



SCMFA Wolverines

Board of Directors – Year End Report 2022

President – Roles & Responsibilities (Tracey Nielsen)

As the 6 th year after our amalgamation of the SCMFA (Strathcona County Minor Football Association) and the Sherwood Park Wolverines Football Club comes to a close, we are still figuring out what the SCMFA Wolverines club looks like. We have almost regained our pre-Covid registration numbers at a high of 140, and at 131 total players by the end of the season, we as a club are bursting at the seams. Our clubhouse, parking lot and fields at Brentwood were originally meant for 1 Bantam team. Our equipment and uniforms are still a combination of both clubs, some new and some still in desperate need of replacing. Our equipment room at Emerald Hills was inherited from the SCMFA but their agreement with the County did not include special rental rates or access whenever we need it. There are no more longstanding donors, sponsors or volunteers who don't have a child with the club (other than a few Bantam coaches – thank you!), like the more affluent clubs have. We started from scratch 6yrs ago, which has allowed us to recreate ourselves, make new policies, let go of what was no longer working, without fear of resistance or being stuck in the past. We didn't get everything right this season, and we own that, but I think we still did a pretty great job. We will continue to ask for parent feedback, review it and make changes as needed. We know you have made a choice to be a Wolverines family, thank you! Some of this year's highlights:

- Football: 19 weeks covering 139 practices, 59 games, 2 jamborees, 131 players, 23 coaches, 4 team managers & 13 trainers
- Board of Directors: 10 members, 9 club board meetings (36 hours), 1 all day planning session (6hrs), 12 CDMFA meetings (36 hours), 3 CDMFA committees, 3 large fundraisers, 3 bottle drives & 4 BBQs, Apparel: ordering & sales, Equipment: ordering & inventory, Treasury: transactions & reports, Secretary: meeting agendas & minutes, Registration: setup, monitoring & maintenance, Team Directors: Parent meetings, emails & calls, Communications: website development, FB, Instagram & TikTok posts, Strathcona County: planning meetings, bookings, emails & calls, weather and field closure tracking, Volunteers: coordination, security clearances, training, Players: discipline and mediation AND literally thousands of emails, calls, texts and chats between all of us.

Parents: (many of them also those same volunteers) drove many miles to/from practices and games, watching in sun, rain & snow, and stayed on top of all the many messages and things asked of them to help their child play football.

New Things We Tried This Year:

1. Volunteers: It's always a struggle to fill volunteer positions, and to have those that do help not feel overwhelmed or taken advantage of. So, this year we tried something different by having

parents sign up for mandatory volunteer roles at registration. Unfortunately, this was an overall failure as the follow up just wasn't there for many once asked. It was still the same faces stepping up and taking on the work, with some others not helping at all but complaining all the same. So, next year we'll be moving in a new direction for volunteer commitments. We understand that some people have more time than others, so we will work out a system that works for everyone.

2. Fundraising: We had some planning setbacks when our Fundraising Director had to take a step back due to family commitments, and so our Secretary Amy took that over in June. She was an absolute miracle maker in pulling off 3 large fundraisers at short notice with very little help, and

yet she still wants to stay on to do it all again next year! We will be looking for a Fundraising Coordinator from each level to join her team, so please reach out if interested.

3. Practice Fields: We continue to look for alternatives and yes, we know Brentwood Elementary is not ideal, but right now it's our home (and very cheap!) The relationship with the Strathcona Druids Rugby Club is a good one, but they are not able to offer us fields in the spring, or at a rate we can afford in the fall, plus there are no lights. So, we tried moving our Pee Wee practices to Emerald Hills to free up space at Brentwood, but this then caused some disconnect between our 4 levels, more work for our Team Managers, fundraising and apparel volunteers, inconvenience for parents with children in multiple levels and of course lighting issues. We will return to one location for the whole club next year and continue to work with Strathcona County on improving things at Brentwood while searching for a better long-term solution.

4. Apparel: We had our first full year of running apparel sales like a storefront. This is a lot of work to order, unpack, track inventory and sell, but we believe the ability to offer items for sale all season at a lower cost than through an online store continues to be worth it. We brought in some new items that were hot sellers and some not so much. We struggled with making items available for sale to the younger levels without having home games like Pee Wee & Bantam do, but we're learning. We are looking for an Apparel Sales Coordinator to join our team, so please reach out if interested.

