



# 2019 ANNUAL GENERAL MEETING

Monday October 28<sup>th</sup>, 2019

Lawfield Arena  
7:30 P.M.

## Minutes

1. Welcome ~ Greg Gillis, President  
Welcomed everyone and verified the attendance satisfied the requirements for a quorum.
2. Approval of Minutes of 2018 AGM ~ moved by Jim Jackson - Carried
3. Year End Reports
  - a. President ~ Greg Gillis
    - The 2019 season like every season we've continued to learn from the things we do well and continue to work on and address the areas we struggle with. We are good at and successful at bringing in brand new players our Try Lacrosse sessions were a hit! We will continue to target younger age's group and bring them up to Jr and on... With the strong heavy mandates coming from the OLA/CLA due to high level of Abuse of Officials seen in 2019 as an organization we will also have to have mandates put in place. 2019 saw lots of positive/constructive feedback throughout the season. Numbers are dropping right across the province in regards to lacrosse but the HLA has lots of passionate lacrosse people in our organization and community and this is our biggest asset!
  - b. Vice President ~ Technical ~ Joel Firmin
    - **Scheduling:** This season, we started off with tryouts at Stoney Creek arena for the second year in a row. This seems to work well for everyone as Stoney Creek has a much larger parking lot compared to some of the other arenas available at that time. Having seen the 2020 ice out dates, it looks like we will be starting next year off there as well. The rep schedules did not come out as early as I would've liked this season. I could tell that it became frustrating for parents and coaches as they were often waiting for schedules to be released for the week ahead.
    - **Kevin Brownell:** This past season, Kiel Matisz let us know very late in the game that he wouldn't be returning to oversee our House League. However, he did have a backup plan. Long-time friend, and current Buffalo Bandit, Kevin

Brownell was able to step in and fill his shoes. Although I was not around as much as I would have liked, I did hear some very pleasant reports coming out of the HL in regards to Kevin.

- **Peewee 2 Bengals:** There was enough interest to have a second peewee team this year. However, it would have hurt the House League if we were to take upwards of 15 players out. Thankfully, we had a great coaching staff headed by Ty Reidy, who were able to balance a very busy schedule and make this “select” team work. Although there was some resistance from a few individuals, everyone seemed to get on board by the end of the season. This is something that we will likely continue to do if numbers in the HL continue to be an issue.
- **OLA’s 3v3 Program:** This year, the OLA has made a strong push to get associations on board with their 3v3 program. The HLA adopted a similar style of play for the tyke division, but with contact. In the upcoming few years, you will see lacrosse start to do away with contact at the younger age groups. Similar to what hockey has done in the past two decades. In order to help us keep families interested in the game, I strongly believe that we need to adopt the OLA’s proposed format.

c. Registration Report ~ Stacey Holditch

- **Box:** Our reports show registration numbers for box lacrosse are down. With total players 371 in 2019 compared to 426 in 2018. Box player cards show 122 new players. The second year of online registration with our box registrations went very well after eliminating the two-step process of registering on the Hamilton Lacrosse website and then the OLA collections portal.
- **Boys Field:** Boys field registrations were up 6 players. In 2018, Hamilton Lacrosse did not have a U9 team which was nice to see return for 2019 with 10 players. We were able to have two U17 teams in 2019.

d. Finance Report ~ Stacey Holditch

**Bank Accounts (as of Sept. 30, 2019)**

<b>Revenue</b>	<b>2019</b>
Box Registration	96,044
Rep Fees	47,145
Boys Field Registration	22,920
Girls Field Registration	33,880
Bingo	23,160
League Sponsorship	3,134
Camps/Offseason/March Break Clinics	1,135
Fall Field Registration	0
Equipment Sales	932
Other: Tryout Fees	4,600
Tournament Revenue	22,750
	<b>\$255,700</b>

