



ALBERTA SOCCER ASSOCIATION

The Governing Body of Soccer in Alberta

9023 111 Avenue
Edmonton, AB T5B 0C3

Ph: 780 474 2200
Fax: 780 474 6300



ASA AGM Minutes

January 24, 2015

9:00 AM

Location: Courtyard Calgary Airport - Marriot, Calgary

Approved (January 23, 2016)

In attendance Regular and Associate Members:

District 1	Sunny South	Paul Anwender
District 2	Medicine Hat	Jeff Vangen, Nanette Newton
District 3	Lethbridge	Steve Dudas
District 4	CMSA	Tony Wooster, Glenn Montgomery, Brenda Madge, Daryl Leinweber, Robert Hayne
District 4	CUSA	Gene Pawlak, Bill Malone (Life Member), John Courtliff, Pearl Doupe
District 4	CWSA	Christine Hohendorf, Derek Huband, Jacqueline Hertlein
District 5	CASA	Tammy Olson
District 6	Big Country	Ray Calvin, Mandy Longeway
District 7	Foothills	Peter Mundy
District 8	EDSA	Mike Hackett, Martin Croisetiere, Brad Odsen
District 8	EMSA	Mario Charpentier, Kathy Droekse, Kevan Peterson
District 8	EIYSA	Barrie White
District 9	St. Albert	Kevin Jones, Ryan Mclay, Tasha Mclay
District 10	Tri-County	Fran Glenn, Diane Kopp
District 11	Northwest Central	Russ Kelly
District 12	Lakeland	Steve Cupit, Kristy L'Hirondelle
District 13	Northwest Peace	Preben Bossen, Ken Loudon, Christine Donovan, John Kreiser
District 14	FMYSA	Bill Carr
District 16	Sherwood Park	Dave Murray
District 18	Red Deer	Paul Morigeau, Ado Sarcevic
District 19	Canal Links	Patrick Romaniuk, Alanda Allum
Associate	Universities	Gord Franson
Associate	FC Edmonton	Derryn Donaghey

Absent Regular and Associate Members:

District 10 Tri County



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District 15 Battle River
Associate Alberta Colleges

In Attendance Life Members:

Life Member	Peter Hancock
Life Member	Doug Redding
Life Member	Jim Fleming
Life Member	Bill Gillespie
Life Member	Peter McKenzie
Life Member	Mike Traficante

In attendance ASA Staff and Board:

Ole Jacobsen, President	Danny Bowie, 2 nd Vice-President
Sherri Thorsen, Director of Finance	Billy Dunlop, Director-at-large
Shaun Hammond, Director-at-large	Sharon Evens, Director-at-large
Malcom Pritchard, Director-at-large	Chris Buchanan, Director-at-large
Rob Zicarelli, Director-at-large	Richard Adams, Executive Director
Shaun Lowther, Technical Director	Ian Skitch, Manager of Coach Education
Tammy McNutt, Tech. Programs Coordinator	David O'Neill, Referee Dev. Officer
Carmen Charron, Programs Coordinator	Khalid Abdu-Khalil, Lead Accountant
Lindsay-Anne Freire, Business Development and Communications	

In attendance Invited Guests:

BC Soccer Association	Roger Barnes
Board of Directors Nominee	Adele Dickson
Board of Directors Nominee	Jim Moore

1. Call To Order

1.1. Meeting was called to order at 9:03 a.m.

2. Roll Call

2.1. It was noted that there were 17 of 19 Regular Members in attendance and 2 of 3 Associate Members in attendance (details noted above). Mr. Jacobsen made welcoming remarks and introduced life members and special guests in attendance.

2.2. A moment of silence was observed for those who have been involved in soccer in Alberta and have passed away during the year:



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2.2.1. Marcus Karpati, Kourosh Kazemi, Ava Rose Esposito, Kennedy Clarke, Manuel Narciso



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10. Election of Officers

10.1. President

10.1.1. Ole Jacobsen

10.1.2. Glenn Montgomery

10.1.3. Danny Bowie

10.2. Rural Director

10.2.1. Jim Moore

10.2.2. Danny Bowie (if applicable)

10.3. Director at Large

10.3.1. Shaun Hammond

10.3.2. Adele Dickson

10.3.3. Jim Moore (if applicable)

10.3.4. Billy Dunlop

11. New Business

11.1. Life Membership Nominations

11.1.1. Brent Thorburn

11.1.2. Nancy Thorburn

11.2. FIFA WWC Blackout Discussion

12. Annual Report & Committee Question Period

13. Adjournment

M3 Motion: *To approve a special order that at 2:00 PM the elections will begin and be completed and then the meeting will continue with any remaining agenda items.*
Motion: CMSA
Seconded: EMSA
Carried

