

SJSC Annual General Meeting Minutes

Sunday, November 7th, 2020 at 4pm
Location: Nick Nicolle Community Center

Board Member Attendees: Guy Verna, Cuilean Hendra, Cynthia Young, Ben Curry, Mark Coakley, Mike Foster, Rich Mitchell, and Carla Pierce-Martell.

Regrets: Mark Fournier

Attendees: Charlie Rogers

SJSC President Guy Verna welcomed attendees with an introduction of all Board Members.

February 2020 AGM Meeting Minutes were sent out via email prior to the meeting and a copies were provided prior to the start of the meeting. Guy Verna motioned for the approval of the February 2020 AGM Minutes and was seconded by Cuilean Hendra.

Respectively the following Reports were submitted/ presented:

President Guy Verna

- By taking the club lead last December 2019
- I started this position with many challenges to overcome and we are doing our best working on each and everyone of them.
- Our board is focused and has the drive to turn things around. We faced many obstacles such as our TD leaving but we are very excited for a new TD to start in the coming weeks, we think he is going to be a great fit for our club.
- Having to deal with COVID was not an easy task for all of us, but we were fortunate to be able to supply a safe environment for our teams that Providence had mandated. Over summer our program looked very different from past years due to COVID guidelines but we were fortunate to offer programs from U10-U18 groups. Our Fall program was very successful with full groups from grassroots up to our adult program and it is projected that our Winter Program from grassroots to adult will be just as successful, if not better at the Field House.
- We were able to hire a summer student, which was a great asset this year and hopefully to have him back next summer, where he'll be a great addition to the team.
- Our move from Adelaide to Maritime Opportunity center was required to provide financial relief on the budget as well as providing a safe and practical space.
- Here we are, a year later by offering many programs at the Field House and a senior league on his way with 14 teams in total women's and men's.

Vice President Cuilean Hendra

Dear members,

It has been an interesting year to say the least. Thanks for all of your support, guidance and feedback throughout this challenging time.

My goals as the Vice President for 2020 were to:

1. Create a structured phase in plan for COVID (Complete)
 - a) Phase 1 – Competitive U13+ (June-August)
 - b) Phase 2 – U10 and U12 (July-August)
 - c) Phase 3 – U5, U7 and U9 (Sept-October)
2. Maintain and improve the fall Academy program (Complete)
3. Hire a Technical Director (Starts November 9th) (Complete)
4. Make cost savings a priority without compromising our on field product (Complete)
5. Meet weekly as a Board to maintain our momentum (Complete)
6. Create an online store (Complete)
7. Brand our club in a more meaningful way (In Progress)
8. Increase our fundraising revenue to 15% of our annual budget (In Progress)
9. Invest in coaching education (In Progress)
10. Create a long term strategy for Fields and Facilities (In Progress)
11. Maintain and improve the winter Academy program (In Progress)

My goals as the Vice President for 2021 (based on being re-elected) are to:

1. Begin the process of writing a strategic plan for SJSC 2021-2026.
2. Improve and add to our current club policies.
3. Align our club with the CSA club qualification program.
4. Grow our grassroots numbers to support a full AAA and AA competitive program.
5. Create a coach education committee.
6. Create a finance and sponsorship committee.
7. Create and help deliver a fun and meaningful SJSC summer soccer camps program.
8. Create and help deliver a fun and meaningful SJSC French summer soccer camps program.
9. Raise enough money through sponsorship to purchase \$10 000 worth of goals to support our programming at Emera turf.
10. Hire an Executive Director to lead the club in the next 5 years.
11. Train and encourage more female coaches to take part in all areas of our programming.

Treasurer Cynthia Young

- The only current outstanding payable is the CEBA loan which is long term, so it does not show up in the payables report. SJSC is required to pay back \$30,000 of the \$40,000 that

was borrowed by December 2022. If not, the entire amount plus interest which would start to be calculated after December 2022 will need to be paid back. Board members proposed that in addition to the \$22000.00 that is currently in the Saving account, that \$15000.00 be added to the Saving account this year and the other \$15000.00 next year to accumulate some interest before paying the \$30000.00 back by December 2022.

