



Minutes of the Annual General Meeting

Call to Order

- Motion to open the 2016 Annual General Meeting of the York Region Football Association made by Kevin Windsor, seconded by Paul MacIsaac

Agenda

1. 2016 Board Updates
2. Elections

President's Report (Slides 2-6, 2016 AGM presentation)

- 3 overarching goals for 2016, although accomplished, felt a better job could have been done
- Issues in April prevented full engagement
- Merger between Markham and York Simcoe
 - Markham piece was led by 3 volunteers – Jen Hassam, Glenn Skitch and Steve Park. Could not have been a success without their support.
 - Would have preferred more of a partnership – but merger quickly became York Simcoe with pieces of Markham
 - Spirit that went into the formation of the new club was good and useful
 - If we intend to revive football in York Region (YRAA + high school programs + regional football programs) we need more people from all over York
- Partnership with York University
 - Has started off well
 - Right spirit and commitment from both sides to grow football
 - Lots of opportunity for YRFA and York University
 - Q: What opportunity is there?
 - A: For example, York University stepped in this past year to host an all-star game. We were able to use their facilities for training and practice. These and more will continue to benefit the club
 - Q: How does the partnership benefit the younger kids?
 - A: A number of benefits include:
 - York University held a coaching clinic for all of our coaches, which benefits the younger groups



- For those kids that want to continue to play after high school, University is the only option, partnership provides that visibility
- In past years, we've had to pay for Varsity coaches, but with the University providing them, the club is able to divert funds to the younger groups.
- This upcoming year hoping to add more York University (CIS level) coaches to Bantam and JV groups.
- Addition of CIS coaches to these groups positively impacts the development of parents/coaches
- Partnership with high schools
 - Ongoing process for York Region to get football coaches into various high schools
 - Working closely with high school coaches to re-promote football
 - Established solid relationships with high school football programs, with some coaching cross over (Heath from Huron with house league, Markham coaches with house league)
 - Good sense of community
- Tactical objectives for 2017
 - Get football back into the fabric of our communities – football has lost the position it once held
 - Support developmental programs – flag football and house league
 - Financial stability – we are financially stable, with focus on continually building on our position
 - Q: When the two clubs merged, were there less funds available?
 - A: Yes, less funds available, but we cut back on a few things to ensure our viability. Mergers and partnerships take a ton of resources effort and thought. Most companies that do one have teams of people to manage the process. Our new club was very successful especially considering what was available to use as a resource.
 - Q: Were there funds available to have trainers on the field?
 - A: Re: trainers
 - Benchmarked against all OVFL OMFL teams in the GTA and high schools to determine changes
 - We cut back but didn't eliminate – decision to not have trainers when practices were to be non-collision or little contact
 - Role of trainer is to identify an injury – we'd like to evolve this to having a trained responder as a member of the administration of each team
 - Communication to parents on these decisions to be improved moving forward, feedback is valuable in evolving how we communicate
 - Q: Why was there no communication to parents on a change with trainers? Everyone wants to see growth, but a lack of communication



- creates frustration. Team manager great in providing what information she had, but she was bombarded with requests and bore the brunt of it.
- A: Final decision was made by the President, supported by the board (as it was a board decision at the time) who takes responsibility for the decision to drop to one trainer.
 - Q: Is the club supposed to provide first aid kits? It's important to have someone at the field who can speak to injuries. Especially for the younger groups. Absence of first aid supplies like ice packs.
 - A: This is a miss that we own. Moving forward, it will be addressed with the new Equipment Director
 - NB – For context, hockey requires a level one trainer to be present at practices. Level onetraining is essentially risk management, no first aid, call 911. No different from what YRFA provided this past year.
 - Grow numbers – registration numbers are up this past season, with focus on continuous growth
 - Not enough to just grow York Region, need to build football in Ontario
 - Effective use of resources
 - Coaching clinic at end of January, goal is to open to all OVFL coaches to support provincial growth
 - Q: Was this growth through attrition? Was it just Markham that grew? Or just York Simcoe?
 - A: We haven't received data from Markham to benchmark against, and can't speak to their number. The Markham organization was shrinking, behind held together by just a few people. Referring to York numbers only when growth referred to.
 - A: Attrition – we booked practices in different locations, but knew that travel time was an issue for those that left.
 - Improve the experience – a number of things this past year could have gone better, some areas the experience was worse than previous years, focus on changing this
 - Q: Huron Heights was a minefield – quality of field was terrible.
 - A: We received the complaints/emails and photos, and turned these around to school board immediately to be addressed. Goal is to book turf fields for use next season.
 - Q: I've requested the minutes of board meetings at least four times, with no response to my emails. Why aren't these minutes available online?
 - A: Each of those emails was received and responded to. Members can attend meetings
 - Key for next year – try again to involve parents more. A few years ago reduced number of board position, resulted in less voices heard. This year a number of positions have been added to ensure more parents' voices heard.
 - Thank you to past volunteers



- Jim Mancuso – 6+ years volunteered, integral part of the growth of our club
- Pez – confident he will return, valuable coach at different levels
- Jared Collett – led equipment this past year, has accepted a position with Durham Dolphins
- Glenn Skitch – retired from board, but integral supporter of the merger. Ensured the Markham voice was well represented
- League Update
 - OFA, OFL, OPFL, OVFL, OFC – all changing, really important we work together
 - If we want our kids to play football, we require a stable environment
 - Some Teams from OFC and OVFL have gone over to new OPFL
 - GTA teams and Myers are remaining with OVFL
 - A number of Presidents meeting to address:
 - How to put football first
 - How to keep everyone together
 - How to make the OVFL the best it can possibly be
 - How to create harmony
 -

Vice-President Report (Slides 8-16, 2016 AGM presentation)

- First year, wasn't sure of fit
- Second year, took on too much
- Third year (2017) looking forward to training new board members
- In absence of a Registrar, supported all registration activities for club
- Trained and supported all team managers
- First point of contact for parents/team managers for registration or team issues
- Scheduled all fields, trainers, officials
- Managed game day operations
- Worked directly with OVFL, OVFFL for registration and season coordination
- Managed screening process for all volunteers and coaches
- Coordinated move of equipment room
- Note – many things were going on behind the scenes to ensure moves and mergers went well, which may be why things on the field could have been missed. As a board, we realize many things took too long, and we are determined to fix these things this year.
 - Q: How do we know when you need volunteers? I don't recall seeing communication regarding the Equipment Room move.
 - A: All communication is sent through RAMP – where registration occurs. However, if you haven't registered online, it is possible an email notification was not sent to you.
 - Q: There are parents who want to be involved, but how can we receive emails if we are in between seasons?



- A: We do need to find a different way to supplement our communication and we will look at this. We do communicate by year, so if you were registered the previous season we would contact you.
- Q: A job board could be helpful, but consider looking at it from a division direction. As a tyke parent, I will volunteer for tyke activities because they relate to me. I won't sign up for something for other divisions.
- A: A job board is a great idea – will look into for next season.
- Q: As a tyke parent, I feel that everything is geared towards the older groups. There are things that are important to just younger kids. Our coach was great in leveraging these, but more is required. It isn't fair to the younger groups.
- A: Over communicating is never an issue, and we will do better at this. Understanding these differences is important, and we appreciate you raising it. Marketing by age groups makes sense (welcome packages, etc.). Our goal this year is to connect with each appointed manager and head coach by division to determine how we can best support them in the upcoming season. These meetings are targeted for February 2017.
- Question posed to parents: How do we level the playing field so that you feel the younger groups are being more involved?
- A: Double umbrella system. One folder for development groups – peewee and down; one folder for rep groups – bantam and higher. Both entities have specific needs. OVFL structure is very different, where OMFL is focused on development.
- NB – this used to be the case, however at parents' request younger groups started participating in rep. We lost a number of players in house league when the only option for one age group was a rep team. The organizational structure has not always fit with the demands of the age group – agree that we need additional representation from parents to share this information.
- Tactical Objectives 2017
 - Support the transition of new board members
 - Assist the President and Directors with executing club's Strategic Plan
 - Work with the Secretary/Registrar to document position-specific information collected over term
 - Support the vision of our association and ensure its success

Treasurer's Report (Slides 18-20, 2016 AGM presentation; York Region Lions Interim Financial Statement dated 11/30/2016)

- Unaudited Interim Financial Statements for the period November 30th, 2016
 - Statement of Financial Position (Balance Sheet)
 - Statement of Operations and Net Assets (Income Statement)
 - Statement of Cash Flows (statement of changes in financial position)
 - Notes to the Interim Financial Position
- Key internal controls



- All banks accounts are reconciled
- All disbursements require dual signature, one being the Treasurer, and the second signature being either the President or Vice President
- The board received regular reports from the Treasurer to review financial position on a regular basis
- Key items on Balance Sheet
 - We are in a healthy cash position, however, a number of invoices have not yet come in as of today which I am aware of.
- Key items on Income Statement:
 - Overall revenue: \$12,690
 - Significant changes to expenses to highlight for you:
 - Field rental – decision by executive to have higher indoor time for this past year with the amalgamation of two clubs, was important to get to know one another
 - League fees: significant savings provided by executive due to reduction of busing
 - Refunds – significantly higher, due to a couple of reasons
 - With transition in current year, we did not keep a hold back which will be reinstated for 2017
 - Significant refunds at Atom level as insufficient for house league numbers and rep, and we went with the rep team.
- Key items on Statement of cash flows:
 - This statement removes non-cash items, e.g. changes in a/p and a/r, and amortization which have no cash effect to show where funds were used and spent.
- Key items in Notes:
 - We are on accrual basis of accounting
- Q: Are the association's statement audited?
- A: No, they are reviewed by the Board. For the record, I have CA and CPA designations.
- Q: Why are OVFL expenses significantly higher this year?
- A: OVFL league fees are in another line. The line you're referring to is the costs for all of the teams. With the Bucs, because nobody had orange, we could get away with one jersey. With a move to new colors our costs increased with having two jerseys for each player. Note that bussing costs were reduced this year.
- Q: Will OVFL still require us to pay for bussing next season?
- A: This is on the table for discussion for next season.
- Motion to accept the Financial Report made by Hugo Couto, Brad Muxlow seconded, all in favor.

House League Report (slides 22-3, 2016 AGM presentation)

- Challenges experienced this season can be mitigated next season
- Successes – happy kids, smiling faces, excellent championship day
- Challenges – finding coaches to cultivate younger groups, weather wasn't in our favor, Huron field
- Tactical Objectives 2017



- Move away from Huron field
- Provide more value, reduce cost to provide better experience
- Change commitment level (so it doesn't mirror rep commitments)
- Q: Providing information on commitment and schedule up front would have been helpful from a parent perspective. We didn't know when it was going to end.
- A: Agreed. We can never over communicate. Will improve for next season. Challenge is though, we need registrations in order to execute a season, and registration always happens so late. We need confirmed numbers before we can order jerseys, book fields, find coaches, find refs. Will share this information up front for next season.

Marketing , Sponsorship, Fundraising, Communications Report (slides 25-40)

- Marketing
 - 9 recruiting events held, challenge continues to be volunteers to man events
 - Articles in Sport Aurora magazine
 - Submission to appear on Rogers News not successful
 - New flyers designed at reduced cost (leveraging students), distributed to schools, posted in community centres
 - Lawn signs in Fall
 - Developed and executed color transition plan
 - Website, three quick transitions now on red/white/black/grey theme
 - Swag
 - Online store is live
 - Managed all swag RFPs, design, color transitions and orders
 - Worked closely with Equipment Director for jerseys/coach/manager shirts
 - Managed all team swag orders
 - Sales – over \$4,000
 - Q: I sit on a parent council and I haven't seen these flyers. Can you leverage parent councils?
 - A: The process we have to follow as an association is: 1) approval through the school board 2) deliver to the schools 3) principals decides if they will distribute.
 - Challenge continues to be receiving signage in timely manner, Fall recruiting activities to begin sooner
- Fundraising
 - MacGregor's – total sales \$11,651 (Spring), total sales \$3,377 (Fall)
 - Spring earnings split club/teams
 - Fall earnings 100% to teams
 - Bottle Drive not worth the effort, did raise \$520
 - Only some events are a potential source of revenue
 - Bowling/poker did not have participation, need to come together as a club for these to support purchase of new equipment
 - Football Day was not meant to generate revenue, was to drive community and togetherness. Over 15 local vendors and high schools participated



