

2025 Ayr Soccer Club AGM Meeting Minutes

Sunday November 23, 2025

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AYR SOCCER CLUB ANNUAL GENERAL MEETING 2025

SUNDAY NOVEMBER 23 at 7:00PM

Attendance: Paula Ross, Jason Querin, Rob Leone, Ryan Dasilva, Andrea Dust, Nathan Greene, Lisa Walsh

Approval of Agenda: Moved by Lisa Walsh, seconded by Jason Querin. Adopted unanimously.

Minutes of 2024 AGM: Reviewed minutes. Lisa Walsh motion to approve. Seconded by J. Adopted.

2024 Financial Report: Review and approval of 2024 financials to be completed once the financial review has been finalized by Daleview Financial. To be completed within 90 days of the AGM completion.

President's Report (Ryan DaSilva)

Twin Rivers

1. AMSC had teams in every age group from U10–U17 except U14 Girls (not enough players).
2. U21 program cancelled due to low league-wide interest.
3. Multiple teams in most age groups; teams were competitive across divisions.
4. Fewer behaviour issues among players, coaches, and parents this season.

Grass Roots Programs (U2–U8)

Overall

1. 300+ children aged 8 and under participated.
2. Strong turnout and successful return to a full outdoor season.

U2–3

1. New approach: young club referees assisted with weekly setup and drills.
2. Program ran smoothly; families enthusiastic; positive parent feedback.

U4–5

1. ~120 players participated weekly.
2. Busy, energetic atmosphere at North Dumfries Community Centre fields.
3. Great introduction to soccer and training environment for young referees.
4. Very successful with positive feedback.

U6 & U8

1. Programs ran smoothly with positive club feedback.
2. Strong participation supports future Twin Rivers divisions.
3. High numbers ensure viability of local house leagues if needed.
4. Strong base leading into U10, offering stability for future league options.

Coaches in All Programs

1. Coaches and volunteers were receptive to pre-season clinics.
2. Coaching resources and training plans provided and appreciated.
3. Coaches valued the extra support and ideas for practices.

Referees / Officials

1. New young referees added; Ayr Soccer recognized as having the best officials in the area.
 2. Strong development pathway for young referees benefiting both players and officials.
 3. Effective referee coordination throughout the season.
 4. Senior official presence on game days worked well and should continue.
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Board Members

1. A few board members stepped down over the past year.
 2. Season began with a small board, but new members were added successfully.
 3. Goal: continue adding enthusiastic members, especially parents of younger players.
 4. Aim to build long-term continuity and future leadership.
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Overall

1. 2025 season considered a success.
2. Appreciation extended to all volunteers.
3. Special thanks to administrator Paula Ross for keeping operations organized and running smoothly.

Vice President's Report (Lisa Walsh)

Twin Rivers

1. Hosted a mid-season tournament (U10–U14) in June.
 2. Event ran smoother than the previous year; well received by players and families.
 3. Several complaints were made about the two Delhi teams.
 4. After review, Delhi was voted *to be* removed from the league for next season.
 5. New header rule introduced this season was poorly received.
 6. Header rule will be revised for the upcoming year.
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Ayr Soccer Club

1. One new board member joined this year; a strong addition to the team.
 2. Club still seeking more board members for ongoing success and sustainability.
 3. Registration slightly lower: 570 players (down from 616 last year).
 4. First time without enough players to form a U14 Girls team.
 5. Low U14 Girls registration was a league-wide issue across Twin Rivers.
 6. Changes among officials:
 - Several younger, experienced referees may only stay one more season.
 - Senior officials are struggling with larger fields.
 - Recruiting and developing new referees is becoming a priority.
 7. Strong on-field performance:
 - Ayr teams earned multiple gold and silver medals at tournaments.
 - Received several end-of-season trophies.
 8. Local league festival highlights:
 - Very successful event.
 - Face painters were excellent; lines stayed manageable.
 - Hitched Coffee (morning) and Indulge treats (afternoon) enjoyed by families.
 - Ayr Village Pizza provided and organized team lunches effectively.
 - U2/3 group included in the festival for the first time—very positive feedback.
 - Plan to include U2/3 again next season with earlier communication.
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Township

1. Received new goal posts and nets through the insurance claim from previous year's tornado damage.
 2. Practices resumed at Cedar Creek fields.
 3. Referees were paid to set up and take down nets daily to prevent damage from school use.
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Financial Report

2024 Actual

- Registration numbers remained high; many teams were full, improving cost-per-player efficiency.
- Total revenue: ~\$108,000 (similar to 2023).
- Expenses: ~\$103,000, higher due to investments in player experience:
 - Free indoor preseason program introduced.
 - Purchase of supplies/equipment for use in 2025.
- Continued investment in training younger referees and linesmen; strong referee backup system ensured all games were fully staffed.
- Profit: just over \$4,000 (target range: –\$1,500 to +\$1,500).
- Bank position (Dec 31, 2024): \$134,916
 - Less 2025 cashed expenses: \$3,625
 - Net cash position: \$131,291

