



2021 HLA ANNUAL GENERAL MEETING

Thursday October 28th, 2021
Zoom Meeting
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 2020 AGM ~ Motion to accept, all in favour, accepted, carried.
3. Year End Reports
 - a. President ~ Greg Gillis
 - 2021 Season – Greg discussed the 2021 Season as it pertained to Covid and the success of our summer sixes program and our OMFLL winning U13/U15 fall field teams. Treasurer/Registrar Stacey Holditch will be officially stepping away effective immediately and we appreciated her support navigating the 2021 Season. Also big thanks to Jen Pate, Volunteers and everyone involved in making the HLA's summer 6's program so successful.
 - b. Vice President ~ Technical ~ Joel Firmin
 - **Scheduling**
This season, we had no difficulty booking fields once we had the green light from the government. For the boys, we decided to go with Mohawk Sports Park for our Sixes program as it was the most central location and large enough to accommodate the size of our program. We ran from late June until early September. The girls field lax program used a combination of Mohawk and Kay Drage Sports Park. Their program ran a few weeks less than the boys, but were able to provide rep competition on a few weekends.
 - **Equipment**
 - We had to purchase 4 brand new Rage Cage field lacrosse nets as well as 12 sets of field lacrosse goalie equipment. The goalie equipment is in great condition and most of it unfortunately was not used due to lower than expected numbers in the program. Our boys and girls programs should be set for equipment for the foreseeable future.
 - As far as box equipment, an inventory needs to be done to assess the needs for our 2022 programming.

Sixes Program

- This year, the HLA turned its focus towards outdoor programming due to the uncertainty of when the Province/City would allow us to resume indoor programming. After discussing with Eddie Comeau (Team Canada GM), it was suggested that we try running a Sixes program as it closely resembled the box game and worked well with the roster size restrictions. The program started off well despite lower than expected numbers. We had 3 teams in a combined U9/U11 age group and 4 teams in a combined U13/U15 age group. Our paperweight program had 4 team. All together, we were able to offer programming for 160 players. Although the program went extremely well, I would suggest that we return indoors for future years..

c. Registration ~ Jen Pate/Joel Firmin

Summer Sixes	
	Numbers
SOFT	15
PPWT	36
U9	23
U11	20
U13	34
U15	27
Fall Field	
	Numbers
U13	20
U15	18

d. Finance Report ~ Darcey Jackson

- For the year ended September 30, 2021

Hamilton Lacrosse Association

Income Statement

For the year ended September 30, 2021

Bank Balance

(as at October 1, 2020) 93,130.16

Revenue	2021
Box Registration	
Rep Fees	
Boys Field Registration	
Girls Field Registration	
Bingo	
League Sponsorship/Grants	12,375
Camps/Offseason/March Break Clinics	
Registrations (All)	29,994
Fall Field Registration	
Equipment Sales	
Other: Misc	3,204
Tournament Revenue	
	\$45,573

Expenses	2021
Bank Charges (Monthly Fees, NSF's, Merch Fees)	334
OLA Fees	1,173
Field / Floor Rental Fees	20,580
Director and Officer Insurance	3,845
Promotion/Apparel	17,647
Tournament Expenses (Super series Refunds)	2,600
Rep Exp: Fines, Tournament Fees, Team Reg Fees, etc	
Bingo	2,090
Storage Unit Rental for Goalie Equipment	1,733
House league year end tournament	
Equipment	6,398
Supplies/Mileage	940
misc	3,320
Refunds E-transferred	22,300
Jr B	
House league: (Uniforms, Pictures, Volunteer gifts, etc.)	
Boys Spring Field: (Uniforms, Pictures, League Fees, etc)	
Boys Fall Field: (League Fees,	
Girls Field: (League Fees, Pictures, Uniforms, etc)	7,060
	\$90,019

(as at October 18, 2021) **\$48,683.61**

e. VP Finance & Admin ~ Jen Pate

- **Sponsorship:**

In 2021 or sponsorship focus was two pronged:

1. Ensure that we provide value to our 2020 sponsors. 100% of our community partners kept their funding with us through COVID
2. Lay the groundwork for future sponsorship partners vial social media campaigns that support small businesses in the Hamilton community

In 2021 we used social media to drive awareness and value for our community partners through a number of programs including:

- Stick in Hand
- Lacrosse Recess
- Work Out Wednesdays
- Support today; Sponsorship Tomorrow

Looking ahead to 2022:

- Work to retain historical, pre-COVID sponsors
- Expand our sponsorship committee to help unearth more support and increase this much needed revenue stream
- Continue to work towards securing 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.
- Continue the sale of unique items such as phone pops and car stickers to drive additional revenue. New items coming for 2022 season

Apparel

For the 2021 season, the association was able to largely use the Jersey's and pinnies that were ordered from the cancelled 2020 season for both the 6's program and fall field. The association has all required rep jerseys for the 2022 season with the cost implications falling in last years budget. Box Jerseys underwent a design change starting with the white jerseys for the 2020 (now 2022) season and feature a more retro look with tone-on-tone patterning. We will be working in early January to source all needed apparel for house league and rep teams to try and mitigate any supply issues.

Our contract with THQ was set to expire at the end of the 2021 season but through a series of negotiations has been extended to the end of 2022. Year 2 of the contract will be represented by years 2020 and 2021, with 2022 being the third and final year. We have been able to maintain all guaranteed pricing in the contract with the exception of 1 item.

Spirit Wear

For 2021 we executed a number of pop up shops featuring gear with our new retro HLA logo. This new logo was designed to pay homage to Bengals logos of the past and will be used in 2022 as part of the rep team apparel packages. The historical Bengals logo will remain the core branding for the association, with the retro logo being used

strategically on limited addition items and select rep team apparel.

Looking ahead to 2022:

- Christmas POP UP shop in early November 2021
- Rep Fitting Night- We will work to increase the number of items available to purchase as per 2019 season feedback.
- Pop up shops will continue to be used to offer a selection of spirit wear. Targeting 3 pop up shops a year (early spring, early box season, early November)
- Planning to work with ILA to offer exclusive deals on helmets & gloves for 2022 season
- Orders for Rep team bags are planned for the spring

f. Social Media Review ~ Chris Sanislo
Hamilton Lacrosse Association 2021 Social Media Report

Twitter

HLA (@HLALacrosse) followers:

- October 2020 – 1,096
- October 2021 – 1,136

Summary:

- A nearly identical gain in followers (40) as in the previous year. Given the even greater interruption to Hamilton Lacrosse programming, this an expected to better-than-expected outcome.

Hamilton Bengals (@hamlaxjunior) followers:

- October 2020 – 888
- October 2021 - 967

Summary:

- A surprising gain of almost 80 new followers – despite the cancellation of the 2021 season and only minimal exhibition and tournament play.
- We have seen some great pickup, attention, and engagement given to announcements of players drafted into the NLL.
- Positive engagements for socially-based messaging and alignment with relevant initiatives (ie. “Every Child Matters”).

- Mutually-beneficial sharing and engagement with the Hamilton Kilty Bs and Hamilton Steelhawks.

Facebook

HLA (@HamiltonLacrosseAssociation) followers:

- October 2020 - 496
- October 2021 – 606

Summary:

- We added 90 new followers during the year – a very positive outcome from an unconventional season.
- Like last year, we used this channel as another means of communicating updates and programming news with our membership.
- Community Partner communication has also become an increasing aspect of our Facebook messaging – providing relevant info to our member families, fostering good relationships with our partners, and encouraging our families to support our partners as well as other local businesses.
- Arrival of the Toronto Rock has also resulted in locally-relevant lacrosse news as well as HLA-promo code for ticket purchases.

Hamilton Bengals (@HamiltonBengals) follows:

- October 2020 – 319
- October 2021 - 417

Summary:

- Nearly 100 page followers added during year with very limited lacrosse-based activity.
- Highlighting successful Bengals' alumni in the NLL as well as Bengals' players chosen in the NLL continue to be among the most popular posts.

Hamilton Bengals Alumni Association
(@HamiltonBengalsAlumni)

- October 2020 – 128
- October 2021 – 145

Summary:

- Moderate growth in just a couple years of existing – initiated and managed by Joel Firmin, this page is becoming solid touchpoint with Bengals’ alumni & HLA graduates.
- Old images and stories from years past have been popular posts on this page, as well as COVID updates, sponsorship information, and volunteer recruitment messaging.