- Registration numbers (based on data from PowerUp) are as follows:
 - Winter 2019/2020-Competitive 67 registered 8 unpaid Total 59
 - Spring 2020-Total 0
 - Summer 2020- Grassroots 70 Competitive 167 (includes 8 keepers) Total 237
 - Fall 2020- Grassroots 59, Competitive 89, Adults 44 Total 192

- Revenue

Sales Revenue

Online Donations		-130.00
Sponsorships (MacKenzie Orthodontics)		5000.00
Operating Revenue from Fundraising		0.00
Grassroots –Fall	6030.00	
Competitive – Fall	17,700.00	
Adult-Fall	6414.50	
Youth Coaching Discounts – Fall	-500.00	
Total Fall		29,644.50
Grassroots – Winter	0.00	
Competitive – Winter	12,526.11	
Adult –Winter	0.00	
Youth Coaching Discount –Winter	0.00	
Total Winter		12,526.11
Grassroots – Spring	0.00	
Competitive –Spring	0.00	
Adult –Spring	0.00	
Youth Coaching Discounts –Spring	0.00	
Total Spring		0.00
Grassroots –Summer	6,260.00	
Competitive –Summer	35,250.00	
Adult –Summer	0.00	
Youth Coaching Discount – Summer	0.00	
Total Summer		41,510.00
Credits Redeemed		-1884.00
Net Sales		86,666.61

Other Revenue

Clothing Sales		225.00
Miscellaneous Revenue		0.00
Collected receivables previous year		100.00
Total Other Revenue		325.00

TOTAL REVENUE

		86,991.61
EXPENSE		
<i>Cost of Goods Sold</i>		
Uniforms (Jerseys, Socks, Shorts)	6881.71	
Equipment (Balls, Nets, etc.)	4670.52	
Clothing (To be sold)	1627.02	
Clothing (coaches/board)	1529.01	
Net Purchases		14,708.26
Freight Expense		63.10
Total Cost of Goods Sold		14,771.36
Payroll Expenses		
Wages & Salaries		3832.92
EI Expense		84.78
CPP Expense		169.47
SEED GRANT		-4107.60
Employee Benefits		0.00
Total Payroll Expense		-20.43
General & Administrative Expenses		
Advertising & Promotions (Flyers, Medal Signs, Meteor Signs)		1171.66
Advertising Online		250.00
Cash Short/Over		0.00
Credit Card Charges		2024.16
Interest & Bank Charges		110.10
Covid-19		288.01
Office Supplies (Go Daddy, PowerUP fees, etc.)		1975.58
Field Fees (Grass)	846.88	
Field Fees (Turf)	7690.70	
Field House Fees	16594.50	
Total Field Fees		25,132.08
Referee Fees		2290.00
Training (reimbursement for TD, Kyle Reed training)		-3275.00
Athletic Training – Players		905.63
Soccer NB Fees		10,608.80
Criminal Record Checks		35.00
Miscellaneous Expenses (trophies)		41.40
Rent		9625.00
Repair & Maintenance		288.72
Telephone		548.66
Board Rebates		1212.00
Payables from previous year		271.43
Total General & Admin. Expenses		53,503.25
TOTAL EXPENSE		68,254.16
NET INCOME		18,737.45

- Aged Overdue Payables (credits)
 - City of Saint John -427.80
 - Irving Oil Field House -241.50
 - Total -669.30**

- Current Petty Cash balance is \$2346.00.
The board proposed to keep \$1000.00 on hand and deposit the remainder of the balance into the account.

- Ben Curry proposed that SJSC look into the benefits of having an audit performed. This will be discussed farther at a future Board Meeting.

Field/Facility Coordinator Ben Curry

Period: February to November 2020.

From the Constitution:

The Field / Facility Coordinator shall:

- Attend all Board meetings of the Association; Board meetings were more frequent than usual this year. Attendance 95%+ of scheduled meetings.
- Book field and facilities as requested from the Technical Director. In the absence of a Technical Director, I coordinated with the Grassroots and Competitive Coordinators, as well as the Vice President to develop an operations plan in advance of the season. This changed with COVID, and the plan adjusted accordingly.
- Cancel field and facility bookings at least 72 hours in advance when they are not going to be used. Kept a list of fields and coordinated with the Grassroots and Competitive Coordinators, as well as the Vice President to ensure that bookings were cancelled when we were not going to use them, which in the past had led to much lost revenue. The expectation from the City around Shamrock Turf field was a minimum 5 business days, and released field times on Sundays for the following Week Sat-Fri.
- Handle contact with all parties involved in securing and releasing fields and facilities. This was done as per the item above. Reviewed contracts for accuracy/adjustments. There has been considerable work/effort getting things set up for the Irving Fieldhouse time.
- Be the contact point for maintenance, safety or any other field/ facility issues. Ensured Lowell and Sam de Cham fields were set up correctly. Worked with student to ensure line maintenance performed. Gave U12 field layouts and coordinated getting nets and mesh in place.
- Develop a long term strategy for field and facility bookings. Part of the adjusted strategy was to use Samuel de Champlain field (decent quality, free) as opposed to Shamrock Turf for practices, and use Shamrock Turf as needed for games. Utilized Lowell in an

alternate configuration (2xU12) to support the programs there. Drafted a short, medium and long term field strategy document, which was forwarded to the City, and presented to council.

