schools</p>	<ul style="list-style-type: none"> • FusionWest- which is a company that can come to the schools for ~500\$ per session, including all T&L expenses. • The benefit of using this company is we do not need have many volunteers to support this initiative, and they have the experience to know how to make the game look appealing and fun to the kids • <u>Option A</u> - FusionWest does all 16 elementary schools in catchment - we need gaming grant money to do this. • <u>Option B</u> - FusionWest does 2 schools, SMLA does as many other schools as we can following the same model. If we can't do full demos can try for reduced info sessions. If this works well we can try to better budget for and get them back for the 2026 box season and include more schools. • If FusionWest doesn't pan out - still look at doing our own demos • Get some junior players out? • Timing needs to be strategic - potentially December and 1st half of January w/ Drop ins scheduled 2nd half of January • Look to see if PAC's may partially fund • Regardless of demos - still need to get handouts at each school / post on community boards, possibly coordinate to get handouts sent home in agenda where possible 	<ul style="list-style-type: none"> • Book FusionWest now for 2 schools / time slots • If Gaming Grant money comes through we can look at expanding this • More to come later

Recruitment Strategy - Promo Video	<ul style="list-style-type: none"> • We should try to put together a 1-2 minute promotional video • Gives those who know nothing of lacrosse some of the highlights/benefits of playing • Connor has video editing software and was going to take the lead 	<ul style="list-style-type: none"> • Connor will aim to have complete by end of month for board to view
Coordinate with minor hockey	<ul style="list-style-type: none"> • See if the local minor hockey associations would help us promote • Outline the benefits of registering for lacrosse • Meg has connections and will work with this • Target time would be near end of hockey season? 	<ul style="list-style-type: none"> • To be revisited in fall
Parade	<ul style="list-style-type: none"> • The parade would be good exposure to get our name out there but overall is not worth the effort this year 	<ul style="list-style-type: none"> • None
Fall Drop-ins	<ul style="list-style-type: none"> • Schedule drop ins after Thanksgiving - mid Oct - mid Dec • People are looking to find indoor activities when the weather starts to turn 	<ul style="list-style-type: none"> • Book facilities in September (likely school)
Silverbacks Games	<ul style="list-style-type: none"> • Setup a booth at Silverbacks game(s) • Maybe can we show our promo video on big screen? • See if announcer can do a quick blurb on lacrosse? • See if any Silverbacks used to play lacrosse - maybe we can get some quotes on how it helped them with their development in hockey • Pick a few expected high attendance games 	<ul style="list-style-type: none"> • Work on the more in the fall
Spread-the-word	<ul style="list-style-type: none"> • We need parents/kids to help us spread the word • Could we offer any sort of incentive for referrals? 	<ul style="list-style-type: none"> • Communicate to our parents/kids at the windup event that we need their help

<p>Recruitment Strategy - Other Ideas Discussed</p>	<ul style="list-style-type: none"> ● Hosting Tournament (3 on 3 or full) ● Bring-a-Friend Event ● Free sticks (or loaner sticks) to new registrants ● Movie theater promo 	<ul style="list-style-type: none"> ● Look into these options more next box season
<p>End of Recruitment Discussion</p>		
<p>Sponsorship</p>	<ul style="list-style-type: none"> ● We currently have no sponsors. ● This slipped through the cracks in the last few years ● Given financial situation, sponsorship now is critical, even though it is end of season ● One idea came up of doing a “player of the week” sponsored by _____ and we can do this weekly or bi-monthly and post on social media ● Pamphlets ● Goal - 5 sponsors by end of year 	<ul style="list-style-type: none"> ● Connor to develop a sponsor letter asap ● Brandon to print the letters ● Micah to help distribute letters ● Meg to build a spreadsheet/list of businesses ● Ask parents to help at wind-up event
<p>Fundraising</p>	<ul style="list-style-type: none"> ● Is the Online 50/50 still in the works? <ul style="list-style-type: none"> a. Note is actually a 33/33/33 - RaffleBox ● Raffle- license is \$10 as long as main prize <= \$500 and revenue <= \$5,000 w/ \$2 per ticket ● Can include \$40 fundraising fee with every registration but they can earn it back by selling their 20 tickets. <ul style="list-style-type: none"> ○ This idea seemed well received by all but Heather pointed out there is some additional cost of printing tickets ● Other ideas <ul style="list-style-type: none"> ○ Manure sale ○ Burger/beer night ○ Shawn thinks we should push for a tournament next year and thinks it will be well attended 	<ul style="list-style-type: none"> ● Heather will let us know how the juniors online 50/50 goes ● Since the season is over, at this time we are focusing on sponsorship while trying to come up with good fundraising opportunities

