



## 2020 HLA ANNUAL GENERAL MEETING

Wednesday November 4<sup>th</sup>, 2020  
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 2019 AGM ~ Motion to accept, all in favour, accepted, carried.
3. Year End Reports
  - a. President ~ Greg Gillis
    - 2020 Season – Greg discussed the 2020 Season as it pertained to Covid and the uncertainty of where Lacrosse stands today and moving forward. Treasurer/Registrar Stacey Holditch will be stepping down for the 2021 Season to which Greg gave his personal thanks. Also big thanks to Jen Pate, Volunteers and everyone involved in making the HLA's Return to Play Initiative 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 RTA program as it had the best layout for our drop off and pickup procedures that needed to be implemented. We ran from mid-July until late September. The girl's field lax program used a combination of Mohawk and Kay Drage Sports Park. Their programming ran for a month from early July until early August.
    - **Equipment:** We continue to store our goalie equipment at a secure and dry storage facility located on the East Mountain. We will need to do an inventory soon to assess our needs for the 2021 season. With the way things seem to be going, we may need to purchase a few more field nets and sets of field goalie equipment to prepare for an expanded field lacrosse season.
    - **OLA's Return to Action Program:** This year, the OLA delayed their planning in hopes that they could still salvage somewhat of a box lacrosse season. The OLA's Provincial festival was a big driving force behind those decisions as it is such a large revenue generator for the governing body. Once they realized that social gatherings would prohibit such

an event, they turned their focus to working on a Return to Action plan. The HLA followed the OLA's RTA plan to a T. Greg, Jen and all of the other volunteers did such a fantastic job rolling this out. We even had visits from zone executive and OLA staff to witness the great job that we had done. Congrats to everyone involved.

c. Registration Report ~ Stacey Holditch

Registration Totals					
BOX	2019	2018	2020 Registration	2020 Refunded	2021 Prepaid
Girls	0	0	0	0	0
Intermediate	25	25	5	4	1
Midget	42	56	12	8	4
Bantam	48	68	21	13	8
Peewee	82	84	51	22	29
Novice	67	73	25	16	9
Tyke	51	52	26	16	10
Paperweight	81	72	40	12	28
	396	426	180	91	89
BOYS FIELD	2019	2018	2020 Registration	2020 Refunded	2021 Prepaid
U17 Field	33	21	19	14	5
U15 Field	16	29	13	6	7
U13 Field	18	18	22	4	18
U11 Field	17	20	10	4	6
U9 Field	10	0	18	8	10
	94	88	82	36	46
Girls Field	2019	2018	2020 Registration	2020 Refunded	2021 Prepaid
U13 - HL	18	15	3	3	0
U11 - rep	16	13	11	0	11
U13 - rep	19	18	6	5	1
U15 - rep	19	17	12	8	4
U19 - rep	15	25	15	8	7
Sr Womens	14	0	3	3	0
	101	88	50	27	23

d. Finance Report ~ Stacey Holditch

- For the year ended September 30, 2020
- \*\* \$14,053 owing to THQ for Rep jerseys and pinnies in production before season cancelled not included

<b>Revenue</b>	<b>2020</b>
Box Registration (Prepaid 2021)	23,595
Rep Fees	0
Boys Field Registration (Prepaid 2021)	12,860
Girls Field Registration (Prepaid 2021)	9,940
Bingo	10,032
League Sponsorship	7,625
Camps/Offseason/March Break Clinics (RTA)	17,170
Fall Field Registration	0
Equipment Sales	0
Other: Tryout Fees	0
Tournament Revenue	0
	<b>\$81,222</b>

<b>Expenses</b>	<b>2020</b>
Bank Charges (Monthly Fees, NSF's, Merch Fees)	2,537
Admin Fees	1,025
Field / Floor Rental Fees	7,285
Director and Officer Insurance/Equipment Insurance	3,535
Promotion	1,583
Tournament Expenses	1,120
Rep Expenses: Fines, Tournament Fees, Team Registration Fees, etc (OLA Insurance & Fees)	7,075
Bingo	3,425
Storage Unit Rental for Goalie Equipment	2,673
House league year end tournament	
Equipment	4,125
Offseason camps	4,082
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)	

