

2024 Ayr Soccer Club AGM Meeting Minutes

Monday December 2, 2024

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AYR SOCCER CLUB ANNUAL GENERAL MEETING 2024

MONDAY DECEMBER 2, 2024 at 7:30PM

Attendance: Paula Ross, Jason Querin, Rob Leone, Ryan Dasilva, Jean Aoun, Andrea Dust, Michael Kolodziej

Approval of Agenda: Moved by Rob Leone, seconded by Ryan DaSilva. Adopted unanimously.

Minutes of 2023 AGM: Reviewed minutes. Rob Leone motion to approve. Seconded by Ryan DaSilva. Adopted.

2023 Financial Report: Reviewed report. 2023 financial review has been finalized by Daleview Financial. Motion to approve 2023 financial report Rob Leone, seconded by Andrea Dust.

President's Report (Rob Leone)

1. Township's turf management program has worked. We are looking to creating a solution at Cedar Creek Public School for next year. Cedar Creek is ½ soil and ½ gravel which is a field management challenge that the township is working through.
2. The township did an analysis of expected growth and soccer is one of the few sports that is expected to grow in this area.
3. There have been discussions around adding lights to Founders Field at the NDCC/Cowan Park to open up more soccer time slots.
4. We work hard on providing training for our referees and we are often looked upon as a leading centre when it comes to our referring program and how we give our refs progressive games based on their age and experience.
5. Our coaches devoted themselves to their teams and we are very grateful for the time and effort they put in to make the season a success. We did have some challenging situations with coaches this year, and we did our best to address them. Unfortunately, some teams were impacted by this, and we are truly sorry for it. Every decision we make – every single one – is to ensure the safety of our players, refs and volunteers.
6. Our players were fantastic. Across the various centres we played in at the Twin Rivers level, we had an Ayr team in the division finals in all but 1 age group for boys and girls' divisions. That's crazy successful for a community of our size. And, for the most part, our parents were unbelievably supportive of the kids, their teams, coaches, and the program. A big shout out goes to all of you!
7. People who have been around our club for awhile believe that the complaints that we receive on an ongoing basis are both greater than before and more amplified. It's not just our club that's experiencing it. North Dumfries Township staff told us that it's happening across the board in all sports and in different organizations. In 2025, let's focus on channelling positivity in our game!
8. About one week after the season ended, a tornado ripped through the part of Ayr causing damage to our fields and to our equipment shed at the NDCC. We are grateful that this occurred after our season concluded, as many families could have been playing or watching play if it had occurred just a couple weeks earlier. Our shed is repaired, and the fields will be playable again in 2025. We hope we never have to experience anything like it again.
9. Our club was presented with a \$2000 cheque today from the Ayr Ringette Club who has gone out of commission and is distributing funds to other local organizations. Ayr Soccer Club has a similar clause in in our By-Laws. We can decide at the next board meeting how to best utilize these funds.
10. Twin Rivers established more rules for cancelling and rescheduling games this past season which ensured that there were fewer disruptions than in years previous.
11. Twin Rivers also ran a mid-season tournament for U10-U14 in June which produced a lot of excitement (and a lot of complaints). The problems we saw at the tournaments have put the tournaments under review for 2025.

12. Over the past several years we have continued to see more board members step down and we are doing our best to fill these roles. We still need people to join our Board to ensure its continued success in the future. We are grateful for the men and women that support the functioning of the club. It's an important part of the community. Please consider helping!

Treasurer's Report (Jean Aoun)