2025 Preliminary

- Slight drop in registration numbers, but many teams still full, maintaining efficiency.
- Player registration revenue: \$84,000 (down from \$96,000).
- Sponsorship revenue: just over \$11,000 (flat year-over-year).
- Expenses decreased by ~\$9,000, driven by:
 - Equipment costs down ~\$6,000.
 - Referee + referee admin costs down ~\$5,000 (now combined).
- Net profit: just over \$1,000—near target and as forecasted; funds prioritized for player development.
- Tournament costs increased; additional spending on player development.
- Continued commitment to training young referees and maintaining the league's strongest backup-referee standard.
- Profit for 2025: just over \$1,000 (within target range).

- Bank position (Nov 30, 2025): \$134,589
 - Less December expenses: \$2,100
 - Net cash position: \$132,489
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2026 Forecast

- Forecasting remains challenging due to unpredictable team composition and registration levels.
 - Profits from recent years have helped rebuild reserves and support future indoor/outdoor development programs.
 - Forecast provided to show required revenue and higher costs while remaining within the breakeven range.
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Accounting Controls

- Strict financial controls in place for club funds.
- Bank account access requires two signatures at all times.
- Online and ATM access limited to inquiry only—no withdrawals or transfers permitted.
- Cheques maintained and issued solely by the Administrator, who does not have signing authority.
- Board members with signing authority do not have access to physical cheques.

Registrar Report (Rob Leone)

Overview

1. Youth soccer enrollment has declined **15%** over four years:
 - **673 (2022) → 570 (2025).**
 - Largest declines occurred in early-age divisions (**U2/U3, U6, and U8** collectively down **90+ players**) which indicates need to:
 - Reassess early-age engagement strategies.
 - Identify and address barriers to entry for new families.
 2. **U14 Girls** dropped from **17 (2022)** to **0 (2025)**:
 - Risk of players moving to other area clubs.
 3. **U12 Girls** increased from **26 → 36**, showing improved retention at that level.
 4. Boys divisions generally stable or growing:
 - **U10 Boys** and **U17 Boys** maintained or slightly increased numbers.
 5. **U21 divisions** inactive all four years.
 6. Notes highlight divisions performing *better than 2022* (previous high year).
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Registration Data 2022–2025

- **Significant decreases:** U2/U3, U4/U5, U6, U8, U14 Girls.
- **Stable or growing:** U10 Boys, U12 Girls, U14 Boys (mixed), U17 Boys, U17 Girls (varies year to year).
- **Totals:**
 - 2025: 570
 - 2024: 616
 - 2023: 654
 - 2022: 673

Fee Adjustments

- Total fee adjustments for the year: **\$11,695**.
- **“Other” category:**
 - **\$8,545** (≈73% of all adjustments).
 - Indicates lack of clarity; requires further analysis to understand causes.
- Other key adjustment categories:
 - **Player Scheduling:** \$1,035
 - **Player Change of Mind:** \$730
 - **Data Entry Errors:** \$670
 - (All typical operational occurrences)
- Minor adjustment categories:
 - **Waitlist Cancellations:** \$390
 - **Player Health:** \$190
 - **Player Skill Playup:** \$135
 - (Together <10% of total)
- Overall: Need to investigate “Other” for pattern identification and potential process improvement.

Financial Assistance and Fee Coverage

- Board covered registration fees for:
 - **Two U17 Boys**
 - **One U12 Girl**
- Reflects commitment to:
 - Supporting families in financial need.
 - Ensuring all players have access to participate.
- **4th Player Free promotion** used successfully:
 - Encouraged larger-family participation.
 - Seen as an effective incentive strategy

Impact and Observations

- Fee coverage and promotional initiatives have expanded access to youth soccer.
- Reduced financial barriers allow participation from families with diverse socioeconomic and cultural backgrounds.
- Increased accessibility enriches team diversity and creates a more inclusive environment.
- Post-COVID registration peak in **2022** has declined steadily over the last **three seasons**.
- Need to explore strategies to boost participation in **2026**, especially with:
 - **FIFA World Cup year**
 - **Canada as a co-host nation**
- Suggested initiative:
 - Introduce an **August soccer program** to leverage World Cup excitement.
 - Program characteristics:
 - Low cost

- Grassroots-style
- No formal coaches
- Referees divide players into teams
- Simple pick-up soccer format using pinnies
- Watch parties

Director of Coaches

1. We have a number of strong new coaches in the younger groups that will hopefully continue next season.
2. We did not have as many issues/complaints regarding coaches, comparatively to last season.
3. A number of coaches addressed concerns or issues with the new weather rule and the no heading rule.

