



**Strathmore Lacrosse Club
Board of Directors Agenda
March 19, 2026**

Attendees: Michele Schwing, Kris Perman, Shawna Feradi, Travis Gauthier, Jessica Harder, Crystal Upstone, Andrea Blackley, Jon Peters, Stephanie Simeon, Lucas Bobbit

1. U11C Team Sponsorship and Jersey Creation with Name Plates
 - As a club do we approve sponsorship funds for U11C to be used for custom jerseys with name plates.
 - Does this follow our brand standard guidelines and fundraising policy?
 - What is the precedent this sets for other teams?
 - If approved, what conditions for previous years will there be and what would the jersey numbering look like?
 - Are there other ways to spend the sponsorship other than team jerseys?

Pros:

U11 C – Not as competitive in this level

Might create more of a Love of the game – Keeping it fun

Always been the club that has struggled for donations/sponsorships. Don't want to turn this down and get the reputation of being hard to work with

Con:

Could run into issues with number nomenclature in following years. This could cause problems in the future

Doing this for one team, could this be a trickle-down effect for other teams

Discussion:

KP: Need to be careful on how we word this when we are creating for the combined U17 team

TG: At the end of the day this is for the combined team with combined club players

MS: We are also not re-vamping our current jerseys

JH: With sponsorships – Teams and parents should not be reaching out to the community for this. No social media posts and door to door sales – this needs to be run past the board. Private sponsorships are ok, with the board in the loop.

TG: I spoke with the head coach of U11C. They had a parent approach the group chat with a donation for this. This snowballed with all parents sharing this information. I explained this to the coach, and he has communicated this to his team. They are looking to donate \$1000 - \$1200 towards something. They are open to an alternative to the jersey. We need to declare our jersey colors to CDLA so other teams know our Home and Away colors.

JP: Encouraging them to go the route of a practice jersey is a better option

KP: I would prefer seeing them go a different route like a track suit. This allows them to stay within their guidelines.

JH: We want to try and promote them using our store rather than making custom. U13 C and U11 B are interested in doing this as well.

MS: I have emailed managers this afternoon to ask them to hold off on all of this until more information is available and presented at the manager & coach meeting. I have also let U11C know that if we vote yes on jersey they NEED to order jerseys through Xtreme.

TG: Could this cause a problem Rival and show that we might not support their service

Travis motions to deny U11C request for sponsorship fund being used towards replicating Venom Game Day Jerseys with name plate due to potential future issues outweighing the positive effects of future seasons. Second by Shawna. All in favour. Motion Carried.

2. U11B Game Day Shirts

- Team is looking to order game day shirts for players and families. They inquired about our policies around this. They want to order through Rival.
 - Will more teams go this route rather than ordering through our online store?

Discussion:

MS: I can ask if we have group offers. He orders in bulk not sure if it would be a crazy big discount. They can go anywhere they want as long as they keep it within our brand. I would hope people would go with the store after we have worked hard and listened to the feedback in previous years. Eric has a ton of options and is open and happy to work with us.

TG: There are good cheap options on the store already for them to choose. Encouraging them to order from the team store since this is a new partnership. Maybe if they work directly with Eric he would be ok with that.

JH: There is nothing stopping them from ordering elsewhere.

SF: I will reply to U11B email with a copy of our brand standards and fundraising policy, also encouraging them to order from the current online store options. If the store does not have what they want, reach out to Michele to work with Rival to find something that works for them.

3. Brand Standard Policy Amendment

- Need to revise the policy to include jersey creation/modification. See amended policy.

KP: Integrity of our logo is something to keep in mind. This policy protects that

MS: Kids always want their own number and they would not be able to use for future years.

Shawna motions to approve the amendments to the Jersey Modification and Replication clause of the Brand Standards Policy. Travis Seconds. All in Favour. Motion Carried.

4. Fundraising and Brand Standard Policy Communication

- Should this be emailed out to families before the manager meeting or after?

Discussion:

JH: Does not hurt to send out and they can review before the meeting

MS: I would like to wait until after the meeting so that we can put some context to it.

Cascading To Do's:

- Travis will call U11C Coach with update and decision
- Shawna will email updated brand standard policy to Michele to include in Manager binder
- Shawna will reply to U11B email and cc Michele

- Next Meeting: April 12th @ 6:30pm - Blue Meeting Room

- Meeting Adjourned: