

KMFA Board Meeting  
May 7, 2018

**BOD and Members In Attendance:**

Mike Saini	Dean Kennedy	Steve Kelley
Kristen Rietman	Kristine Vodarek	Lance Kayfish
Mike Irvine	Ryan Davidson	Mark Paul
Lorraine Witzel	Mary Ann Therrien	John Lee
Martyne Vallerand	Chuck Liebrock	Kim Fenske
Reg Sahay	Sherman Williams	Tyson Altwasser
Danielle Wagner	Sabrina Mota	Laura Cymbaluk

**Regrets:**

Brandon Thompson

**6:07pm** Meeting called to order by Mike Saini – Held at CNC  
Determined that a Quorum was established.

**AGENDA**

1. Call to Order (6:00)
2. Additions or Deletions to Agenda or Prior Minutes (6:05)
3. Discussion of Tackle Football Expansion outline (6:10)
  - benefits of expanding program size and structure
  - drawback of expanding program size and structure
  - board motion and vote
4. Establish registration launch date and fees for tackle program (7:00)
5. Establish key next steps (7:15)
  - Formalize expansion plan in writing
  - coaching selection and appointment process
  - season outline (camp, team selection, others?)
  - Uniforms, design/selection, negotiate with vendor
  - sponsorship for fund capital expense of new uniforms
6. Motion to Adjourn (7:45)

**Addition to Agenda:**

- N/A

**Discussion of Tackle Football Expansion outline (Q&A):**

- Reminder: Be objective, respectful, communicative and not just here to advocate for your child
- Chuck – Are we tracking crossover from flag to tackle....is it consistent? Seems to be growing consistently. U12 is a good barometer, 2 years ago flag was 8 teams, this year it's 14. There have been parents asking when registration opens because they missed

last year, or they are new to Kelowna.

- Sabrina – do we have enough equipment? Do we have enough coaches with proper qualifications? Reg – yes, we definitely have enough equipment as there was brand new items purchased last year. Uniforms – good. Accreditation is mandated by Football Canada, many of the coaches that have expressed interest (preliminary contact), we have enough, more than 4 candidates.
- Tyson – What is catchment area for new team? Plan being proposed to dissolve geography based.
- Sherman – what do we do for parents with children in multiple age categories? Have you thought about following the highschool catchments? No, not sure it solves the issue. It is a known gap in how players are placed. Having another team means smaller roster size, more opportunities for players to try new positions.
- Benefits – we become more competitive and less reliance on other teams if other communities can't field a team. We are still at the mercy of another SIFC organization creating the game schedule this season.
- Mark Paul – geography is a good way to start a base for the teams. Westside parents won't cross the bridge. Mike S. – Kids are sometimes playing in positions that they shouldn't be, roster manipulation is very easy with geography placement.  
Sabrina/Kristen – I will drive, love my kid, he loves to play, we're already crossing for flag, soccer.
- Sabrina – regarding fields, will there be a rotation, some practices still on the west side? Rotation is a creative solution, we will have to look at practicing other days than just Tues/Thurs as we have field bookings available Mon/Wed.
- We have an unhealthy rivalry, not good for the age of kids playing. Changes need to be made and Lions, Riders, and Ti-Cats need to go away. Competition is good, but it should be "I'm playing friends from my football family".
- John Lee – way to accomplish this (breaking down the historic rivalry) is doing a transparent combine, kids can end up with new coaches, new team mates.
- Sabrina – if not enough registrations for 4 teams, will changes still be made? Yes, it's scaleable within the proposed outline.
- Lance – We're going to have to embrace some cultural changes – Leadership will set the tone, will only work if we're actually committed to change
- Chuck – against any proposed "elite" team, we need to create balanced teams; we are responsible for making the child's 4/5 years in our organization a good experience; This program is not for the coaches and any "grudge" that started came from a coach. Memories and the desire to keep playing – that is our check mark.