Instagram

HLA (@hamiltonlacrosse) followers:

- October 2020 – 1406
- October 2021 - 1519

Summary:

- This has been a great channel for showcasing our Sixes/ Return-To-Play images.
- Instagram takeover with Hannah Moore had lots of engagement and showcased a day-in-the-life of a college lacrosse player.
- Have used this to highlight community partners’ support of Hamilton Lacrosse.

g. Jr B Bengals ~ Gary Gallant

The 2021 season saw the Bengals play a very aggressive schedule through the little time we had. The team was able to take advantage of some outside practices with our JR A affiliate Burlington in July. This allowed the club to begin our own RTA running. After a few practices the team was able to play 17 games either as standalone regular games or in tournaments. This allowed the coaching staff to see a wide variety of players in anticipation of a regular 2022 season. Financially the club took a little bit of a hit due to the fees with the OLA being slightly higher than anticipated. Revenues were also impacted by the city changing the capacity limits for games (smaller gate) as well as the cancellation of a game due to weather issues and flooding at Lawfield.

Special thanks for the commitment by our coaching staff to make this short season a success.

h. Director of House League Operations ~ Jodi Dean

No report as no House League Season due to the Covid shut down

i. Director Girls Field ~ Jen & Bill Moore

The girls’ field program saw a productive summer in 2021 with our return to outdoor sport in the province.

Hamilton Lacrosse girls' field was able to hold registration numbers to 73 after a year off in 2020, coming down from 99 in 2019. We did see a drop because we were unable to include a women's senior team.

There was no winter skills programming in 2021 because of continued lockdowns but as the summer approached, we were able to offer minor lacrosse for girls ages 5 and up.

The City of Hamilton opened outdoor fields first with restrictions on numbers and finally in June to full outdoor programming.

We secured three full fields Kaye Drage Park on Tuesdays, 6-9, and Field 5 at Mohawk Sports Park, 6-9, from June to the end of August.

Covid -19 restrictions and contact tracing protocols were adhered to for the entire summer.

HLA offered a beginner Sixes program to showcase the upcoming game that will be played in the Olympics. With its modified rules and field sizes we were able to play a season of eight games. We ran skills on Tuesdays and games on Thursdays beginning in June and ending on August 26.

Girls age six and over participated twice a week and we introduced a littles program for players and their families once a week for girls under six.

Many Hamilton senior players came back this summer to help coach and mentor the season. This group of volunteers included: Cam McConnoche, Melanie Schleeahn, Lauren Bain and Tristan Holdsworth.

From the Sixes program, we created three select teams to participate in the three OWFL tournaments offered in July.

The fall of 2021 saw two more Hamilton players join as freshmen in NCAA. Olivia Baldini went down to play at St. Francis University in Pennsylvania and Tristan Holdsworth to Wilmington University in Delaware. Many others were able to play OUA this fall.

As well, two of our players made Team Ontario teams this fall. Congratulations to Olivia Starr and Sydney Sookdeo.

All in all, a great return to play for Hamilton Girls' Field Lacrosse.

j. Director of Boys Field ~ Brent Love

2021 proved to be another challenging year for minor field lacrosse in Ontario. We weren't able to have the traditional spring season, but as the situation improved over the course of the summer, we were able to participate in a modified fall season that was run much like our typical spring season.

Unfortunately our registration numbers were very low, and as a result we were only able to roster teams for the U15 and U13 divisions. We were able to practice twice a week starting in August and practiced right through to October. The season ran from September 4th until October 3rd with all games, both regular season and Provincial games being held in Brampton this year. Both Hamilton teams had a bit of a slow start to the season, however, both the U15 and U13 teams were able to pull together and win their perspective championships.

The association is looking forward to the 2022 field season and hopefully we will be able to run the season on schedule this time and offer the HLA players the opportunity to play both the spring and fall seasons of field lacrosse!

4. Awards:

No awards were handed out due to Covid/No Season.

5. Constitutional Amendments 2021 ~ No Amendments due to Covid/No Season

6. Elections for 2021 Board

Acclaimed

President – Greg Gillis

Vice President Finance & Admin – Jen Pate

Vice President Technical – Joel Firmin

Social Media Director – Chris Sanislo

Director at Large – Lisa Coles

Director of Bengals Operations – TBD

Boys Field Director – Brent Love

Girls Field Director – Jen & Bill Moore

7. Adjournment – Motioned by Ty Reidy and seconded by Jodi Dean – carried.

Attendees: Greg Gillis, Joel Firmin, Jennifer Pate, Darcey Jackson, Sean McConnell, Jonathan Johnson, Chris Sanislo, Mike Peshko, Jodi Dean, Ashley Duxbury, Ty Reidy, Brent Love, Jennifer Moore, Bill Moore, Emily Craddock , Ryan Cook, Jim Jackson, Darcy Jackson, Gary Gallant, and Shawna Dolman