<b>Balance</b>	<b>\$42,757</b>
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e. Director at Large ~ Jen Pate

- **Sponsorship:** We were off to a great start for the 2020 season for sponsorship. We worked to secure many returning sponsors and were successful in bringing on board several new supporters for the 2020 season.
- The 2020 Results:
  - 5 sponsors for HL divisions: JR Paperweight, Paper Weight, Tyke, Novice & Peewee (2 more than last year)
  - Player of the week- 2 sponsors (minus 1 verse last year)
  - T-shirt Sponsors- 9 sponsors (minus 2 verse last year)

I do believe we were on track to surpass our sponsorship numbers from 2019! With COVID all of our paid sponsors elected to leave their sponsorship funds with HLA and we will be honoring our commitment to our supporters during the 2021 season. For the 2020 Season we were able to have a banner created for our RTP program which promoted our sponsors and we have been promoting them via social media & will continue to do this thorough out the winter months. For 2020 we are continuing to work with the Flip Give platform to provide an additional avenue for the league and teams to raise funds. To date we have raised almost \$600 for the HLA. I really encourage everyone to use this site to do your on-line shopping as it provides a percentage back to the league at over 1000 stores. EVERY DOLLAR will go back to support lacrosse in Hamilton.

- **Team Apparel:**
- **Jerseys:** For the 2020 season, HLA worked directly with THQ to place all orders for boys' field Jerseys, Box Jerseys, and tryout pinnys. The orders for these items were placed the end of February to ensure delivery was on time for the season. With the pause in lacrosse due to COVID, production on these items was delayed and then postponed until October. All of these items have now been completed and will be ready for the 2021 season. Box Jerseys underwent a design change starting with the white jerseys for the 2020 (now 2021) season and feature a more retro look with tone-on-tone patterning. All house league jersey where delayed and will need to be produced for the 2021 season.
- **Spirit Wear** For the 2020 season we focused on the creation of a new second logo for HLA. This new logo was designed to pay homage to Bengals logos of the past. The plan for 2020 was to use this logo for rep team warm up shirts and spirit wear to help drive new demand for apparel and help promote lacrosse in Hamilton. The plans for the new logo will come alive as we look ahead to:

1. A Christmas pop up shop via THQ- We will be running a pop-up shop with limited items including sweatshirts, sweatpants, hats, and toques.
2. 2021 Rep Warm up shirts
3. 2021 Sprit Wear- Including new gear options

f. Social Media Review ~ Chris Sanislo

Hamilton Lacrosse Association 2020 Social Media Report

Twitter HLA (@HLALacrosse) followers:

- October 2019 – 1,055

- October 2020 – 1,096

Summary: The 2020 gain of 41 followers is slightly softer than the 61 added in 2019. But, given the interruptions in regular Lacrosse programming, this was to be expected.

Twitter Hamilton Bengals (@hamlaxjunior) followers:

- October 2019 – 871

- October 2020 – 888

Summary: Significant softening of followers with a net gain of just 17 followers. This account was over 900 followers heading into the summer and saw a loss of 18 followers in August. Lack of a Jr. B season (and, perhaps Twitter scrubbing accounts) was a likely factor. COVID related messaging and community-oriented posts that celebrated healthcare workers were among top tweets. NLL draft posts highlighting Bengals' players drafted were among our top tweets of the year.

Facebook HLA (@HamiltonLacrosseAssociation) followers:

- October 2019 - 436

- October 2020 - 496

Summary: We added 61 new followers during the year. Given the difficult factors and cancellation of the '19/'20 season, this is surprisingly positive. (Facebook can require some effort to engage and capture new followers.). Like last year, boosted posts helped us drive strong Try Lacrosse event numbers prior to the shutdown. Facebook has become a solid channel for communicating new and events to our membership; as well as highlighting player achievements and alumni involvement.