M4 Motion: *To accept Billy Dunlop's nomination for Director-At-Large and add it to the agenda.*
Motion: EDSA
Seconded: Red Deer
Carried

M5 Motion: *To remove Governance Policy and Rules and Regulation Amendment Proposals from the agenda and present at the Spring Planning Meeting.*
Motion: Canal Links
Seconded: St. Albert
Carried



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- A1 *Action: To review the By-Laws, Governance Policy and Rules & Regulations submissions at the April planning meeting.*
- M6 *Motion: To consider life membership for Brett and Nancy Thorburn individually.*
 Motion: Airdrie
 Seconded: Lakeland
 Carried
 Abstentions: St. Albert, Universities, FC Edmonton
- M7 *Motion: To approve the agenda as amended.*
 Motion: Sherwood Park
 Seconded: EDSA
 Carried

5. Approval of Minutes

- M8 *Motion: To approve the AGM minutes of January 18, 2014 as presented.*
 Motion: Northwest Peace
 Seconded: Canal Links
 Carried
- M9 *Motion: To approve the SGM minutes of April 26, 2014 as presented.*
 Motion: EIYSA
 Seconded: CMSA
 Carried

6. Business Arising out of Minutes

6.1. Fee Structure Review

- M10 *Motion: To keep the current fee structure in place as approved at the April 2014 SGM*
 Motion: EIYSA
 Seconded: EDSA
 Carried
 Abstention: Universities



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- M11 Motion:** *To direct the fee structure committee to define a “new player” and a “new team” for the 2015 – 2016 budget presentation in April 2015 and refer the committee to present models evening out the fee structure between the indoor and outdoor seasons.*
Motion: CWSA
Seconded: St. Albert
Carried
Abstentions: Universities, FC Edmonton
- M12 Motion:** *To provide detailed full per player reporting by the districts at the AGM annually with summary irregularities and Board of Directors recommendations for investigations.*
Motion: Lethbridge
Seconded: St. Albert
Tabled to April 2015 Spring Planning Meeting

6.2. Planning Meeting Schedule

6.2.1.General

- 6.2.1.1. Survey results indicated that the membership still desires three meetings annually.

6.2.2.Spring Meeting

- 6.2.2.1. There was support to move the date of the April meeting to early May or earlier in April, but no consensus. This year it will take place April 24/25 as it is too late to make a change.
- 6.2.2.2. There was support to move the October meeting to early November by the majority. The ASA will explore moving the meeting to the first weekend in November.

7. Strategic Plan Review

7.1. Strategic Plan Progress Report

7.1.1.Overview

- 7.1.1.1. The strategic plan was approved a year and a half ago and ASA has just completed the first full fiscal year with two years remaining.
- 7.1.1.2. The vision statement does not include coach, referee and administrator specifically as ultimately all involved are there to support the player and their experience.
- 7.1.1.3. The Mission statement clarifies the pillars of focus for the strategic plan; governance and leadership, financial stability, organizational development and partnerships, image and communications and operations; technical, referee and competitions.



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7.1.2.Strategic Plan - Key Achievements:

7.1.2.1. SEE APPENDIX C

7.1.3.Discussion

7.1.3.1. Concerns were raised about the upcoming change to mandatory fingerprinting. The ASA Risk Management Committee will take a proactive look at this moving forward given the potential impact on volunteering.

7.1.3.1.1. Brad Odsen (EDSA) volunteered to assist the Risk Management Committee.

7.1.3.2. The question was asked by the membership about details on social media usage.

A2 Action: Lindsay-Anne to prepare a summary report about usage of social media for distribution to districts.

8. Financial Review

8.1. 2014-2015 Audit Presentation

8.1.1.The only anomaly identified was a shortfall in revenue (\$75,000) based on the non-collection of fees which was resolved after the audit was complete.

M13 Motion: To accept the 2014-2015 audited financial statements as presented.

Motion: CMSA

Seconded: Red Deer

Carried

8.2. Appointment of 2013-2014 Auditors

M14 Motion: To approve KPMG as the auditors for the 2015 – 2016 fiscal year.

Motion: EMSA

Seconded: St. Albert

Carried

8.3. 2015 – 2016 Budget Plans

8.3.1.The 2015 – 2016 ASA budget is under development right now and will be presented at the Spring Planning meeting. There are no planned increase in fees for the 2015 – 2016 fiscal year.

8.3.2.CSA Fees



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8.3.2.1. The summary package distributed at the meeting had CSA fees as a line item under the major summary which was done at the request of the auditors. In previous budgets they have been included in administration.

8.3.2.2. CSA locked their fees for a five year term and this is the last year that ASA will pay under those circumstances. ASA has estimated \$10 per player which for the last couple of years has resulted in a small surplus. This surplus will be used to cover any gap that may arise this year.

