

January 30, 2012 – KMFA Members Meeting and AGM

BOD in attendance:

Chuck Liebrock, Vice President
Tanya Cochrane, Registrar
Sandy Knoll, Secretary
Brent Durec, Director of Equipment
Kip Kyle, Director of Fields and Scheduling
Jeff Koltun, Director at Large
Tonia Demmers, Director of First Aid

Arden Knoll, High School Liaison
Chris Smith, President
Trevor Ryder, Director of Coach and IT
Kendall Gross, Treasurer (sent in Proxy to
Chuck)

Members/Others in Attendance:

Guy Lemieux
Chris Smith
Jeremy Cowie
Danielle Turtch
Arden Knoll
Jane Luk-Tran
Allan Tran
Wanita Kyle
Tasha Prasad
Sheri Simson
Tanya Cochrane
Doug McMechan

Kip Kyle
Debbie Bigden
Rob McConechy
Bill Pattison
Sharla Davis
Liz Bevanda
Sandra Knoll
Jeff Koltun
Chuck Liebrock
Gerry Dirksen
Trevor Ryder
Mike Haynes

Terry-Lynn Vint
Brent Durec
Chelaina Prasad
Tonia Demmers
Nicole Stevens
Adrienne Smith
Susan Howland
Curt Avery
Dean Kennedy
Josh Gibson
Angelo Brown

Vice President Chuck Liebrock directed the meeting as President Chris Smith was detained on route before joining the meeting.

2012 – KELOWNA MINOR FOOTBALL ANNUAL GENERAL MEETING

AGENDA

- *Introduction of the current Board Members:*
- *Ask for scrutineers*
- *Call the meeting to order*
- *Establishment of a quorum*
- *Appointment of scrutineers*
- *Approval of the agenda*
- *Declaration of any conflicts of interest Adopt 2011 AGM minutes*
- *Board and Committee reports*
- *Resignation of the current Board*
- *Election of the Executive*
- *Identify additional members wishing to sit on the Board.*
- *Adjourn*

1. **2011 BOARD OF DIRECTORS:** Board members were introduced. Noted President- Chris Smith and Trevor Ryder would be arriving late. Lucas Suppin – Assistant Director of Equipment and Kendall Gross – Treasurer were unable to attend.

Chris Smith – President & Commissioner & SIFC Board of Governors
Chuck Liebrock – Vice President & Director of Fields
Kendall Gross – Treasurer
Tanya Cochrane – Registrar and Flag Director
Sandy Knoll - Secretary
Kip Kyle– Director of Fields and Scheduling
Arden Knoll – High school Liaison
Brent Durec – Director of Equipment
Trevor Ryder – Director of Coaches & Director of IT
Tonia Demmers – Director of First aid
Lucas Suppin – Director – Assistant Director of Equipment
Jeff Koltun – Director at large

2. **SCRUTINEERS**

- *A scrutineer is a member that is willing to be the official counter of votes for the purposes of the election of the Executive. This is an independent member (2) not currently on the Board. The membership will vote on acceptance of the scrutineers after the establishment of a quorum. We would like 2.*

3. **CALL THE MEETING TO ORDER 7:10pm**

Chuck Liebrock thanked the members present for coming out to support KMFA and stressed how important it is to attend the AGM as the organization is there for their kids. It was pointed out that the numbers present does affect the amount of dollars the society is eligible to apply for with the Provincial Gaming Grant.

4. **ESTABLISHMENT OF A QUORUM** – A Quorum was established

5. **APPOINTMENT OF SCRUTINEERS:** Sheri Simson and Terry-Lynn Vint volunteered to act as Scrutineers and were appointed. 35 members were counted. Sufficient numbers to achieve Quorum.

6. **APPROVAL OF THE AGENDA:** Members all in favour.

7. **DECLARATION OF ANY CONFLICTS OF INTEREST:** Chuck inquired if any member was or would be in conflict with the meetings proceedings. No conflicts reported.

8. **ADOPTION OF THE 2011 AGM MINUTES:** Stated that the Non-minutes were distributed to the membership from the Jan. 17th non-meeting. Chuck asked if there were any questions regarding last minutes- none. The non-minutes were adopted.

9. **BOARD AND COMMITTEE REPORTS** As the reports were read and discussed on Jan. 17th they were not revisited.

KMFA Treasurer's Report The report was displayed via projector for all members present to look over.

2011 Summary ...

- Total Revenue - \$116,895, Total Expenses - \$104,468, Net Income - \$12,426

Revenue Breakdown

- Fall tackle = \$53,510
- Spring Tackle = \$7,435
- Winter Flag = \$ 8,005
- Spring Flag = \$17,750
- Gaming Grant = \$30,000
- YoY Total Revenue is lower approximately \$30,000 (lower registrations and gaming grant)

Major Expenses Breakdown

- Equipment Purchases - \$36,093 \$15,000 to spend on Coaching aids, training equip.
- Field Rentals - \$14,417
- Insurance - \$ 4,905
- BCCFA Fees - \$10,730
- Referees - \$ 9,786
- Equipment Storage - \$ 8,064
- Team Photos - \$ 3,472
- Team Travel - \$ 2,900 \$50.00 per player allotted for provincial playoff travel
- Team Awards - \$ 4,492

KMFA Treasurer's Report

- Revenue for 2011 came in on budget; Expenses came in substantially under budget
- Gaming Funds of \$30,000 used to purchase:
 - 91 Schutt Air XP Helmets
 - Football Jerseys (Sundevils & Lions)
 - Footballs (K2 and TDY)
- Started 2011 with \$30,000 in KMFA General Account and ended the year \$22,000 (\$42,000 less \$15,000 equipment & jersey payable & \$5,000 referee payable)

- *Remaining funds to be used to improve 2012 programs*

2012 Financial Focus Continues to be the Same as in 2011...

- *Look to maintain registration fees without affecting program quality*
- *Maintain equipment levels to ensure safety for players*
- *Provide necessary support & training for volunteer coaches*
- *Purchase additional training aids to enhance coaching programs and players experience*
- *Continue to focus on budget and planning processes to support board decisions*

10. DIRECTORS COMMENTS

- *Chuck* – Need to look to future with succession planning. Focus on training Coaches coming up. Flag Football great introduction to football to get more young players interested in playing the game. As Director of Fields Chuck had meetings with Chris Babcock from The City of Kelowna regarding the field bookings in 2011. It was decided to drop fields that were not being used and as a result approx. \$12,000.00 was saved in 2011.