- Work with municipal and district officials to support field maintenance. Aeration of Lowell performed, and basic maintenance was done on Sam de Champlain. This is an area where not much was accomplished, more so the reason that we submitted a proposal to take over select fields/facilities in the Saint John region.
- Report to the Vice President prior to board meetings to provide updates on their areas for Executive Report. This was not done consistently, except when I could not make meetings and in those cases prepared a written report.
- While getting an operational plan drafted, and a proposal to take over maintenance of fields circulated, there has been significant push back or lack of buy in from the City. They cannot or will not maintain fields to a quality standard, and do not have the appetite to limit use in non grass growing seasons. I am currently working with Tim O'Reilly and Michael Hugenholtz on our proposal and they are supposed to get back to me prior to mid November. If they do not, I suggest moving forward with District 8 on Islandview and Champlain Heights fields.
- This fall, getting good access to field time at the Irving Fieldhouse has been a priority as this will set us up for success in future years by establishing our presence there. Especially of note has been the establishment of the 8 team men's league, 6 team women's league, 4 team adult coed league and the 35+ men's group.

Things planned for/unfinished tasks:

- I would like to see us continue to engage and establish relationships with the Irving Fieldhouse.
- Continue to work with the City, the French school district and District 8 for fields and field maintenance.
- Advance our proposal to take over select fields in Saint John
- Support a proposal to take over the Belyea Arena.
- Establish a draft operations plan for 2021.
- Draft a program that would have us use the Fieldhouse in the spring/summer for grassroots U5 and U7 age groups at the Irving Fieldhouse. With those groups we have the economies of scale that would allow us to have a profitable program at a reasonable cost. Also, the state of fields on the East side of the City is amongst the worst in the City in terms of quality and accessibility, and using the Fieldhouse would alleviate this while continuing our relationship with the Fieldhouse as the primary tenant.
- Utilize some of the PowerUp scheduling/facility tools to further automate our scheduling and allow members to easily see schedules.

Competitive Coordinator Mark Coakley

Winter Program 2019/20:

- Groups consisted of the following:
 - U13/U15 girls (head coach Mark Coakley)
 - U18 boys (head coach Alex Piedrahita)
- U13 and U15 girls competed in ACT 1 (December 2019) and ACT 2 (January 2020)
- Covid-19 ended our winter program early in mid March before the final ACT tournament and Indoor Provincials.
- Soccer resumed summer season in mid June under Soccer NB Safe return to play operations plan.

Summer Program 2020:

- Groups consisted of the following:
 - U12AA boys (head coach Cuilean Hendra) and girls (head coach Rich Mitchell)
 - U13AAA boys (head coach Gareth Smith) and girls (head coach Mark Coakley)
 - U15AAA boys (head coach Cuilean Hendra)
 - U15AA boys (head coach Majed Khalid) and girls (head coach Charlie Rogers)
 - U17AAA boys (head coach Seth Asimakos)
 - U18AA boys (head coach Alex Piedrahita) and girls (head coach Denise McCarty)
- NBSL (premier) proceeded with a league of exhibition games for U13AAA and U15AAA.
- Exhibition games were arranged for U17AAA outside the league.
- NBSSL (division 1) did not form a league so several exhibition games were arranged for U12AA, U15AA, and U18AA.
- The U18AA girls coordinated a weekend of exhibition games at Samuel de Champlain the end of August that went well.

Fall Excel Program 2020:

- Groups consisted of the following:
 - Grassroots U5 - U9 boys and girls
 - Golden boys and girls U10-U11
 - Development boys and girls U12-U13
 - Advanced boys and girls U14-U17
 - High Performance boys and girls

Grassroots Coordinator Mike Foster

In the spring of 2020, Heather Morrison and I estimated how many players we might register for summer soccer. As a result, we placed the order for new jerseys through TDL company (Tim Horton's), which took 4-5 weeks. When they arrived, we stored them at the main office on Adelaide Street.

In the meantime, I was working on recruiting coaches for the 4 soccer fields that we use in Saint John and Grand Bay-Westfield.

In March, Covid-19 hit and schools were closed; summer soccer was put on hold.

While Covid-19 safety protocols were being put into place, we optimistically opened-up registrations. By the end of June, our Grassroots players (U10-U12) hit the soccer pitch at Lowell Street only, playing Tuesday and Thursday nights for the next 10 weeks. Parents were asked to volunteer as field monitors, to follow Covid-19 safety protocol with screening questionnaires and sanitation for all the players and equipment. Fall Soccer registrations were held for September and October. The players played Tuesdays and Thursdays on the turf field (Emera) at Shamrock Park. This season wound up on Thursday, Oct 29.