8.3.3. Other Items

8.3.3.1. Futsal Provincials will be under review due to declaration concerns from the major centers.

8.3.3.2. Revenue recognition decisions by the auditor will be reflected in the budget moving forward.

8.3.3.3. Casino revenue will be spread over all departments in order to reduce the change in administration spending from year to year and add consistency to reporting.

9. Election of Officers

Roll call was taken and confirmed that all members who signed in at the start of the meeting were still present.

9.1. President (2 year term)

9.1.1. Ole Jacobsen (Observer: Peter McKenzie)

9.1.2 Glenn Montgomery (Observer: Kevan Peterson)

9.1.3 Danny Bowie

By majority vote, Glenn Montgomery was elected President.

M15 Motion:

To destroy the ballots for the President vote.

Motion: Sherwood Park

Seconded: St. Albert

Carried

9.2. Rural Director (2 year term)

It was determined during the first Rural Director vote that Foothills district had left the meeting.

M16 Motion:

To destroy the spoiled ballots for the Rural Director vote.

Motion: Canal Links

Seconded: Northwest Peace



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Carried

9.2.1.Jim Moore (Observer: Ken Loudon)

9.2.2.Danny Bowie

By majority vote, Danny Bowie was elected Rural Director.

*M17 Motion: To destroy the ballots for the Rural Director vote.
Motion: Sherwood Park
Seconded: St. Albert
Carried*

9.3. Director-at-Large, first of two positions (2 year term)

9.3.1.Shaun Hammond

9.3.2.Adele Dickson (withdrew)

9.3.3.Jim Moore (Observer: Ken Loudon)

9.3.4.Billy Dunlop

By majority vote, Shaun Hammond is elected for the first Director-at-Large position.

*M18 Motion: To destroy the ballots for the first Director-at-Large vote.
Motion: SASA
Seconded: EDSA
Carried*

9.4. Director-at-Large, second of two positions (2 year term)

9.4.1.Adele Dickson (withdrew)

9.4.2.Jim Moore (Observer; Ken Loudon)

9.4.3.Billy Dunlop

By majority vote, Jim Moore is elected for the second Director-at-Large position.

*M19 Motion: To destroy the ballots for the second Director-at-Large vote.
Motion: Sunny South
Seconded: CMSA
Carried*

10. New Business

10.1. Life Membership Nominations



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10.1.1. Brent Thorburn Nomination

M20 Motion: *To admit Brent Thorburn as an ASA Life Member.*
Motion: CMSA
Seconded: EDSA
Carried
Abstention: EIYSA

10.1.2. Nancy Thorburn Nomination

M21 Motion: *To admit Nancy Thorburn as an ASA Life Member.*
Motion: CWSA
Second: Big Country
Carried
Opposed: Lethbridge
Abstention: Medicine Hat

10.2. FIFA WWC 2015 Blackout

- 10.2.1. District associations were encouraged to do what they can to ensure league games are scheduled with as minimal conflict as possible with the WWC matches so that as many people can support the event by attending games.
- 10.2.2. There is no mandatory blackout time period or dates, but the ASA and CSA recommend league games be scheduled at least one hour before kickoffs and an hour and a half after scheduled end times to ensure people who want to go will have time to get to the stadium and get to their own games afterward if necessary.

11. Annual Report and Committee Question Period

- 11.1. Universities indicated that there was a spelling mistake on page 20 of the Annual Report where Ilsa Wong's first name had incorrectly been spelled I-s-l-a.
- 11.2. Important Upcoming Date Reminders
 - 11.2.1. Spring Planning Meeting – April 25/26
 - 11.2.2. FIFA WWC Opening Game in Edmonton – June 6
 - 11.2.3. FIFA WWC Final in Vancouver – July 5
 - 11.2.4. Fall Planning Meeting – November 6/7

12. Adjournment

M22 Motion: *To adjourn the meeting (3:55 p.m.)*



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Motion: EMSA
Seconded: RDCSA
Carried





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APPENDIX A - Summary of Motions

- M1 Motion:** *To approve the 2014 – 2015 Fiscal Year Voting numbers as presented.*
Motion: CMSA
Seconded: EDSA
Carried
- M2 Motion:** *To approve the 2015 AGM Voting Numbers as presented.*
Motion: Sunny South
Seconded: St. Albert
Carried
- M3 Motion:** *To approve a special order that at 2:00 PM the elections will begin and be completed and then the meeting will continue with any remaining agenda items.*
Motion: CMSA
Seconded: EMSA
Carried
- M4 Motion:** *To accept Billy Dunlop's nomination for Director-At-Large and add it to the agenda.*
Motion: EDSA
Seconded: Red Deer
Carried
- M5 Motion:** *To remove Governance Policy and Rules and Regulation Amendment Proposals from the agenda and present at the Spring Planning Meeting.*
Motion: Canal Links
Seconded: St. Albert
Carried
- M6 Motion:** *To consider life membership for Brett and Nancy Thorburn individually.*
Motion: Airdrie
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- M7 *Motion:* *To approve the agenda as amended.*
 Motion: Sherwood Park
 Seconded: EDSA
 Carried
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 Motion: Northwest Peace
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Seconded: St. Albert
Carried
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Motion: SASA
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Carried
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Carried
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 Second: Big Country
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 Abstention: Medicine Hat
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 Motion: EMSA
 Seconded: RDCSA
 Carried
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APPENDIX B – SUMMARY OF ACTION ITEMS

