

# 2019 Ayr Soccer Club AGM Meeting Minutes

Monday December 2, 2019 at the NDCC

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## **AYR SOCCER CLUB ANNUAL GENERAL MEETING 2019**

**MONDAY DECEMBER 2, 2019 7:00PM NDCC**

**Attendance:** Andrea Dust, David Aitchison, Lisa Slater, Jean Aoun, Paula Ross

**Approval of Agenda:** Moved by Andrea Dust, seconded by Lisa Slater. Adopted unanimously.

**Minutes of 2018 AGM:** Reviewed minutes. David Aitchison motion to approve. Seconded by Andrea Dust. Adopted.

**2018 Financial Report:** Reviewed report. Auditor report has not been finalized. Auditor had a family emergency and was not able to complete the audit. If any issues are found, they will be disclosed at that time. Motion to approve 2018 financial report David Aitchison, seconded by Andrea Dust.

### **President's Report (Lisa Walsh)**

1. Overall there was a decrease in disciplinary actions taken for 2019 and we continue to strive to lower this number each season.
2. Twin Rivers has decided not to make teams play games on July 1st going forward. The teams playing will both have to agree to move the game to an alternate date. We are also looking at adding some flexibility on rescheduling games for things such as grad if unavailability is known well ahead of the game date.
3. Anyone registered in youth minor sports will be required to review and sign off on Rowan's Law for the 2020 season. Each club will be responsible for their own compliance. Ayr will be working with PowerUp to ensure that this gets embedded into the registration process online.

### **Vice-Presidents Report (David Aitchison)**

1. Local league tournament was the same setup as last year, with the exception of replacing the team lunch BBQ with a pizza lunch.
2. Ayr ran the year end tournaments for U12 Boys and U14 Boys and Girls this year. The club supplied pizza and water for all Ayr teams participating in the tournament.
3. U17 and U21 Tournament –no tournament for them this year, we ran the playoffs during their weekly scheduled game night as turnout is always lacklustre on the weekends with this group.
4. Now for our 7<sup>th</sup> year we have used Northlight Studios as our supplier.
5. U4/5 has Tim Horton's as sole sponsorship, they supply their medals for the kids and there is no need for individual team plaques;

### **Treasurer's Report (Jean Aoun)**

1. The club had fewer older kids' registrations offset by higher younger kids. The result was a decrease in revenue with younger kids paying less in registration fees than older kids. We expect this to be a one time hit to the revenue line as the club had a large U21 group in 2017 that moved on in 2018. The impact moving forward over the next few years is more gradual increases in revenue as the younger kids larger groups continue to play soccer and more kids at the younger age register to play soccer.
2. The club had fewer teams in the older age group due to fewer older kids playing. This resulted in less sponsorship revenue and a decrease in equipment costs.
3. We offered an indoor soccer program in 2018 that was not sponsored like it was in 2017. We did not offer an indoor soccer program in the spring of 2019.
4. The club utilized \$3000 of its cash reserve to pay for 20% off costs associated with irrigating the 4<sup>th</sup> soccer field at the NDCC.

5. Revenue in 2019 was slightly lower in 2019 compared to 2018. Older players' registration continues to decrease with some age groups having greater than expected drop, especially the girls.
6. Cost was lower in 2019 than in 2018 in various line items. Indoor soccer was not offered this year. The one major cost item that went up was field cost. It increased by over \$1,000 accounting for the total loss for the year.
7. The loss is expected to be around \$1,000 compared to over \$3,000 in 2018.
8. Additional equipment was purchased late in 2019 for the 2020 season to take advantage of discounts and sales.

#### **Registrar Report (Alisa Groot)**

1. This year the Ayr Soccer Club had 503 youth registered which is almost exactly the same as the previous year, where we had 507 youth, and slightly lower than 2017 which we had 523 youth.
2. Year over year our registration has remained consistent but with the anticipated housing expansion in Ayr over the next couple of years, we can expect this number to steadily rise.
3. One family received financial assistance from the club this season.
4. Five refunds were issued for various reasons and three refund requests were denied as they were made after the club's refund deadline.
5. The Registration flyers were again printed at Williamsburg Printing. Flyers were distributed to all houses, apartments and farms in Ayr, New Dundee, Drumbo and Glen Morris. Flyers were also distributed to each family at St. Brigid. An electronic copy was provided to both public schools for distribution.
6. The club advertised registration in the Ayr News, Facebook, the club website and the Community E-blast.