2023

1. Registration numbers continued to be high with many teams being full equating to a higher efficiency on cost per player.
2. Total revenue was higher mainly due to Sponsorship fees revenue being much higher. This is part due to a carry over from sponsorships in 2020 & 2021 that were not used because of COVID.
3. Expenses were \$88,000 with a full year of cost including jerseys and equipment. We also had a higher cost of referee costs with tournaments and a rate increase during the season and many teams from Ayr making the playoffs. We also had an increase in administrative costs due to increased workload for the position. As well, we implemented a program providing a constant presence on the field during all the games with one referee that acts as a resource and as a back up. The program was a success eliminating many issues that we normally face, and other clubs still faced.
4. We introduced a Referee Coordinator role to assist with back-up coverage at the field and provide Coaches, Officials and volunteers access to the soccer shed each night. This has been a huge success.
5. Trophy costs have decreased. All players U2/3 through U8 receive a trophy/medal and only season and tournament winners receive a trophy/medal for the Twin Rivers Divisions (U10 and up).
6. Township fees for field rentals and maintenance continue to increase each year.
7. With the club still running at higher revenue per player and the cost not increasing as fast as revenue, the club's profit is just over \$17,000 for the year 2023.
8. The club's cash position on Dec 31, 2023 was \$126,861 an increase for the year of \$19,713 from a January 1, 2023 balance of \$107,148.
9. There are number of outstanding cheques from 2023 for CRC checks (\$120), 1 referee payroll who was contacted a number of times but never came to collect (\$75).

2024 Preliminary

1. Registration numbers continued to be high with many teams being full equating to a higher efficiency on cost per player.
2. Total revenue for 2024 was similar to 2023 at almost \$108,000.
3. Expenses were much higher at \$98,000 with the club making a concerted effort to improve the experience of the players. The club introduced an indoor preseason program at no cost to the players. The club also purchased supplies and equipment that will be utilized in the 2025 season.
4. We continue to spend on training younger referees and linesmen with a pipeline of referees to fill in more senior roles in the next few years. Our program of always having a backup referee presence on the field continues to be best standard in the league with no games lacking in referees or linesmen.
5. A motion was put forward this past season to increase our reserve funds to \$100,000.00. We will be looking into investing this reserve fund into a short term GIC to gain interest that can be used towards things such as pre-season development for players and coaches.
6. The township could request at any time for us to cover 25% of any capital expenditures (this could be lighting costs for Founders). This expense would come out of our reserve funds.
7. With the club utilizing the revenue it receives to better the player experience, our preliminary profit for 2024 is just over \$4,000. Our target each year is a breakeven profit loss of between a loss of \$1,500 and a profit of \$1,500.
8. The club's cash position on Nov 26, 2024 was \$135,599 with more expenses for December of just over \$4,000.

2025 Forecast

1. It has always been difficult to forecast any meaningful numbers. As we saw over the past couple of year, we could have a perfect set up of teams with 18 players in each where our cost per player is most efficient but that is not something we can forecast.
2. The profit in the past couple of years has allowed the club to replenish its reserve and allow it to allocate funds for an indoor/outdoor development program.
3. A forecast is provided to show what the revenue would need to be along with higher costs to still be in the breakeven range.

Accounting Controls

1. The club maintains a high level of controls in place for accessing funds in the club's account.
2. The bank account can only be accessed by two signatures at all times.
3. Online access and ATM access is limited to inquiries only and funds cannot be transferred or withdrawn.
4. The cheques are kept and maintained and can only be issued by the Administrator who has no signing authority.
5. Board members who have signing authority do not have access to the cheques.
6. We utilize an external accountant to review our financials at the end of each year.

Registrar Report (Devin McDonald)

1. Registration remained fairly consistent in 2024 for Ayr Soccer Club, there was a slight decline in the overall numbers that registered with a total of 616 compared to 654 total in 2023. Slight increases were seen in the U14 Boys & Girls, unfortunately we once again did not have enough players register across Twin Rivers to host U21 Boys or Girls this season. This still represents a large boost in numbers from 2022 totals, increases across all divisions from 2022 to 2024.
2. Advertising was done online through our Facebook page, eblast, the Township, our website and various social media platforms. Registration was again done online using the Twin Rivers Power Up Website.
3. We had only 26 cancellations this year compared to 46 last year. Cancellation reasons vary from families/players changing their mind, schedule conflicts, player's health, etc. All cancellations and refunds were made prior to the refund deadline of April 15th.
4. Ayr Soccer Clubs Board approved one U14 player for financial assistance this year.