<p>Volunteering</p>	<ul style="list-style-type: none"> ● At this time - only vacant position is “Head Scheduler” ● Heather wants us to find a replacement for “Registrar” also ● Agree to keep vacant on website and actively recruit for this position ● If push comes to shove, Meg will do it next season until we find someone ● Still need other volunteers to assist with recruitment events, etc ● Potentially should have a meeting with parents (or announcement at wrap-up event) - give direction of organization, some of our ideas, and some areas where we can use some help 	<ul style="list-style-type: none"> ● Actively recruit and ask around to try and fill the Head Scheduler & Registrar positions ● Start building a volunteer registry
<p>Communication</p>	<ul style="list-style-type: none"> ● We need to do a better job of communicating ● Be more clear about expectations, deliverables ● Email seems to not be working well for several people - what would work better? <ul style="list-style-type: none"> a. Everyone was in favour of using “WhatsApp” for items requiring discussion/feedback b. Email to be used for information only ● Meg wants to setup gmail accounts for each position to help protect the organization in event of turnover ● Google Forms is a great feedback tool <ul style="list-style-type: none"> a. Also this can be used to register for events (i.e. concession duty, etc). b. It can be used for simple polls (i.e. will a certain time work) c. Can also be used to gauge supportiveness of parents to certain initiatives (i.e. end of year windup) 	<ul style="list-style-type: none"> ● Meg/Connor to setup email accounts ● Expectation is to use SMLA gmail’s moving forward, once setup ● Connor to setup “WhatsApp” group

Feedback Survey	<ul style="list-style-type: none"> ● Should we send out a poll to the entire SMLA list of contacts? <ul style="list-style-type: none"> ○ Yes at end of season ○ Ask for feedback ○ Keep it anonymous ○ See if any further interest in volunteering 	<ul style="list-style-type: none"> ● Connor will take the lead on this ● Will send out after wind-up event
Shaw Center Alternatives	<ul style="list-style-type: none"> ● Outside Lacrosse boxes in area <ul style="list-style-type: none"> a. Jackson Box <ul style="list-style-type: none"> i. Needs repair ii. Work with school district on a plan? b. Condition of Enderby box <ul style="list-style-type: none"> i. Full size boards but in rough shape ii. Small ● City at one point had an outdoor lacrosse box in community plan for 200k. Could work with minor hockey to get this plan back in action? Could be used in winter as an outdoor hockey space which might help sell it. Apparently Princeton has this type of setup. <ul style="list-style-type: none"> a. Meg to look into this more in the fall ● Meg to attend the meeting about the indoor sports complex and will update the group in future ● Most of us liked the idea of practicing once a week on the field - get some fresh air, good for calisthenics, good for practicing fundamentals, especially for the younger groups - and saving \$\$ 	<ul style="list-style-type: none"> ● Connor to reach out to school district on the Jackson box - likely not until September ● Offer help to assemble a bid package and what the lacrosse community would need from the upgrade ● Connor also to next year try to negotiate better rates with the arena
Next Meeting	<ul style="list-style-type: none"> ● No date decided - send out a poll to find a week that works best in summer due to vacation schedules 	<ul style="list-style-type: none"> ● Connor to send out a poll in the upcoming weeks
Meeting Adjourned per Section C		