Facebook Hamilton Bengals (@HamiltonBengals) followers:

- October 2018 – 244

- October 2019 - 319

Summary: Adding 75 followers in a year without Jr. B Lacrosse is an accomplishment. Our pace of gaining followers has definitely leveled off from the 150 added over last season, but this is still encouraging. Bengals-branded COVID messaging/ salutes to our city's healthcare workers were embraced – a few with more than 1,000 people reached. - Highlighting successful Bengals' alumni in the NLL as well as Bengals' players chosen in the NLL draft were also successful. (Tye Argent's draft announcement reaching over 1,600.

Facebook Hamilton Bengals Alumni Association (@HamiltonBengalsAlumni) followers:

- October 2019 – 0

- October 2020 - 128

Summary: At just over a year old – 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. - Posts (info and announcements) originating from the HLA, such as calls for sponsorships and OLA/ HLA Covid updates, have also shown good reach numbers.

Instagram HLA (@hamiltonlacrosse) followers:

- October 2019 – 1260

- October 2020 – 1406

Summary: Major credit to Joel Firmin for driving this one – adding 146 followers this season is a feat. This has become a good, diverse platform for Hamilton Lacrosse communication.

g. Tournament Director/2020 Super Series ~ Lisa Coles

- Super Series was scheduled to take place July 3-5, 2020.

NEW: PAPERWEIGHT division was added with 4 teams  
INTERMEDIATE division was added with 4 teams.

Registrations:

- a. PAPERWEIGHT division was FULL (4 teams)
- b. Tyke division was FULL (8 teams)
- c. NOVICE division was FULL (8 teams)
- d. PEEWEE division was FULL (8 team)
- e. BANTAM division was FULL (8 teams)
- f. MIDGET division was FULL (8 teams)
- g. INTERMEDIATE division was FULL (4 teams)

100% Refunds were given to all teams who had registered. New medals were designed. Deposit was made but will be carried over to 2021 Super Series medal order. Participant gift had been decided upon (at a great price point) but no purchases or deposits were made.

h. Jr B Bengals ~ Gary Gallant

- As most others the Jr B Bengals entered March 2020 full of optimism for the upcoming season. Pre-season runs had started, attendance was good, the team was looking fast and athletic. Then we received the notice to shut it down, hopefully temporarily. The OJBLL Council met remotely many times and kept altering the schedule with multiple start dates and formats. At the end of the day, we were one of the last leagues to cancel our season when it became apparent that we could not fashion a workable schedule. Some items of note from the 2020 season. 1. Floor Time - we still have 6 hours of floor time that we had paid for that are being transferred to the 2021 season. We have been in discussions with the ILA and they are holding the floor time as a carryover. 2. Pre-season - we were paid and booked in a pre-season tournament. This payment will also transfer over to the next season. 3. Equipment - Equipment and uniforms had been ordered for the 2020 season. Luckily production was able to be halted and moved to 2021 on the soft goods. Helmets had been ordered and shipped before the shutdown so they are ready for the 2021 season. 4. Sponsorship - two sponsorships were paid for the 2020 season. These will be carried forward to the 2021 season. We had two other commitments that were not paid for in 2020 and we are hopeful these businesses will be in a position to join us for 2021. Flipgive the club enrolled in Flipgive as a fundraiser and have raised a little over \$300 to date. This avenue needs to be pushed harder as it is a relatively easy way to fundraise. We have not used the funds yet but will in 2021. 5. Fee - the club was up to date with their fee payments to both the OLA and the Jr B Council at the time of shutdown. OLA registration has been transferred from 2020 and credited towards 2021. Jr B Council fees were reduced significantly for 2020. 6. U22 - one of the major considerations to come out of discussions is a Jr B Council OLA Amendment to raise the junior eligibility age to 22 from 21. There have been a number of developments that have occurred since this motion was first voted on and submitted to the OLA. The Jr A league has decided to go to the U22 eligibility with or without the OLA's blessing. This was not what the Jr B Council had been told prior to the motion being made. At the time of the discussions, talks had taken place with people in New Brunswick, Saskatchewan,