5. Concession: At Emerald Hills PW & Bantam home games, we brought in a food truck. When they showed up, it was awesome. However, Ken's Catering proved to be unreliable this year, so we will be actively looking for others to book for our home games next year. Please send us leads if you have them. We do have the ability to run the concession ourselves, even at games for other clubs and divisions, but that takes people power and inventory management that we just don't have right now.

6. CDMFA (Capital District Minor Football Association): As a club we got more involved with the CDMFA now that they've changed the format of being a governing body of just a few to a full association of clubs who make decisions by committee. Our club has representatives on the Fundraising/Raffle, Coaching and Spring Flag Planning Committees. We will also be joining the Inclusion and Tackle Planning Committees. I have very much enjoyed forging and strengthening relationships with the presidents of other clubs in the league (22 in all!) and learning from the inside how the season is planned, and decisions are made. One major change coming this next year will be Tiering of ALL levels, not just Atom, through jamborees. This will prevent clubs from mistakenly declaring too high or too low by doing it themselves. This should help alleviate some of the issues that Pee Wee faced this year. We also plan to roster all our teams based more on skill than age going forward, to better compete in the league.

7. Registration/Comms: We were forced to move to RAMP for registration by the CDMFA, and we took a chance on the optional communication app that came along with it, replacing TeamSnap. None of us are happy with that app, so we'll be looking at going back to TeamSnap or using something else next season.

8. Teams: Next season we will most likely have 1 Novice, 3 (or 4) Atom, 2 Pee Wee and 2 Bantam teams. This will require many more Coaches, Team Managers and Trainers just to launch the season. Please consider taking on one of these very important roles. Reminder that we will provide training, and we encourage and expect ongoing development of our coaches just like we do our players.

9. Spring Flag: This league is being heavily encouraged by the CDMFA for all clubs at all levels (Atom through Bantam) for March - May. It's not currently offered in Sherwood Park by any club, but all 3 are considering it. This would require coaches and indoor practice spaces. If you are interested in getting involved, please reach out. The coaching certifications are much less stringent for Flag.

2022 was my first year as President, although I have been on the board for 4 years (previously as Team Liaison, Secretary, Vice President). Our board is not changing much for next year, and I attribute that to the very real friendships that have developed among us, and the true mutual respect and willingness to do more than is asked from all of them. We have made our board meetings an enjoyable event, held at a local restaurant and involve as much laughing and sharing of our personal lives as official business. I am personally proud of what we've experienced, accomplished and have planned for the future of this club. Thank you to our outgoing members and welcome to our new ones. Being part of a board is not for everyone, and that's ok. It involves a level of commitment and communication that some are surprised by, but we never fail to find fantastic people to join. This is because we start with a great pool of parents who truly love being part of the Wolverines family.

To the Board and all of our members, thank you for allowing me to lead and represent this club in our community. It is truly an honour and a privilege that I don't take lightly.

Vice President – Roles and Responsibilities (Jeff Huybregts)

- Attend board meetings
- Act as chair when President is absent
- Maintain knowledge of the Association and personal commitment to its goals and objectives
- Serve on the executive committee
- • Participate as a vital part of the board leadership
- • Assist President in fulfilling duties as required
- • Be a signing authority for the organization accounts
- • Ideally transitions to President Role, but this isn't going to happen this year for me
- • CDMFA liaison – I attended a few monthly district meetings with Tracey as an SCMFA Wolverines representative.

Good evening everyone! For those of you who don't know me, I'm Jeff Huybregts and your current VP. This year I was asked to take this position down from President to assist Tracey and the Board to help out as I've been involved with the club for the past 9 years. The Board started this year in January and worked throughout the year to today's AGM. There will also be numerous members and staff still handling football related issues over this winter, right into our 2023 year. I want to start off in saying thank you to all our coaches, trainers, managers, board members, players and parents in making this year another success. Although I wasn't heavily involved with an on the field presence this year, our organization ran smooth. I did help out in the early to mid year helping Sandor with equipment organization, helped fitting players and order new equipment, which was a challenge due to world supply chain issues, but I was handled. On that note, its hard to believe this day has come to which I have mixed feelings. I had the opportunity to work with great and amazing people both on and off the field and am truly thankful for being part of the Wolverines, as this club feels like family. Moving forward for myself with life and work changes, and after 9 unbelievable and grateful years, its time for me to move on. I have thoroughly enjoyed my time with the Wolverines and am extremely proud of the things we've achieved. I want to thank you all for making this a great organization and for the support you have given me over the years that I will never forget.