<b>Expenses</b>	<b>2019</b>
Bank Charges (Monthly Fees, NSF's, Merch Fees)	7,421
Admin Fees	4,475
Field / Floor Rental Fees	40,160
Director and Officer Insurance	2,310
Promotion	3,807
Tournament Expenses	19,377
Rep Expenses: Fines, Tournament Fees, Team Registration Fees, etc	47,917
Bingo	9,065
Storage Unit Rental for Goalie Equipment	1,465
House league year end tournament	4,920
Equipment	9,828
Offseason camps	1,808
Jr B	10,403
House league: (Uniforms, Pictures, Volunteer gifts, etc.)	31,652
Boys Spring Field: (Uniforms, Pictures, League Fees, etc)	14,886
Boys Fall Field: (League Fees,	2,250
Girls Field: (League Fees, Pictures, Uniforms, etc)	29,419
	<b>\$241,163</b>

<b>Balance</b>	<b>\$14,537</b>
----------------	-----------------

e. Director at Large ~ Jen Pate

- **Sponsorship:** In 2019 HLA made a commitment to sourcing sponsorship as a revenue stream for the association. A subcommittee was formed to establish and build a sponsorship package that covered all departments in the league from the JRB team to House League. Sponsorship for the JRB team was driven by those responsible for this division of HLA, while all remaining sponsorship opportunities were covered off by a small team consisting of Lisa Cole and myself.

1. 3 sponsors for HL divisions: Paper Weight, Novice & Peewee
2. Player of the week- 3 sponsors
3. T-shirt Sponsors- 11 sponsors- one paid \$750

On top of direct sponsorship, we formed partnerships with Play it Again sports and did an equipment drive which generated revenue, and with Sniper Skin, with a portion of all

HLA grips sold coming back to HLA. We were also able to negotiate a sponsorship commitment from THQ as part of our RFP process. Lastly, we were able to generate revenue for the league in 2020 through the sale of phone pop's and car stickers. These items have generated well over \$600 in revenue to date and we have enough supply to continue to offer these items into 2020. Overall in our first year of sponsorship, we were able to secure \$8000 in investment for HLA As with all sponsorship, the greatest challenge is finding business willing to provide support. For 2020 the hope is to have a larger committee working on sponsorship as an initiative to unearth more support and increase this much needed revenue stream. Also for 2020, we would like to secure a platinum sponsor for the league. Ideally this will be a larger local business that shares our vision of growing & supporting lacrosse in Hamilton, with the funds and sponsorship directed at player development.

- **Team Apparel:** In late 2018/early 2019, the HLA underwent a review of all the leagues apparel needs and initiated an RFP process. As an association we were looking to form a strategic partnership that would cover the development, production, and deliver of the association's jerseys, uniforms components, pinnys, and spirit wear. Key areas of focus and consideration in the selection process were: Value, quality and selection of options, ability to meet key delivery timelines, accurate and timely invoicing & metrics. Through this process a sub-committee reviewed 5 business proposals and ultimately signed a 3 year contract with THQ. This partnership provides the league with exceptional value, a wide selection of options, secured pricing, and supports a local business that employs members of the Hamilton community.

f. Social Media Review ~ Chris Sanislo

**Twitter**

**HLA (@HLALacrosse) followers: October 2018 – 994 & October 2019 – 1,055**

Summary: The 2019 gain of 61 followers is a definite levelling off after adding approximately 150 during 2018.

Hamilton Bengals (@hamlaxjunior) followers: October 2018 – 735 & October 2019 – 871

Summary: This gain of 136 followers in 2019 was less than the 190 gained in 2018, but still solid.

Have received more attention from local media accounts, other local teams – in particular, our arena-mates, the Hamilton Kilty B's & Hamilton Steelhawks.

## **Facebook**

### **HLA (@HamiltonLacrosseAssociation) followers: October 2018 – 351 & October 2019 - 436**

Summary: Our gain of 85 new followers improves upon 2018's result of adding 51. From a sheer numbers standpoint, this is getting closer to the number of participants in our association. Continuing to boost these numbers is important – as it's an easy, effective means of communicating HLA news, initiatives, and events. Facebook (and all social channel) followers also enhances our appeal to sponsors. Boosted posts helped us drive strong numbers (200 total attendees) for our Try Lacrosse Nights

### **Hamilton Bengals (@HamiltonBengals) follows: October 2018 – 141 & October 2019 - 244**

Summary: A public-facing Facebook page didn't exist until late January 2018. The page quickly gained an initial following and ended 2018 at 150. In 2019 we've added nearly 95 additional follows – a solid pace and trajectory.