Alberta and British Columbia, all these junior leagues were looking at the same changes. After this occurred the CLA announced that they would not entertain this until the LTAD made their report which is now due in May 2021. B.C. has decided to not do anything until after the LTAD committee reports next year. If Ontario were to be the only province to move this way any 22-year-old that was playing would be ineligible for either the Minto or Founders Cup tournaments. Another point that has been raised is that hockey and football are 20 and under for junior, that there is a possibility the LTAD and the CLA decide to move in this direction. In light of the moving pieces the Bengals along with a number of other Jr B teams will not be supporting this motion at the AGM. The Senior leagues are opposed, the Jr C league is opposed. The Jr A league and some Jr B teams are in favour. The request was this be a junior to major vote only but with the potential impact on intermediate lacrosse the OLA may not allow it.

- i. Director of House League Operations ~ Jodi Dean  
No report as no House League Season due to the Covid shut down
  
- j. Director Girls Field ~ Jen & Bill Moore
  - Jen & Bill thanked everyone who helped this season. Special thanks were given to Brent and Tara Holdsworth who not only helped with out RTA clinic in the summer but were key to helping run our Winter Skills Program. 2020 was the 10th anniversary of girls' field lacrosse in Hamilton. We started with one U13 team of 15 girls competing in the Ontario Women's Field League (OWFL) in 2011. The 10th season had us committing to five competitive rep teams (U11, U13, U15, U19 and senior). We were also running a house league division which would have been in its third year in 2020. A new goal this season was to also have a U9 select team participate in the OWFL playdate schedule. We ran the Winter Skills Clinic from January to March. We had registrations of up to 30 players at the clinic this winter. Unfortunately, the program was cut a little short due to the COVID-19 pandemic and ultimate shutdown of local sport. We also ran into some venue issues this season due to the shortage of indoor field space in Hamilton. That issue remains to be solved. We will need to look at cost increases and hope going forward we can work with some venues to secure better indoor facility and a regular schedule for player participation. We did not have plans this season for running any OWFL game play in Hamilton. We were not able to secure field time from the city in time to apply. Everything was shut down starting in March for all our programs.

Registrations were either refunded or moved forward to next season. Once the City of Hamilton opened fields for activity this summer, we were able to get a program going for a limited number of players. We sold out the event. We were restricted to how many players on the field

k. Director of Boys Field ~ Brent Love

- Although our 2020 field season ended up being cancelled before we had a chance to play any games, we still had some positive takeaways from the season. Our registration was up and running and our numbers were looking great, we had teams registered for all age groups from U9 through to U17 and the kids were looking forward to another fun season. We were especially pleased with the registration numbers for the U9 and U13 age groups, which were both to the point of almost being able to add a second team in their divisions which will hopefully carry over into 2021. We were able to get our tryouts started at the ILA starting in late January, and had completed 7 weeks of tryouts by March when the shut downs began. We had a good attendance for all age groups at the tryouts but were struggling for U11 players, but that was starting work itself out towards the end, and will be something we will address ahead of time next year to ensure we have good numbers for that age group. I'm looking forward to the 2021 field season and we will hopefully be able to run the season on schedule this time and offer the HLA players a full season of field lacrosse!

4. Awards:

No awards were handed out due to Covid/No Season. However, HLA's House League Director Jodi Dean was recognized by Zone 9 for her 30+ years of service.

5. Constitutional Amendments 2020 ~ No Amendments due to Covid/No Season

6. Elections for 2020 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

House League Director – Jodi Dean

Boys Field Director – Brent Love

Girls Field Director – Jen & Bill Moore

7. Adjournment – Motioned by Stacey Holditch and seconded by Jodi Dean – carried.

Attendees: Greg Gillis, Joel Firmin, Jennifer Pate, Stacey Holditch, Deb McVicar, Chris Sanislo, Craig Wesley, Jodi Dean, Ashley Duxbury, Ty Reidy, Brent Love, Jennifer Moore, Bill Moore, George Montague, Ryan Cook, Jim Jackson, Darcy Jackson, Gary Gallant, and Corey Stringer.