- Banquets/end of season celebrations are important to bring the teams together to celebrate hard work. Spring Junior/Senior banquet over 250 attended; Fall banquet 140 attendees
 - Challenge continues to be participation, value for effort
- Communications
 - Website 3 transitions – average 120 visits day, YTD 38,470 views
 - Goal was to drive traffic to site which improves communication sharing - achieved
 - Social media – Jared & Pez helped drive account presence in first part of year, focus has been on aligning channels to audiences and execute campaigns to build following
 - Highlight – online relationships with other youth football organizations, local vendors, growing a following of non-YRFA football players
 - Flickr gallery linked to website, centralizing photos so all members can access
 - Great to have your own pages for your own teams, but creates a need to build new ones, dilutes our brand
 - Communication centralized through RAMP
 - There are other CRM options, will discuss with whoever takes over the portfolio

General Questions/Comments

Q: We can talk all we want about growth, but the easiest solution is usually the best one:

- We can print, but it's expensive
- Swag advertises for us
- Parents want to buy stuff for their kids to wear
- Sees a small number of York Lions players wearing their swag everywhere, numbers growing
- Things like putting kids in our swag doesn't require a lot of effort
- Channel our energies into that – focus on simple areas
- Leverage parents – provide them with soft copies of recruitment packages, moms will share
- Leverage the talent in the room – we know a lot, and we know a lot of people
- Important to get tykes and atoms into York Region Lions swag – noticing kids at school are wearing it

Q: Is there a plan for winter development?

- This is a question for Warren, he is working on it

Q: When will the Spring season start?

- Not until after March break this year, March 25th
- Noted that marketing needs to start right now for Spring if registration is in March



Elections

1. Director of Coaching & Player Development

- a. Warren Craney nominated by Dave Lovegrove, Brad Muxlow seconds nomination
- b. Call for nominations from the floor three times
- c. No other nominations
- d. Paul Duggan moves to close nomination
- e. Warren Craney – new Director of Coaching & Player Development

2. Secretary/Registrar

- a. Jodi Tavares nominated by Aaron Wolski, Brad Muxlow seconds nomination
- b. Call for nominations from the floor three times
- c. No other nominations
- d. Sue Abaza moves to close nomination
- e. Jodi Tavares – new Secretary/Registrar

3. Director, Marketing

- a. Aaron Wolski nominated by Jodi Tavares, Glenn Skitch seconds nomination
- b. Call for nominations from floor three times
- c. No other nominations
- d. Tony Pusztai moves to close nomination
- e. Aaron Wolski rescinds Director, House League position in favor of Director, Marketing
- f. Aaron Wolski – new Director, Marketing

4. Director, Spring Football

- a. Jen Hassam nominated by Sue Abaza, Tara Myshrall seconds nomination
- b. Hugo Couto nominated by Aaron Wolski but declines nomination
- c. Call for nominations from the floor three times
- d. No other nominations
- e. Tony Pusztai moves to close nominations
- f. Jen Hassam – new Director, Spring Football

5. Director, Fall Football

- a. Hugo Couto is nominated by Sonia Graham, Tara Myshrall seconds nomination
- b. Call for nominations from the floor three times
- c. No other nominations
- d. Sue Abaza moves to close nominations
- e. Hugo Couto – new Director, Fall Football

6. Director, Sales

- a. Tara Myshrall declines nomination
- b. Greg Kennedy declines nomination
- c. Call for nominations from the floor three times
- d. David Brewda volunteers to take position, Scott Grant seconds nomination
- e. Sue Abaza moves to close nominations
- f. David Brewda – new Director, Sales



7. Director, House League

- a. Sue Abaza issues motion to move into portfolio now led by Warren Craney
- b. Jodi Tavares seconds
- c. House League – now under Director, Coaching & Player Development

8. Director, Flag Football

- a. Tara Myshrall nominated by Paul Duggan, Jodi Tavares seconds nomination
- b. Call for nominations from the floor three times
- c. No other nominations
- d. Sue Abaza moves to close nominations
- e. Tara Myshrall – new Director, Flag Football

9. Director, Inventory

- a. Call for nominations from the floor three times
- b. No volunteers

10. Video Commissioner

- a. Position does not have a vote
- b. Call for nominations from the floor three times
- c. No volunteers

Close of Meeting

Hugo Couto moved to close Annual General Meeting, Sonia Graham seconded, all approved.