## **Instagram**

### **HLA (@hamiltonlacrosse) followers: October 2018 – 1059 & October 2019 – 1260**

Summary: Continued positive momentum through the 2019 season. We've used this channel to showcase NLL drafted players, sponsored Players of the Week, THQ sales, showcasing Rep team accomplishments and promoting Jr. B Bengals games. (Joel Firmin leads the HLA Instagram charge – providing great updates on HLA Alumni players in the NLL, NCAA, Senior A, etc., and providing story ads.)

### **Hamilton Bengals (@hamiltonbengalsjr.b) followers: October 2018 – N/A & October 2019 – 327**

\*\*Note: This is a player-managed account

Summary: Mutually sharing content between HLA and Hamilton Bengals account has, likely, helped grow both profiles. This account has provided more 'behind the scenes' material for follows and is, hopefully, helping us capture the player-peer demographic.

- g. Tournament Director/2019 Super Series ~ Craig Wesley
  - Went without incident, no hitches due to all of the all helpers/volunteers and executive presences. The OLA convener's paperwork was submitted within 48hrs vs 24hrs required. There was lots of positive feedback from tournament participants. Pending profit info, profitable 40 teams 35 teams paid (ours did not) no sponsors but lots of business contributions. Swag bags were a hit! No referee

issues! Craig mentioned the possibly stepping down....Paperwork for Super Series due at OLA AGM

h. Jr B Bengals ~ Gary Gallant

The 2019 pre-season started on a rough road as the club lost their captain and all-time leading scorer Jordan Gillis for the entire season during the first pre-season game. The regular season got off to a solid start with the Bengals only losing 1 game in the first 12, managing to finish with a franchise record 31 points on the back of a 15-4-1 record. The club managed to sweep the Owen Sound Northstars 3 games to none in round 1 before facing perennial contender Elora Mohawks. The Bengals prevailed with a hard fought 3 games to one series win setting up a Western Final against the Six Nations Rebels. The Rebels were firing on all cylinders and defeated the Bengals 3 games to none before defeating the league's top ranked (20-0 regular season) Akwasasne squad for the Ontario Championship. The playoff run was the deepest the Bengals had managed to advance and it was a testament to the entire organization for the efforts put in. The club was still one of the younger squads in the league and have only 1 player leaving due to age for the 2020 season. The success of the Bengals though will mean a number of players will get the opportunity to try to move to Jr A ball. While we hate to lose anyone from our club it is a goal of the team and organization to help the players excel at the highest level they can. Solid prospects will be looking to move from Jr C and Intermediate to Jr B so we are preparing for 2020 with the goal of meeting and exceeding the 2019 accomplishments. A new scheduling format put some pressure on the club financially with added travel. The playoff run assisted the club greatly from the revenue side.

i. Director of House League Operations ~ Jodi Dean

This year was another year of forward changes for house league. We worked hard on development with our paperweight and tyke divisions focusing on skills and fun. I do feel this season was a very solid start to growing a strong base. Novice and Pee wee experienced some changes with adding a 2 pass rule. We had some push back from coaches to start but it was a success by the end of the season. It was amazing to see how the player grew and how well the passing skills improved. Bantam interlocked with Burlington again this year and struggled a little with the competition. Overall it was a good year. Kevin Brownell ran our skills sessions this year assisting and teaching coaches. Picture day was a great success without any real issues. Our year end was great! We had lots of smiles and laughter as the players ended their season. Officials worked hard this season, they had to learn the new rules as well and I

feel they did a great job working with the coaches on helping to understand the expectations. Our biggest issue this season was the abuse from the stands. A stronger no tolerance policy is Needed to continue to move the house league in a positive direction. Overall a successful year and next year more focus on development and growing the game with our younger divisions is still a priority. Huge thank you to our house league volunteers! Without our volunteers we would not be able to run such a strong program. We hope that we have your continued support next season.