Director of Development (Nathan Greene)

Precision Football Training Partnership

1. Ayr Minor Soccer partnered with **Paolo Da Silva / Precision Football Training** for 2025.
 2. Delivered on-field development sessions for:
 - **U8, U10, and U12** boys and girls teams.
 3. Paolo's team attended regular practices to provide:
 - Technical skill instruction
 - Enhanced training experiences
 4. Sessions were **very well received** by both coaches and players.
 5. **Challenges encountered:**
 - Difficulty aligning Paolo's availability with individual team practice schedules.
 6. **Recommendation moving forward:**
 - Offer **centralized development sessions** for full age groups to reduce scheduling conflicts and ensure consistent access.
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Challenger Sports Partnership

1. Challenger Sports was a valuable partner this season.
2. Director **Adam Lambert** collaborated with the club to:
 - Provide on-site **coaching development sessions** during equipment pickup night.
 - Engage with several coaches in person.
3. Strong interest expressed in building an ongoing partnership.
4. Challenger Sports proposed:
 - Additional **player development programs** for next season.
5. Financial incentive offered:
 - Compensation to Ayr Minor Soccer based on program participation.
6. Club promoted Challenger Sports summer camp through social media.
7. Summer camp had:
 - Strong attendance
 - Positive participant feedback
8. Challenger Sports plans to return with another camp next year.

9. Partnership expected to grow, enhancing both **coach development** and **player development** for the community.

Director of Equipment (Ryan DaSilva)

Uniforms

1. U2/3 & U4/U5 received Timbits uniforms, including:
 - Jersey
 - Shorts
 - Socks
 - Soccer ball
 - Medal
2. Plan for 2026: same Timbits kit distribution for these age groups.
3. All other age groups used Eletto uniforms, player package included:
 - Jersey with AMSC crest, sponsor logo, and player number
 - Black shorts
 - Black socks
4. Eletto pricing expected to remain stable for 2026 if the club renews its contract with The Soccer Fanatic.

Equipment

Sponsor Bags

1. Timbits players received drawstring bags funded through sponsorship.
2. Bags included:
 - Sponsor logo
 - AMSC crest

Referee Kits

1. Avanti referee jerseys purchased from The Soccer Fanatic.
2. Jerseys included sponsor logo and Ayr Soccer crest.
3. Referees also received drawstring bags.

Balls

1. Adidas balls purchased to replenish low quantities across sizes.
2. Club may discard aging balls losing integrity.
3. Plan to replace older balls with more Adidas balls when they go on sale.

Goalkeeper Equipment

1. Eletto goalkeeper gloves and jerseys purchased as needed.
2. Each team received:
 - 1 goalkeeper jersey
 - 1 pair of goalkeeper gloves

U2/3 Program Equipment

1. With the new program structure (club referees assisting with setup):
 - Consider purchasing dedicated equipment exclusively for U2/3.
 - Store items in labelled 'U2/3' boxes inside the shed

Director of Sponsorships (Jason Querin)

1. Successful season with every Ayr Soccer Club team receiving a sponsor.
2. Continued use of the multi-team sponsorship model:
 - Sponsors pay \$250 per team when sponsoring multiple teams.

- Remains appealing and effective in ensuring full sponsorship coverage.
- 3. There were a few sponsors that we were still trying to collect funds from long after the season completion but did end up collecting all sponsorship fees this year. Look at separating the role of securing sponsorship being done by the Director of Sponsorships and the invoices and collection of funds by the club Administrator.
- 4. Starting sponsorship outreach early in January works well.
- 5. Majority of teams typically have confirmed sponsors by early March, once registration numbers and team counts are clearer.
- 6. Payment methods:
 - Historically: mostly business cheques.
 - New for this year: e-transfer payment option, widely appreciated and preferred by many sponsors.
- 7. Successfully secured a sponsor for referee jerseys as well.

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.

Vice President – Nathan Greene was nominated for a 2-year term and accepted subject to finding a replacement for the second year; 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.

Motion to move nominations. Andrea moved, Jason second. Adopted.

Appointment of Directors

Directors at Large – Lisa Walsh

Director of Sponsorships – Jason Querin

Director of Development – Nathan Greene

Director of Equipment –

Referee Administrator – Paula Ross

Director of Coaches – Vacant

Director of Tournaments – Vacant

New Business

Likely will be approached by the CCG regarding fundraising for the second rink at the NDCC.

Set Date for first Board Meeting of the 2026 Season

Sunday December 14, 2025, at 7:00pm - Virtual

Adjournment 8:39 pm