Thank you.

GO Wolverines!!

Secretary – Roles & Responsibilities (Amy Prenc-Perry)

- Attend all board meetings
- Primary responsibility to fulfill administrative functions for SCMFA Executive
- Records and distributes meeting minutes
- Receives and files copies of reports and correspondence
- Coordinates meeting rooms, meetings and contacts with Executive to ensure attendance • Serve on the Executive committee
- Ensure the safety and accuracy of all board records

My role of secretary was coming to all the meetings. Booking, organizing, creating all the Agendas and Minutes for all the meetings and AGM. Helping out in all other duties as i was able as well. I also joined Tracey (President), along with a few other board members at CDMFA meetings.

Treasurer – Roles & Responsibilities (Graham Barsi)

- This was my 2nd year on the SCMFA Board as Treasurer
- First full season since 2019 without COVID restrictions and this resulted in an increase in registration fees from the prior year.
- The Association had a successful year in fundraising and raised \$8K more than originally budget.
- This year we did replace a large number of football helmets (61) and Bantam game pants. This was due to a large number of helmets expiring this year as well as an increase in player registrations.

Association Registrar – Roles & Responsibilities (Tracie MacDonald)

- Obtain necessary registration assistance during registration events
- Coordinate and collect/manage all registrations and track necessary data (payments, withdrawals, payment plans both online and offline etc.)
- Responsible for registration of player, coaches, and all volunteers in the SCMFA
- Receive and forward registrations & changes to the Treasurer
- Enter and update the CDMFA registration data base online
- Report at monthly Executive meetings
- Coordinate all releases necessary for players requesting a move between leagues
- The registrar position is pretty straight forward now that RAMP has been set up.
- I registered the kids, coaches and all volunteers with RAMP.
- This year's registration numbers were: Novice-13, Atom-39, Peewee-46, Bantam-33, Volunteers-43
- I look forward to Courtney moving into this Role and making it her own, with her wonderful ideas.

Equipment Director – Roles & Responsibilities (Sandor Vanyek)

I really enjoyed being the equipment guy and being on the board this year. This is my first year in this role, and am learning not only equipment inventory, but repair, ordering and apparel ordering, etc. I was also a member at large, helping where extra assistance was needed. I was on site at the Brentwood Clubhouse often, assisting with any equipment repairs that were needed by players. One of the main challenges faced in this role this year was being away from the PeeWee's and Emerald Hills.

Community Relations/Website Director (Courtney Sakaluk)

- Responsible for creating and managing the new website through RAMP and keeping information up to date and appropriate
- Responsible for managing all social media posts on Instagram and Facebook
- Responsible for managing the PR of the SCMFA including arranging and scheduling advertising for the season.
- Source out promotional activities that benefit the promotion of minor football
- Work with the President to represent the SCMFA virtually and personally
- Arrange to gather photos and videos for use by the club
- Started a Tik Tok account, was less successful due to lack of videos
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I was tasked with taking over the Communications Director in November where I was voted in at the AGM. This involved creating the new website on RAMP after switching from TeamSnap as well as managing and updating throughout the year. The social media accounts (Facebook, Instagram Ramp; Twitter) were scheduled weekly with current event information. A new Tik Tok account was created but wasn't as successful. I think a lack of video whether play or silly was the cause. With more content, I believe this could be successful. Photos taken by parents and photographers at all levels made having enough content easier – Thank you to everyone!

Apparel Director (Tyler Leibel)

Apparel this year was a big improvement over years passed. We had a lot of assistance from Amy and others in organizing the inventory and being available at practices and other events to sell the merchandise.

As we grow as an organization I think it will become necessary to have an Apparel coordinator for the organization to coordinate the purchase and more importantly sales with parent volunteers.

We are always open to suggestions for other items if they are in high demand

This year we kept it simple with common sale items to ensure we were not left with boxes full of unsold products. But understand there may be desire for other items in coming seasons.