j. Director Girls Field ~ Jen & Bill Moore

- The 2019 season saw another year of growth for our girls' field program in a variety of areas. Our 8 week winter clinic, held at the ILA, was once again, very successful, particularly with younger age divisions. The new location did not seem to hinder registrations. We hosted a coaching clinic for OWFL back in March at Tim Hortons Field. 2019 also saw our club field a senior women's team for the first time ever. We had several experienced OUA/NCAA/former club team players, and a good mix of new players. Our seniors went on to knock off some tough clubs to garner a bronze medal in the senior B division. We anticipate more growth with this team in 2020. We hosted a weekend of U15 OWFL play in July 27/28 at Mohawk Sport Park. There were 15 U15 teams plus we were able to squeeze in a team from the UK who played four exhibition games with Hamilton and Beaches. Our club teams continued to be very competitive, with all teams competing in at least B in provincials for all age divisions. The house league continued to be very successful with almost 30 players registered. Coaches Vanessa Bielecke and Melanie Schleeahn had help this season from a great team of volunteers from our rep teams. We showed very good numbers for U9, which is an important demographic for the continued success of the club. In addition, several players made the jump to U11 rep this year after playing house league the prior year. We had strong showings by our teams at Provincial Championships this summer, with many close competitive games. Probably none more so than our U15 team, which knocked off several tough teams, including a #1 seed, and came literally within a hair of a gold medal. It was also exciting for the U15 Provincials to be paired with the U19 world championships in Peterborough. Our girls got to see Canada play several games, and it was a great atmosphere for competition and learning. Once again, we had a number of our players try out for and make some elite fall Ontario travel teams. Girls from U11 to U19 are playing this fall in showcase tournaments in New York, Maryland, and Florida. Our club also saw several more players

graduate to OUA's, with a couple of Bengals having a significant impact on their clubs. Posy O'Keefe and Ellaraye Tobias joined Bengal alumni Vanessa Bielecke and Kaitlyn Moffatt at McMaster. Faith Dunford and Melanie Schleeahn played their second year at Brock. Both Posy O'Keefe (McMaster-midfield) and Faith Dunford (Brock-defender) were both named OUA Second Team All-Stars. NCAA players, Olivia Morgan (freshman-Central Michigan-defender) and Hannah Moore (sophomore-Grand Valley State-defender) began and are now through fall ball play. Although Liv was battling an injury, it was a historic moment to see two Bengals meet on an NCAA field as their teams scrimmaged in October. We also had another Bengal give her verbal commitment to play NCAA lacrosse this fall. Callie Vaudry gave her verbal commitment to play at Youngstown State University in Ohio. Looking to 2020, we hope the 2020 season will see us run our 8 week winter clinic once again. We expect Hamilton will field teams in every age division for rep play, while seeing house league continue to grow. We are exploring the possibility of holding tryouts for our rep teams this spring.

k. Director of Boys Field ~ Brent Love

- This year we had teams in all age divisions adding a U9 team with 10 players which we did not have in 2018 and two U17 teams for 2019. Though we did not have any championship teams this was certainly a year of growth for Hamilton Boys Field

4. Awards:

Bill Buckley ~ Ryan Cooke

Lois Minchin ~ Jen Pate

Butch Guthro (Coach of the Year Bengals) ~ Tye Reidy

Ed Comeau Coach of the Year (House League) ~ Ryan Cooke

Referee of the Year ~ Connor Findley

Girls Field Greatest contribution to the game of Girls Field ~ Hannah Moore

Boys Field Greatest contribution to the game of Field ~ Rob Jones

5. Constitutional Amendments 2019 ~ See attached Amendments (Article G – Directors & Officers) Joel Proposed - all carried

6. Elections for 2019 Board

Acclaimed

President – Greg Gillis

Vice President Finance & Admin – Stacey Holditch

Vice President Technical – Joel Firmin

Social Media Director – Chris Sanislo

Director at Large – Lisa Coles



Director of Bengals Operations – Jen Pate  
House League Director – Jodi Dean  
Boys Field Director – Brent Love  
Girls Field Director – Jen & Bill Moore

7. Adjournment – Motioned by Mark Woods and seconded by Joel Firmin – carried.

## **2019 HLA AGM Attendance**

George Montague  
Jim Jackson  
Darcy Jackson  
Tye Reidy  
Ryan Cooke  
Mark Woods  
Kris McKillop