

Strathmore Soccer Association - AGM

7:30 pm March 30, 2022

Via Zoom

Attendance: Alex Cunningham; Stefanie Brown; Sheri Porter; Ryan Parkins; Andrea Shuman; Leanne Mohr; Brenda Struiksma; Kelly Culp; Erin Cunningham; Brad Toews; Angie Boyd – Recording secretary

Agenda Items	Action & Outcomes	Action
Call to Order/ Addition to the Agenda	<p>1. Call to Order 7:35 pm</p> <p>Roll Call of current Volunteers Board of Directors</p> <p>In attendance tonight:</p> <ul style="list-style-type: none"> • Executive Members: <ul style="list-style-type: none"> ○ President – Alex Cunningham ○ Treasurer – Stefanie Brown ○ Secretary – Sheri Porter • Directors: <ul style="list-style-type: none"> ○ Technical Director – Ryan Parkins ○ Equipment Director – Andrea Shuman ○ Adult Program Director – Erin Cunningham ○ General Director – Leanne Mohr ○ General Director – Angela Boyd <p>2. Any additions to the agenda- no</p>	
	Approval of Minutes – Ryan Parkins accepted the Minutes as shown, Stefani Brown seconds. Unanimous CARRIED	
Financial Report	Annual Society Return – Due to cost savings measures we are up, partnerships, volunteers, and not needing to pay CMSA, and ASA discounts, we are in the black \$19,352.35, in comparison to the previous year where we saw a \$32,000 loss.	Stefanie
Reports	<p>3. <i>Presidents Message</i></p> <ul style="list-style-type: none"> • We have done really well going through COVID, having people show up when they could, including all the safety measures we took to keep our players, staff and volunteers safe. As we move in to the outdoor season, we see things going back to a normal season, it will be nice to get back to the game. Our registration numbers are looking pretty great, thank you everyone. <p>4. <i>Grassroots</i></p> <ul style="list-style-type: none"> • Indoor season between our U5-U9 program we had 93 total grassroots participates. For the U5-U7 program we maintained the majority of the players participate through all 20 weeks, the player retention in that age group is really great, and we see the majority of those participants have registered for the outdoor season. We have had 	Alex/ Angie Ryan

	<p>great feedback on our Junior Coaches, and the job they have been doing. Our U8/U9 program, which we called CLSF program we launched this indoor season, and it is an adaptation of the CMSA mini fest league that is being offered in the city, and both Ryan and Erin worked together to facilitate that program. We had over 40 kids in both the fall and winter season, and have retained the majority of those in to the outdoor soccer. There are some exciting things happening in Strathmore Soccer.</p> <ul style="list-style-type: none"> • Outdoor season- There is a total of 136 kids total registered from U4-U9, we will need 12 coaches to coach this season. Over all things are looking great in Grassroots <p>5. <i>Teams</i></p> <ul style="list-style-type: none"> • We had 4 teams play in CMSA, all the teams had some success and hurdles. We had 2 of those teams participate in Provincial Tournaments, both with having successes and drawbacks within those competitions. There were a couple of items that came up during those competitions that had to be escalated up through ASA, most of those items have been rectified or are on a path to being addressed. Due to privacy issues, we can't get in to any additional details, none the less it was a bit of a challenging year as it came to a close on some tournament play and culture things, but the good news is that our teams were able to band together and it shows because those players and teams are back for the indoor. We have been showing some good success and good player development. • Moving in to the outdoor we will have the same teams again, U11, U13, U15 and U17 placed into CMSA with as well as 2 district teams, we will have 77 registered players on the club side, that is a 27 player increase over the indoor season. With Team Canada being in the news so much so recently we can only hope to see us growing more organically. Being able to find a home for all of our players on teams quite easily was nice, not having to cut any players loose to other clubs shows that we are experiencing that growth. 	
<p>New Business</p>	<p>6. SQS</p> <ul style="list-style-type: none"> • Shared screen to show the Canada Soccer website and the SQS tab. As of right now SQS is voluntary program until it becomes mandatory in April 2023. There have been some considerable growing pains with a lot of clubs because recertifying clubs consistently, and smaller clubs like ours struggling to find Coaches. The idea behind the SQS is to push behind the characteristics, governance and resources that is required. The technical components are where we have the biggest growth pains because it requires the highest-level certification that is required and part of that is commitment, and to make a verbal, written and obvious cultural change that's committed to providing a soccer experience that is focused on long term play and inclusion. We as a group have already begun to make strides in that, so that was more of an organic change as some of the things we had put into place fit nicely into showing that commitment. Our club has managed to weed our way through it and has been provisionally licensed, and as of April should be able to be fully recognized because of our coaching teams we have 18 coaches that are fully certified including 3 Junior coaches, coming up in April we will have 5 coaches who will receive their completed certification, 3 of which are junior coaches, and 2 are team coaches. All our junior coaches who are eligible to be certified (they must be 16 years old to be able to take the courses) will all 	