- A1 *Action: To review the By-Laws, Governance Policy and Rules & Regulations submissions at the April planning meeting.*
- A2 *Action: Lindsay-Anne to prepare a summary report about usage of social media for distribution to districts.*





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APPENDIX C - Alberta Soccer Strategic Plan Summary Review 2013 – 2014

1. Governance & Leadership

Achieved

- Annual Business Plan
- Terms of Reference for Governance and Operational Committees Approved

In Progress

- Governance Policies / Rules & Regulations ready for final approval in April 2015
- By-Laws amendment complete and modernization review started by Governance Committee

Not Achieved

- Strategic Committee review of the Strategic Plan
 - o Meeting in March / April 2015 to review and begin the next stage of strategic plan development

Keys in 2014 – 2015

- Additional years on strategic plan following review
- Increased board and governance committee effectiveness
- Presentation of modernized By-laws and updated Governance Policies

2. Financial Stability

Achieved

- Annual Fiscal performance within 5% of overall budget target
- Budget Approved and Posted on the ASA website
- Reduction in Financial control issues as per KPMG audit findings document

In Progress

- Partnership revenue in excess of \$50,000, up 50% from 2013 and 75% from 2012

Not Achieved

- Business Development Committee
 - o Terms of Reference approved but no public members have been recruited successfully

Keys in 2014 – 2015

- Simplified fee structure to stabilize ASA finances and increase membership base



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3. Organizational Development & Partnerships

Achieved

- Human Resources Staff Manual Published
- Job Charters review and updated
- Staff levels reviewed annually
- Hits on the ASA website up 50% from 2013 (using new website)

In Progress

- Board review process complete but introduction manual only at draft stage

Not Achieved

- Committee Orientation Manuals
 - o TOR only approved in November 2014, Orientation manual is in planning phase based on 1 manual or multiple based on committee type

Keys in 2014 – 2015

- Board and committee orientation manuals
- Increased volunteer recognition through ASA mechanisms (Banquet, Provincials Gear)
- Program efficiency review with the ASA membership

4. Image & Communications

Achieved

- Brand Guidelines Developed, no tagline based on industry assessment
- Increased number of press releases and timing of press releases
- Corporate Communications Strategy Published
- Social Media Presence improved with over 2000 Twitter followers and improved presence on YouTube Channel, Instagram, flicker and facebook (Committees)

Not Achieved

- Composite (joint) logos for the ASA and Membership
 - o Review of need with the membership necessary in 2014 – 2015

Keys for 2014 – 2015

- Joint Member Logos developed and used based on the needs of membership



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- Increased direct communication with membership through the ASA website, twitter and other mediums as necessary

5. Operations

A. Technical

Achieved

- Grassroots Manuals Published / Distributed
- Sample online sessions developed and published along with CSA materials
- Regional Training Centers Opened

In Progress

- District Visits to all districts

Not Achieved

- Increase in NCCP coaching courses
 - o 7% decrease from 2013, significant decrease in Active Start / Fundamentals participants

Keys for 2014 – 2015

- Published Coaching Education Pathway with step-by-step guide
- Development of a Grassroots / Community / Elite Calendar to work in conjunction with membership
- HPL Development

B. Referee

Achieved

- 8% increase in referee retention (mostly due to retention)
- New development projects approved in 3 districts
- Upgrade Pathway published

In Progress

- Defining and simplifying the role of the DRA

Not Achieved

- Online education opportunities for all referees
 - o CSA option only available to elite referees, expansion necessary for all referees
- Defining the “Whole Referee”



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Keys for 2014 – 2015

- Increased recruitment and retention focus
- Quarterly Online education options for all referees
- Definition of the “Whole Referee”

C. Competitions

Achieved

- Hosted the Western Masters / Classics CSA Nationals with CUSA & CWSA
- Code of conduct published in ASA rule book
- Split rule books into youth and senior

In Progress

- Updated Rules & Regulations final draft ready for approval in April 2014

Keys in 2014 – 2015

- Increased growth of competitions to impact partnerships
- Introduction message and education piece on the purpose of Provincials