



SJSC Annual General Meeting

Sunday, November 7th, 2021
1pm @ Nick Nicolle Community Center.

1. Welcome.

Meeting called to order by Guy Verna, club President.

2. Attendance/ Introduction of Board Members.

Board Members in attendance: Guy, Cuilean, Ben, Cynthia, Richard, Heather, Mark Coakley (TD) **Regrets:** Mark Fournier

Club Members in attendance: Tim Ringuette, Seth Asimakos, Jas Gill, Chris Pelkey, Katie Boucher

3. Motion for approval of last Board Meeting Minutes.

Motion put forward by Cuilean to accept the minutes from the 2020 AGM, motion seconded by Richard.

4. Executive Reports

President - Guy Verna

- By taking the club lead December 2019
- I started this position with many challenges to overcome and we have done our best working on each and everyone of them.
- Our board is focused and has the drive to turn things around. We faced many obstacles, we have Hired a new TD, he is a great fit for our club.
- Having to deal with COVID was not an easy task for all of us, but we were fortunate to be able to supply a safe environment for our teams and players that Providence had mandated. Over summer our program looked very different from past years due to COVID guidelines but we were fortunate to offer programs from U5-U18 groups. Our Fall program was very successful with full groups from grassroots up to our adult program and it is projected that our Winter Program from grassroots to adult will be just as successful, if not better at the Field House.
- We were able to hire Two (2) summer students, which was a great asset this year and hopefully to have them back next summer.
- Here we are, Two (2) years later by offering many programs at the Field House.
- A senior league with 16 teams in total women's and men's.



- Summer & Fall leagues were created with success, the purchase of twelve (12) new nets added at Shamrock park as gave us the opportunity to use the Emmera turn in almost full time.
- We had the opportunity to use Samuel de Champlain field for our u13 and U15 groups for free.
- A referee program was developed in summer 2021 with the success of having 17 new youth referees. Our referee coordinator will present you he's report.
- We are working to develop the core mission of the Club
- We have obtain certification from CSA and still working on other certification
- One of the next Goal is to develop a Youth tournament during summer time and winter also an Adult tournament.

Vice President - Cuilean Hendra

Cuilean shared the current state of the club's strategic plan development. See attached for details.

Treasurer - Cynthia Young

This year we were able to make some much needed equipment purchases. We purchased the following goals:

4 - Futsal Goals \$2270.10

4 – 6.5' x 18.5' Goals with wheels \$14,838.45

8- 6.5' x 12' Goals \$14,961.50

12 – 4' x 6' Goals \$17,002.75 (on order will arrive in December)

Total cost \$48,617.80

We also purchased new ball bags, equipment bags, adult and youth pennies, balls, pumps, and carts.

Our youth coaching program was a success with a total of **\$8500** credits being distributed:

Winter \$2375

Spring \$1000

Summer \$4000

Fall \$1125

We also offered a \$100 credit to adult coaches during the summer for a total of **\$2000**

All coaches received t-shirts and the competitive coaches received polos and ¼ Zips.

We invested heavily in Referee Training by covering the cost of training and uniforms for youth referees. Rich will have a more detailed summary of this program.

The club covered \$3025 in registration fees, invoiced PROkids a total of \$30,970 and received \$475 from Jumpstart.

Prokids Summary



Winter \$5735
Spring \$1565
Summer \$21,590
Fall \$2080

The following is a break down of the Field expenses for the year.