Carla Pierce-Martell and Cynthia Young, along with a few other volunteers, coordinated this program for the U5, U7, and U9. A special thanks to these volunteers and other board members who assisted.

Winter Soccer registrations presently are on-going and the program will start Monday, November 9th at the Saint John Field House. Players will practice Monday – Thursday each week. Covid-19 protocols will be in place.

Referee Development Coordinator Rich Mitchell

The 2020 season has been one that players, coaches, officials, parents and volunteers will never forget. At the start of the spring there were plans to offer an entry level referee course to our club members in both French and English as well as offering an introductory grassroots course. This course is designed to give kids an opportunity to referee U10 only and help them to decide if they want to pursue officiating and become a regional referee. With the uncertainty of whether there was going to be a season at all due to the Covid pandemic, the decision was made to cancel these courses.

With no courses being offered and no opportunities to assess or mentor young officials, I decided to volunteer more of my time to coaching different age groups. This continued through the summer and into the fall. I felt that I needed to give more of my time to the club in other areas if I was not going to develop officials.

This winter the SJSC will be organizing and operating a men's and women's indoor soccer league that we will be able to use as an opportunity to develop, assess and mentor a few of the younger officials we have in our club. I will personally watch and assess these kids during their games and offer my feedback to help progress their abilities. I will be in contact with our technical director and high performance coach to try and arrange some opportunities for these kids to officiate any scrimmages or exhibition games during the winter programs. I will also organize a time with the winter program coaches so I can talk to the appropriate age groups to promote officiating and to recruit club members to take the course.

The plan for next year will be to offer an entry level course in both French and English along with a grassroots course. We will be looking at covering the cost of these courses for the club members and they can pay back the club by officiating a certain number of

games free of charge. I will mentor, assess and put on multiple training sessions throughout the year for the new officials to help progress their development. Hopefully the restrictions that have been put on our sport due to Covid will lighten by next season and games between different clubs will happen. This will give us a better opportunity to get our referee program off and running.

Head of Fundraising and Sponsorship Mark Fournier

2020 has been a very challenging year for fundraising. The traditional face to face way of fundraising was nonexistent, due to Covid19. There are no contacts to deal with within an organization. I was always directed to fill out an online request form. That is where it ended for most of the requests.

On the positive side, Brenan's Funeral Home and Crematorium is in the process of becoming a sponsor of Saint John Soccer. Stay tuned for an announcement.

We have two current sponsors, MacKenzie Orthodontics and Ink, who have fulfilled their sponsorship obligations. I have reached out to, both sponsors, request extending their sponsorship for another 3-5 years.

Going into 2021, there will be two priorities. The first will be to work with the new Technical Director to develop way to increase club revenue, through sponsorship of camps and tournaments sponsored by Saint John Soccer.

The second priority is to continue to work on finding a community partner to help with the purchase and renovation of the Belyea Arena, which includes the Lowell Street Field. Obtaining more information from the city, in regards, to the terms would be an asset to securing a community partner.

One thing I want to work on for the spring/summer sessions is a club wide raffle, U12 to U18. Although it targets the older teams the funds would benefit the club as a whole.

Finally, I have been throwing around some ideas to support the members of our club who require financial support through Pro Kids. As we know Pro Kids will only sponsor a member up to \$500 a year. By Putting in place a few raffles draws or preselling a product, ie cheese, salmon, will help raise money to offset some of the cost of their participation.

The member will be required to participate in the fundraising to have their program fee reduced accordingly.

Elections

The following positions open for nominations:

- Vice President
- Competitive Coordinator
- Grassroots Coordinator

**A call to the floor for nominations of a Vice President, Cuilean Hendra has agreed to reoffered with no additional nominations. By acclamation Cuilean Hendra has been elected Vice President.

**A call to the floor for nominations of a Competitive Coordinator, Mark Coakley declined to re-offer for position and with no nominations, the status of this position will be vacant.

**A call to the floor for nominations of a Grassroots Coordinator, Mike Foster declined to re-offer for position and with no nominations, the status of this position will be vacant.

Other Business

- Guy Verna suggested that the Board have a conversation regarding booking field times with a half hour “buffer” prior to starting a blocked session. This is in reference to the Fall program at Shamrock with a start time of 6pm and the previous group (different organization) not ending until 6pm. This made it difficult at times to set up in a timely manner in order not to cut into the players training time. Having a half hour will allow for adequate time to set.
- Cuilean Hendra proposed that in coming weeks the Board start the planning process in how we envision the Grassroots program to be structured, and start putting procedures in place to make it a success in numbers and quality.

Guy Verna motioned to adjourn, Cuilean Hendra seconded at 5:43pm.

Respectively submitted by: Carla Pierce-Martell