	<p>be fully certified coaches. The fact we have been able to get these coaches certified and still managed the financial end of it is impressive. Good work everybody, it's been somewhat of a tedious process! All of our Junior coaches and some of our team coaches are actually certified in a multitude of different levels up to 5 different levels, from the different community age groups to C licensed.</p> <p>7. Calvalry Program</p> <ul style="list-style-type: none"> • The Cavalry Club program is exciting program, and has been a motivator to encourage players to register to be part in program. We have some opportunities with that, we saw the raffle go out today, we are hoping everyone can push that raffle, with a reoccurring 50/50 draw. The Board will help decide when volunteers will get some tickets. This is a unique opportunity to fundraise in relation to our sport. We took a calculated risk in participating in the program, but it is worth the value in program opportunities. • People can get tickets through the raffle, or they can support our club by purchasing tickets through our link, and \$5 raised from every ticket will go back to our club. Our Coaches will benefit, all coaches and junior coaches will be able to attend a pregame day practice so that our coaches can see how they practice on the day before a match and some private Q and A, we will have a dedicated game on July 27, we will have 24 U9 players playing at half time, and junior coaches to officiate that little match, and we try and get our membership to purchase tickets to support our club on that day, we will have 2 club teams 1 doing ball collecting and one doing tickets at entry's. There is also an opportunity for 2-3 coaches to sit at the cavalry bench and see how the game is coached. In addition, there will be 2 visits from players or coaching staff to do a training session or workshop so our kids will benefit the most. • In combination to that we try to create this community atmosphere, and we are really big on trying to give them a sense of belonging and solace in the logo. We can do that better with that in including our parents. We have a supporter's HQ on our website and they can access our raffles, and the referral link and club swag, which is another way to generate a small revenue stream. <p>8. New Sponsor</p> <ul style="list-style-type: none"> • Canadian West Storage Facility has donated to us a 5X10 ft climate-controlled space where we can keep our new soccer balls and our paint sprayer through the winter. It works out to be \$105 per month on an annual basis. 	
<p>Executive Nominations</p>	<p>9. Resignations - Are there any resignations?</p> <ul style="list-style-type: none"> • Andrea Shuman resigns equipment director • Leigh Storey resigns as general director • All other persons keep their name standing in their current roles. <p>We want to thank Leigh and Andrea for all the time effort they put in to helping to make our club grow and be successful.</p>	

	<p>THIRD CALL FOR NOMINATIONS</p> <p>10. <i>Nominations Close</i></p> <p>11. <i>Presentation of the Slate</i></p> <ul style="list-style-type: none"> ● Nominations for vacant Seats <ul style="list-style-type: none"> ○ Vice President ○ Equipment Director ○ Fundraiser Director – Erin Cunningham volunteers to be nominated. ● Nominations for filled positions <ul style="list-style-type: none"> ○ President – Alex Cunningham ○ Secretary – Sheri Porter ○ Treasurer – Stefanie Brown ○ Referee Liaison – Angie nominates Brenda Struiksma, Brenda accepts ○ Technical Director – Ryan Parkins ○ Field Maintenance Director – Alex Cunningham ○ General Director – Leanne Mohr ○ General Director – Angie Boyd <p>All positions filled by acclimation, remaining opening positions are Vice President, Equipment Director.</p> <p>* President Alex Cunnigham. Treasurer Stefani Brown and Administrator Angie Boyd all remain signing authorities for all accounts owned and operated with Strathmore Soccer Associations. *</p>	
Draws	<p>12. Incentive Draws</p> <ul style="list-style-type: none"> ● Player Registration Draw 1pair of Cav’s Tickets for May 1st home opener game – Dylan Mohr ● AGM Attendees <ul style="list-style-type: none"> ○ \$50 discount – Brenda Struiksma ○ \$50 discount – Sheri Porter ○ 1 pair Cav Tickets for May 1st Home opener – Kelly Culp 	
Adjournment	<ul style="list-style-type: none"> ○ Meeting Adjourned 8:27 pm 	