Grass Rental \$4657.79
Turf Rental \$47,680.21
Fieldhouse Rental \$77,150.69
Maintenance \$2258.91

Total Field Cost \$131,747.60

5. Coordinators Reports

Technical Director - Mark Coakley

Winter Excel and Grassroots Programs:

Grassroots (U5, U7, U9) boys and girls
Development (U10/U11) boys and girls
Advanced (U12/13) boys and girls
High Performance (U14/U18) boys
Keeper Academy

Spring Grassroots and Competitive Placement:

U7 boys and girls
U9 boys and girls
U11/12 boys and girls
U13 boys and girls Competitive Placement
U15 boys and girls Competitive Placement
U17 boys Competitive Placement
U18 boys and girls Competitive Placement

Summer Grassroots:

Irving Oil fieldhouse - U5 boys and girls, U7 boys and girls, U9/U12 Academy
Shamrock#1 Turf Field - U5 boys and girls, U7 boys and girls
Shamrock#2 Grass field - U9 boys and girls
Rothesay Netherwood School - U5 Coed, U7 Coed, U9 Coed
Grand Bay - U5 Coed, U7 Coed
Summer Recreation U13/U16 7v7 boys and girls

Summer Competitive:

U12AA boys and girls
U13AAA boys and girls
U15AAA boys and girls



U17AAA boys
U18AA girls
Keeper Academy

Winter and Summer Camps:

Christmas Skills Clinic
YMCA Sports Showcase
U12/13 Attacking Skills
U12/13 Shooting Skills
U12/13 World Cup
Middle School Tryout Preparation Camp
High School Tryout Preparation Camp

Fall Season Shamrock#1 Turf:

U5 boys and girls
U7 boys and girls
U9 boys and girls
U10/U11 Golden boys and girls
U12/U13 Development boys and girls

2021-2022 Winter Season Irving Oil Fieldhouse:

Grassroots - U5 boys and girls, U7 boys and girls, U9 boys and girls
U10/U11 Golden boys and girls
U12/U13 Development boys and girls
U14/U17 Advanced boys and girls
University Preparation Program boys and girls
Keeper Academy

New Programs:

U9/U12 Academy boys and girls
Rothesay Netherwood School Grassroots location U5, U7, U9
7v7 Recreation league boys and girls
Rebranded High Performance (HP) to University Preparation Program
First year for UPP girls

Field/ Facility Coordinator - Ben Curry

This last year has seen this position expand greatly in size and scope. The biggest addition has been that of the Fieldhouse, and that opportunity has resulted in our total field cost going from under \$40,000 to over \$130,000/year. It is important that we continue to manage this, and invest strategically in key fields/facilities while ensuring that we don't pay for field time and not use it. We are now the biggest field user at the Fieldhouse, and will continue to work on market share of that facility. Expansion to RNS, UNBSJ and the maintenance partnership at Shamrock #2 field were some of the other big successes this year. The loss of Lowell field was disappointing, as that was a key field in our inventory, and there may be a period of waiting to see who ends up



owning that property and if we can still use it as a soccer field. The arena was deemed to much in disrepair to buy, and unfortunately the field was bundled with the arena as one property.

Future opportunities in this role for the 2023 time period:

- Firming up a partnership with Islandview field
- Firming up a partnership with River Valley field
- Expansion of summer programs at the Irving Fieldhouse
- Consideration of spring or fall programs at the Irving Fieldhouse
- Expansion of summer programs at RNS
- Getting Shamrock #3 designated as a 'light use' field and paying for additional maintenance.
- Getting storage facilities at the Shamrock Complex
- Potential take over of Lowell field and/or Beaconsfield field or any other opportunities that come up

From the Constitution, in Section 15.10 The Field / Facility Coordinator shall:

- Attend all Board meetings of the Association; **95%+ attendance at SJSC meetings.**
- Book field and facilities as requested from the Technical Director. **Worked with the TD and other coordinators and field capacity and inventory was sufficient for the past year.**
- Cancel field and facility bookings at least 72 hours in advance when they are not going to be used. **This has been a focus again. There was some wastage (fields booked but not used) which will happen due to schedule changes, weather or lack of participants for a given program, but very little as compared to the past.**
- Handle contact with all parties involved in securing and releasing fields and facilities. **Worked with coordinators to ensure this was done.**
- Be the contact point for maintenance, safety or any other field/ facility issues. **This has been done over the past year. Little in the way of safety hazards this year.**
- Develop a long term strategy for field and facility bookings. **-The long term strategy has been progressing. One of the important areas of growth this year has been diversifying our field inventory so that we are not reliant on one supplier. Currently we have opportunities with District 8 (Millidgeville #2, #3 fields, partnership on Islandview field), the French district (Sam de Cham field), RNS field, City of Saint John (Shamrock #1, 2, 3), UNBSJ and the Irving Fieldhouse. The fieldhouse was used as a trial for summer east side bookings (U5/U7 and U9/U12 academy programs) with good feedback.**
- Work with municipal and district officials to support field maintenance. **-This has been the biggest challenge area. Standard field maintenance requirements have been communicated to stakeholders. Meeting recently held with City officials and VP to get alignment and a further opportunity may be available for Shamrock #3 field. For Shamrock #2 field, we paid extra money to have additional maintenance on the field, and in exchange the City is keeping it as a 'light use' field (i.e. no rugby/football). Sam de Cham partnership with Arcf is keeping the maintenance on that field to a standard, and we are providing the lining for that field using the field lining machine. Partnerships starting with River Valley field and Islandview field to get additional maintenance (in progress).**
- Report to the Vice President prior to board meetings to provide updates on their areas for



Executive Report. **-This has been not consistent, and will be a focus area in the future, although the VP has been informed on areas of responsibility.**

In addition,

- I led the summer U9 and U12 groups, which were all based centrally at Shamrock #2 field in the North End. The program was a great success, and there were many benefits obtained by having the central location.
- Involved with the Adult leagues, including leading the adult coed and men's 7x7 recreational groups. The men's 7x7 rec group was new this summer and had good engagement.
- Led the boys grassroots winter group at the Fieldhouse in 2020/21, with 6 HP/Advanced Boys involved in the mentorship program.

Referee Coordinator - Rich Mitchell

Winter

2021 was the first year that we were able to get the referee development program started. In 2019 we began the program and certified 4 new referees but with no development to help them out. As SJSC as a whole progressed in to 2020, we faced a difficult season to try to develop referees. There were no games being played so we decided to cancel a 2020 referee course. Three kids from the club took the course on their own, but did not get to referee due to the COVID-19 pandemic.

In late winter 2021, I spoke with different SJSC training groups to recruit kids that were interested in becoming a referee. I explained to all groups all the benefits of becoming a referee. We had 16 kids that reached out and signed up for the program. The Executive Members of the Board applied for grants through Sport NB that allowed us to pay for all of our interested members attending the course.

Spring

In April 2021, Soccer New Brunswick hosted the course online for our club. 13 of the 16 kids that had expressed interest in the program, ended up taking the course. It was a two-day course with a 4 hour on field practical session. The on-field session was held for all new referees in the South zone (Sussex to St. Stephen), which had 20 attendees. Two were sponsored by Charlotte County Soccer Club, two from Hampton Soccer Club, 13 from SJSC and 3 were doing it on their own. All of our kids passed the course.

During the SJSC Spring programming we were able to provide opportunities for the new officials to have some on field practice before the leagues started. All new referees were able to go 3 times a week to practice officiating during the U10 and U12 sessions. Myself along with a few other senior officials mentored these kids and helped them every session. Most kids came out for the experience with some attending more than others. This was a great way to give new referees some confidence before going out to referee on their own. With the amazing effort and



enthusiasm these kids showed without getting paid, the club executives decided to pay for their referee uniforms.

Summer

Throughout the summer, our new officials were used more than any other previous season I can remember. Some of our referees had a bit more confidence than others and were able to start without help. For the ones that needed a bit more experience, I helped them every Tuesday/Wednesday during the U9 programs at Shamrock Park. I also tried to hold a referee training session but only 3 attended. I found the training sessions to be a challenge as referees were committed to so many games to officiate, and all of them are also players on our competitive teams.