- Kim – how are coaches placed? Geography? Review of coaching selection, interviews and appointed. We need to be objective. We need to identify qualified coaches and prospective assistants. 3 weeks of camp, joint, coaches/assistants, work together to build joint practice plans beginning with conditioning, to review/identify positional players and get them into their most successful positions. Top down is the most important, getting the right coaches. Feedback from previous seasons will be used. Head Coach will choose Offensive Coordinator, Defensive Coordinator.
- Concern for timing – combine should happen before July 17. SIFC Rules/Insurance coverages are separate. Reg – this meeting should've taken place 3 weeks ago.
- Opportunity for kids to be coached by other coaches and learn new things, coaches should be looking for opportunities to coach other kids too and influence/teach new kids. It is the responsibility of the coaching group to ensure the kids have a good experience and grow and improve. Smaller rosters gives the opportunity for coaches to interact with kids more, spend more time working with each, more play time. Coaches will need to identify their plans for developing players to ensure skills grow.
- Mike I – scared of the logistics of managing this all with enough time; We need the coaches in a room to identify the gaps and be dynamic to get the plans in place. Mike S. - Lots of work to determine the details and get everything done. Communication of the plan needs to be extremely clear for the parents so they understand the plan when they register their child.
- Suggestion that the plan could include a contingency to revert to geographic player placement model if needed.
- Joint Motion for Expansion by Mike Saini/Kristen Reitman:
  1. Expand our tackle football program to 4 teams for JB-U14 and PW-U12
  2. Expand our tackle football program to 4 teams for Atom-U10 (based on number of registrations as required)
  3. Dissolve KMFA's current geography based player placement model
  4. Utilize a collaborative approach with KMFA appointed coaches to place players from our entire Association onto 4 teams (ie. 3 week camp, players selected by coaches)
  5. Formalize the process in writing for clarity to members
 Vote: 6 in favour, 1 oppose, 1 Abstain; motion passed
- We are giving more kids an opportunity to play ball and that is something we should be proud of and work towards to ensure it happens.

Establish Registration Launch and fees for Tackle program:

Danielle – Registration opens on Friday this week (11<sup>th</sup>); need to set 2018 fees inclusive of \$54 fees required for BCCFA/Football Canada, previous fees for 2017 were \$275 (JB-U14 & PW-U12)/\$175 (U10);

- Reg S. suggests cutting fees, a possibility due to the Grant money received and the dash to spend it yearly; Mike I. says based on adding a team, fees for fields, equipments, refs, etc, we could be looking at 20% increase and cautions about reducing fees this

season with these unknowns; keeping fees at \$275 we have proven that we can fill the program to 100% plus; Multi-kid family discount discussion – cautious to do it this year; aggressive growth strategy this year with too many uncertainties, best to ride it out this year and review again for next season.

- Kristen R. motions to keep the fees the same \$275 U12/U14 and \$175 U10; 2<sup>nd</sup> Mike S.; All in favour.
- Registration Close date to be published – set a cap that can be manipulated as needed; 80 for U12/80 for U14/ and July 1 Close date.

#### Establish Key Next Steps:

- define the communication of the expansion plan (Mike S. working on this), establish the steps to receive applications and appoint the head coaches.
- Proposal to now identify all KMFA teams as “Junior Sun” with different colour schemes; one football family, one name to help break down previous rivalries; the Sun is very supportive, have offered when kids wear their jerseys to home games they will get in for discount or free.
- Mike S. has started the process for new jerseys, receiving quotes and identifying potential sponsorship opportunities to assist with estimated costs of \$20-22,000.
- Mike S. makes a motion for KMFA teams to become “Jr. Sun”, Kristen R. 2<sup>nd</sup>; 7 in favour, 1 opposed. Motion is passed.
- Season Notes: Practice schedule to be determined, will have to incorporate Mon/Wed as we pay for that field space/time. Scheduling responsibility for the season will fall to another organization under the SIFC this year. When the Okanagan Sun play in Kelowna, our teams will be out of town due to availability of referees.

**Next Meeting:** June, date TBC

**Motion to Adjourn: 8:44pm** Made by Mike S.; 2<sup>nd</sup> by Kristen R.; All in favour, meeting adjourned.