#### **Director of Coaches (Jean Aoun)**

1. Balancing coaches with daughter/sons and first/second year kids has been helping in having available coaches with kids moving up from one age group to the next.
2. 2020 – we already have some spots filled and the aim was to be at 50% filled by the time the season ended. While some of these spots are not confirmed until the players sign up, it does allow us to focus in fewer positions to fill.
3. Continue to build up coaching expertise from grasshopper/cricket/U8 and up focusing on a balance of coaches with girls and boys in the league.
4. 2019 draft process went smoothly. We had some coaches missing where board members drafted the teams. We still struggle with having perfectly even skilled teams and some teams strong on paper don't perform as well on the field. This will never be perfected but we will strive to get teams as even as possible.
5. Our newest struggle with drafting teams is parents preferring some coaches over others believing they get more development under certain coaches.

#### **Director of Sponsorships (Andrea Dust)**

1. The sponsorship campaign for the 2019 season was successful in that all the teams had sponsors and all sponsors paid in a timely fashion.
2. There was one courtesy sponsorship given to The Green Garden Restaurant in exchange for providing the board with a regular meeting location.
3. There were two tournament sponsors, Ayr Animal Hospital and TD Wealth Management whose fees were used to defray tournament expenditures.
4. The concept of multiple team sponsorships for a lesser fee continues to be popular and the U4/5 division sponsorship, courtesy of Tim Hortons, has made it much easier to find sufficient sponsors for teams in all other divisions.

5. A thank you ad was run in the Ayr News and sponsor plaques have been distributed to all businesses/community groups locally.
6. The 2020 campaign will begin in January and as always, I look forward to all inquiries regarding sponsorship.

#### **Director of Equipment (John Hilborn)**

1. 2019, the club completed year two of the three-year uniform supply agreement with SoccerX. The uniform delivery was timely, however additional orders were a challenge this year as most of their inventory is supplied from warehousing on the west coast. Local supply would be recommended this year for any expedited items.
2. Enrollment for timbits maxed out this year which lead to a shortage of balls and other items. Will look at ordering additional teams next year to cover expected increases in registration at the U4/U5 division.
3. U8 age group oversold past the extra jersey count so we had to expedite two extra sets per team. Team sizes should be set ahead of time for the 2020 season to avoid this issue.
4. 2020, preliminary uniform order will be issued at the end of the year. Tim Horton's will supply the uniforms for the entire U4 &U5 division next year and I would recommend adding a team in each age group (144 total sets).
5. No netting was purchased this year, the township managed the nets this year
6. Some new replacement game balls were purchased size 4 and size 5. They were delivered in time for the season, but not in time for the equipment distribution.
7. Practice balls were bought but were late for season start. Overall delivery of standard extra items was a challenge for SoccerX this year.
8. Some replacement ball bags were purchased; more ball bags should be planned for next season.
9. MacNeil & Dodd supplied the safety supplies for 2019 season without issue.
10. During 2019, the club utilized the storage shed behind NDCC, the space is sufficient to handle the volume of gear in the off-season. It worked out well for distribution.

#### **Referee Administrator (Anne Costabile)**

1. With some changes to the number of teams at the older ages we found that our senior officials were not as busy as in past years.
2. We were able to bring on board 9 new officials. We had a total of 25 officials (returning officials, new officials and senior officials).
3. Stop watches and whistles were purchased this year. We will need to look at corner flags and find a way to ensure they are weekly and preserved in some form.
4. The tournaments were very successful and great training ground for the newer officials.
5. The fees for 2019 remain unchanged. This may want to be revisited for the upcoming season.

#### **Unfinished Business**

There is no unfinished business to discuss.

#### **Amendments to the Constitution or By-Laws**

No amendments to propose.

### **Election of Board of Directors**

**President** – Lisa Walsh was nominated for a 1-year term and accepted; election was approved unanimously.

**Vice-President** – David Aitchison was nominated for 2-year term and accepted; election was approved unanimously.

**Secretary** – Rob Leone was nominated for a 1-year term and declined; Rob Leone was nominated for a 1-year term and accepted; election was approved unanimously.

**Registrar** – Vacant

**Treasurer** - Vacant

### **Appointment of Directors**

**Directors at Large** – Luis Baumann

**Director of Sponsorships** – Andrea Dust

**Director of Player Development** – Vacant

**Director of Equipment** – John Hilborn

**Referee Administrator** – Anne Costabile

**Director of Coaches** – Jean Aoun

**Director of Tournaments** – Vacant

### **New Business**

No new business to discuss.

### **Set Date for first Board Meeting in 2020 Season**

Monday Dec. 2, 2019 at 8:15pm, NDCC

**Adjournment 8:02 pm**