I also made myself available to our new referees to go and mentor them during the summer. Some took advantage but most did not. We had some of our new officials, referee U13 AAA games in their first year and most were assistant referees for all ages of competitive AAA soccer.

The Telegraph Journal approached SJSC about doing a series of stories on the club. Our Vice-President suggested that the Referee Development should be the first story. This was a great opportunity to have the city and province see the effort our club has made to promote and develop referees.

Fall

In the Fall, no activities were planned as kids were heading back to school and playing soccer for their school teams. There aren't many opportunities to referee in the Fall for younger officials because of their age and commitment to school soccer teams. We did have second year officials that were referees, fourth officials and assistant referees at the university level.

Moving Forward

We will be exploring the opportunity and interest in more training sessions. SJSC will be playing exhibition games during the winter, so there is an opportunity to use those games as training sessions for referees.

We will look to start the process again by talking to winter training groups to recruit potential new referees.

We will also be exploring the recruitment of senior officials to assist with the mentoring in the Spring and Summer. We may also look in to a club member becoming a referee course facilitator and assessor to help with further in-house development of our referees.

In three seasons the SJSC has developed 20 new referees for the province with 18 of them still officiating. We lost two members to other clubs and usually we will have three to four officials lose interest every year.



I really enjoyed this season working with all the new referees and see them develop. I believe the key parts to the success was the support from the club and executives and the “spring training”. The experience the kids had in the spring has never been done in this city before.

IT - Heather Morrison

- Maternity leave July 2020 to March 2021
- Spring, summer, fall, and winter teams built in PowerUp
- Spring, summer, fall, and winter schedules set up in PowerUp
- Provided support where required for PowerUp, website or G-Suite including training students
- Captured police checks and course completions in PowerUp where provided
- Took refresher courses for PowerUp administration
- Managed scores and discipline for summer and fall adult league
- Attended meetings where possible (mostly virtual)
- Participated in summer and fall adult soccer programs

Head of Fundraising /Sponsorship - Mark Fournier

Saint John Soccer entered a three-year partnership with JD Irving Ltd. As part of the agreement, JD Irving Ltd.'s logo was added to our U13-U18 competitive jersey's.

The first SJSC Raffle was a huge success. The raffle was sponsored by Ocean Capital investments and Saint John Energy. The total amount raised after expenses was \$14,322.49. Money raised from the raffle helped offset the cost of equipment, coaches training and field fees. Looking forward to an even bigger raffle for the summer of 2022.

The three 6/49 50/50 draws raised \$567.52 for the low-income fund.

Goals for 2022

- Increase corporate sponsorship
- Start an online 50/50 draw
- Take the raffle to a new level with more corporate involvement

6. Election of new Board Members

The following positions on the board are open for nominations from the floor:

President - Guy Verna was nominated by Cynthia (accepted by acclamation)

Secretary - Jas Gill was nominated by Richard (accepted by acclamation)



Competitive Coordinator - remains vacant

Grassroots Coordinator - Katie Boucher was nominated by Ben (accepted by acclamation)

7. Other Business

- Request for the board to investigate the option for members at large (in attendance) to be included in the election of new board members at the AGM. This is not specified in the current constitution. (Seth A)
- Suggestion to present player numbers by program and other key metrics
- Guy shared the work the club has completed so far on developing a strategic plan including the vision, mission, core values, and strategic pillars
- Request to consider having members-at-large positions on the board. This is not specified in the current constitution. (Chris P)
- Discussion about other clubs operating similar programs inside the city of Saint John. Board members updated the group on the ongoing complaint filed with SNB against SJSC following the start of the program at RNS. This complaint has led to some discussion of developing geographic boundaries by SNB, no decision had been handed down so far.

8. Adjournment

Guy motions for the AGM to be adjourned, Heather seconds the motion.