Fundraising Director (Amy Prenc-Perry)

- Researched and planned multiple fundraisers
- Organized Welcome BBQ's
- Purchase of items for events, (food for BBQ's, Auction items for Leduc Jamborees, Scratch Tickets for Silent Auction, Water & Cookies for AGM etc)
- Sent out Fundraising communication to TM's for distribution
- Creation of Sponsorship package

Originally Joining the Board in January as the Secretary, I was asked to step in and assist with Fundraising Mid-June. My primary focus was planning the welcome BBQ's/ Jersey Day(s). Planning for Fundraisers began in July, When I took over the reigns fully and began my search for viable fundraising options. I was then Voted into the Fundraising Director position officially at our August Board Meeting. In the short Window (July - October) I planned, organized and ran a bottle drive, Value Village FunDrive, Krispy Kreme Donuts, and our Silent Auction - Results from these can be found in the Financial report. I also created from scratch a sponsorship package. I assisted with the sales of merchandise at the clubhouse, and the organization of apparel in the clubhouse. I am looking forward to Next season, and have already began my planning. A major challenge for me this year was planning fundraisers in such a small time frame. Having more time to arrange, plan and coordinate will ensure that things are ran more smoothly next year.

Director of Teams (3) - Novice/Atom, Peewee, Bantam – Roles & Responsibilities

Novice Director / Atom Director (Tyler Leibel)

The 2022 season was a huge success In atom we had 40 players registered this year and 4 teams in 3 tiers.

Novice we had 1 team of 12 players.

All of our teams were competitive and had winning seasons. The kids had noticeable growth from the start of the season until the last games.

We had a strong group of coaches that spent a lot of time working on fundamentals and giving the kids a solid foundation of football to build on as they grow into the sport.

We had very few kids quit mid season which is common in this age group due to the first time these kids are exposed to contact. I think this is a testament to our coaches doing a very good job putting kids in situations where they were challenged but not overwhelmed or overmatched. As well as practices and games remaining engaging with a good balance of fun and learning.

I believe we have a very strong core of kids and coaches that can be competitive for many seasons as they move up the levels of minor football with the Wolverines.

One key area we would like to improve on is working with the CDMFA to fix some of the tiering issues where our teams would go up against either very strong or very weak competition as well as working on the regional hub system used this year that had all our games take place in Fort Saskatchewan vs other

surrounding Edmonton area fields including our own at Emerald Hills.

Moving on to next season I think our key focus needs to center around recruiting at the atom and novice levels to ensure we continue to grow the organization from within.

Peewee Team Director (Travis Kemp / Tyler Leibel)

For the 2022 season our Peewee program ended with 44 kids. We were up as high as 48 and low of 40 as some players had to drop out for various reasons and we had a few join us in August. This year we focused heavily on player development and ensuring all players were challenged and had lots of fun.

The blue team was our senior team which was in the Morgan division and was primarily made up of 2nd year players or 2010 born. The Blue team had a great year with some fun and tight regular season games and won the first round of playoffs before losing in the semi finals. Our junior or Gold team was made up of all first year players or 2011 born and played in the Mills division. Due to some irregularities in some teams' skills the CDMFA split the Mills division to A and B and the Gold team lost in the semi finals in the B division. Both teams showed great improvement throughout the year and had lots of fun.

We had great team volunteers this year however could always use some more help with coaching and trainers for 2023. Our team manager Kitreena was extremely instrumental in the success of our team but will be moving on to Bantam next year and this will be a position we will try and fill with 2 managers (one for gold and one for blue).

Our Expectations for next year is to have 2 teams again, we will have tryouts for the senior squad (Blue) for those players that wish to be on that team. We learned this year there was a hard cut off September 15 for any player movement, we will look to utilize this date for the 2023 season if any in season changes are needed.

Overall a successful year, towards the end of the season we had some troubles with attendance due to sickness and other sports but we will work on an offseason plan to help address.

Bantam Team Director (Kyle Barsi)

- This was my 3rd year on the SCMFA Board as a Team Director – (2 years Peewee, 1 year Bantam).
- Son (Jacob) and nephew (Austin) have been with the Wolverines for 6 years now, I've been coaching for the last 5 years as well.
- This season as the Team Director I was responsible for our Bantam team, and with an increase in the number of registered players (30+) we were able to field a 12 man team this season (instead of 9 on 9).
- Our team competed in the Mills Division under the CDMFA (Tier 3) and ended up advancing to the semi-final playoff game.
- As the Team Director, I was the conduit between the Bantam team and the Board. I coordinated all aspects of the season with the Head Coach (Cory), Team Manager (Tammy) and/or other Board members as required – e.g. equipment pickup/return, practice schedules, game day volunteers, field and referee bookings in conjunction with CDMFA, team events, fundraising activities, year-end banquet & awards, communications to parents, team pictures, etc.
- Plan to continue in the Bantam Team Director role for next season.