Director of Coaches (Jean Aoun)

1. 2023 – With the Club's Administrator taking the lead on contacting teams and parents to get volunteers, the process was even smoother than the previous year. We should still find a new director of coaches who has a young child playing and knows more families in the younger divisions. A big part of knowing the coaches is watching kids play and watching coaches and assistant coaches.
2. 2024 – For the second year in a row, we had an issue with one coach that was dismissed from coaching. Another coach required extensive supervision from board members. Given the number of coaches we have, in general we had coaches who were good.
3. A few complaints from coaches about board members in other centres being referees at crucial games especially in the playoffs. There have been discussions at Twin Rivers around having playoff games on neutral fields with neutral referees.

4. Some Coaches feel they need more developments. We did introduce a pre-season and mid-season development opportunities recently with very low turnout. We will continue to try and provide opportunities to help our coaches to develop.

Director of Equipment (Ryan DaSilva)

1. We incorporated an equipment sign out sheet in the shed for the Referee Coordinators to use when a coach or referee forgets something and needs to borrow from the shed this past season which helped us to track what inventory we have and where it is going.
2. We are still in need of new ball bags for the older divisions (size 5 balls) as all the new ones that we ordered were too small.
3. We received sponsorship this season for a new set of black referee jerseys, but we never did receive them and will need to get this order placed for the 2025 season. We should also look for an additional sponsor for a set of another colour referee jersey, so officials have 2 colour options depending on what teams are playing.
4. We ordered T-shirts for Coaches this year and will need to order more for next year again.
5. We ordered more goalie gloves this year but will likely need more again for next year. An inventory needs to be completed before equipment distribution to determine what sizes will be needed.
6. A ball pump was ordered for the shed but unfortunately it needs to be hooked up to a vehicle to run it. We will need a new one next year that plugs in to an outlet so that referees/coordinators/coaches/board members can use it as needed, especially for equipment distribution day.
7. U2-3 and U4-5 programs were sponsored by Tim Hortons. Each player in these programs received a 'Timbits' Soccer Jersey, a 'Timbits' Ball, and a 'Timbits' medal at the end of the year. This partnership continues to work well. We were approved for additional uniform sets this season and now have a surplus of team sets available for 2025.
8. Other than the Timbits uniforms, the only other excess uniforms in stock are for U6.
9. Our partnership with The Soccer Fanatic for all equipment and U6+ uniforms through Eletto continues to be working well.
10. Uniform and equipment costs have skyrocketed over this past year. Eletto, our uniform supplier, has agreed to cap their increase at 3-4%. We will need to keep an eye out for deals on balls and other equipment.

Director of Sponsorships (Jason Querin)

1. It was another successful season for the Ayr Soccer Club in terms of providing all teams with a sponsor and we had several new sponsors this year.
2. We maintained the concept that sponsoring multiple teams for a lesser price (multiple teams costing \$250 each) which remains appealing and is an effective way to ensure that all teams have coverage.
3. We also secured a sponsor for the referee jerseys.
4. There didn't seem to be any issues with collecting sponsorship fees this year. Previously payments have mostly been in the form of a business cheques, this year we were able to offer sponsors an e-transfer method of payment, which was greatly appreciated and preferred for many sponsors.
5. Sponsors seem to prefer a plaque to display rather than a jersey so we will look into doing that for next year. This doesn't necessarily need to include a team photo.
6. Would also like to investigate adding a banner to the fence at the soccer field to advertise/thank our sponsors. This will need to be approved by the township.

7. It is a great idea to start sponsorships early in January and the majority of teams should have committed sponsors by the beginning of March when registration is largely complete and the club has a good idea of how many teams there are and sponsors will be needed 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 – Ryan DaSilva was nominated for a 1-year term and accepted; election was approved unanimously.

Treasurer – Jean Aoun was nominated for a 2-year term and accepted; election was approved unanimously.

Secretary – Andrea Dust was nominated for a 1-year term and accepted; election was approved unanimously.

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

Appointment of Directors

Directors at Large – Vacant

Director of Sponsorships – Jason Querin

Director of Player Development – Vacant

Director of Equipment – Devin McDonald

Referee Administrator – Paula Ross

Director of Coaches – Vacant

Director of Tournaments – Vacant

New Business

No new business to discuss.

Set Date for first Board Meeting of the 2025 Season

Sunday January 12, 2025, at 7:30pm - Virtual

Adjournment 9:00 pm