11. RESIGNATION OF CURRENT BOARD OF DIRECTORS

At this time the current Board of Directors stepped down.

- **THANKS FOR 2011**

12. ELECTION OF THE EXECUTIVE

- *President:*

At this time it was asked if anyone would like to stand as President.

Chuck Liebrock said he would stand. No other members came forward so Chuck Liebrock is President by acclamation.

- *Vice President:*

There were no members who came forward to stand as Vice President. Sheri Simson nominated **Arden Knoll** to stand for Vice President. Arden agreed he would stand. No other members came forward. Arden Knoll is Vice President by acclamation.

- *Treasurer:*

Kendall Gross by proxy indicated he would like to stand for Treasurer. No other members came forward. Kendall Gross is Treasurer by acclamation.

- *Secretary:*

Sandy Knoll said she would stand as secretary. No other members came forward. Sandy Knoll is Secretary by acclamation.

■ *Registrar:*

Tasha Prasad said she would stand as Registrar. No other members came forward. Tasha Prasad is Registrar by acclamation.

■ *Past President:*

Chris Smith said he would stand as Past President.

■ ***THE PRESIDENT WILL SET A MEETING WHERE ALL POTENTIAL BOARD MEMBERS ARE INTERVIEWED FIRST, THEN THE EXECUTIVE WILL SELECT THE REST OF ITS BOARD FOR 2011.***

Members wishing to stand on the Board of Directors were asked to come forward and list their name and position they would be interested in as follows:

Gerry Dirksen – Director of Tournaments
Jeff Koltun – Director of Marketing and Recruitment
Kip Kyle – Director of Scheduling
Terry-Lynn Vint – Director at Large

Lucas Suppin – Assistant Director of Equipment
Wanita Kyle – Director of First Aid
Liz Bevanda – Director at Large
Sheri Simson – Assistant Director of Marketing
Brent Durec – Director of Equipment

It was noted that descriptions of all Director's positions are available on the website on last year's AGM minutes.

Chuck made a Motion to Adjourn the AGM 7:45pm

Seconded by Jeff Koltun

MARKETING PRESENTATION by Jeff Koltun

In the last two weeks Jeff Koltun together with "DIDIT Solutions" Marketing put together a marketing campaign to promote Minor Football in Kelowna.

Jeff presented preliminary ideas put together in the form of brochures, posters and calendars and prepared a PowerPoint presentation to the membership. Main points discussed as follows:

- **Strength of the future of Minor Football is in the "little guys" Atom football**
- **Registration is down in numbers. Tanya pointed out that Kelowna lost Bantam and Midget teams as well as one Atom team.**
- **To generate new interest in football KMFA needs to advertize in many places such as website, mail outs, schools, posters**
- **To drive registrations we need to promote Fun, Safety and Equipment provided**
- **Leisure Guide ads for Spring Training Camp, Flag Football and Tackle Football will be posted in West Kelowna guide and Lake Country guide.**
- **Theme "It's Time" sample brochures and posters were shown**
- **KMFA needs to "Build for the Future"**

- Costs associated with each campaign were discussed (see PowerPoint for details)
- It was suggested that KMFA approach School District 23 to help distribute brochures and have permission to go into schools to promote football.
- Another suggestion to set up a booth in the Mall with players promoting and perhaps game footage playing.
- A mass Bottle Drive with all KMFA teams participating to raise money and handout brochures at the same time was suggested.
- Jeff is talking with The Okanagan Sun to perhaps do a promotion together as well as have KMFA play mini-games during half-time at the Sun games. Problem is Sun have only 5 home games and game days often conflict with KMFA games.
- Guest practices with the Sun...Dragons have done in past
- Poster campaign in CNC. YMCA and schools that could include a tear off pad with registration information.
- Feedback idea to post on the online registration asking “How did you hear about KMFA?”
- Another idea to pass out KMFA Calendars to every registered player with Rules for Flag and Tackle, Dates of games, Remember to Register, Concussion info.
- Bookmarks with KMFA and Sun schedule on each side.
- Lorne White of “Daily Courier” has given permission to use photos for advertising purposes.

Jeff needs volunteers to help with the advertising campaign as well he is looking for business that would be willing to help with sponsorship.

It was noted that is tough to find enough volunteers. Guy noted that in Edmonton they approached Radio stations and other businesses as a “Non-profit” organization to get as much free advertising as possible and it was well received in the community.

Jeff noted that the Blitz Campaign needed to happen soon during registration to be impactful.

It was discussed that in other sports organizations as part of the Parents Code of Conduct, parents had to volunteer so many hours and produce a cheque that would be cashed if they did not meet the minimum required volunteer hours. It would be up to the Team Manager to track.

This concluded the Marketing Campaign information session.

President Chuck Liebrock set the Executive Directors meeting for Monday, February 6th at 7:00pm at the CNC.

Every member who attended the meeting was entered into a draw for one free Tackle Football registration for the upcoming 2012 season. The lucky winner of the draw was Susan Howland.

Meeting Adjourned 8:25pm.