



**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 Board Minutes**

Saturday December 1, 2018  
10:00 AM – 4:00 PM

ASA Office,  
9023-111 Avenue,  
Edmonton AB T5B 0C3

Call In info:

**1-866-613-5223**

**Access Code – 8068804**

**Chairperson Code - 6571132**

**In Attendance:**

Shaun Hammond, President  
Julie Beschell, Director of Finance  
Adam Berti, Director-at-large  
Shaun Lowther, Executive Director

Danny Bowie, Vice President  
Jeannie Hawksworth, Rural Director  
Maureen Keough, Director-at-large

**Absent w/ Regrets:**

David Onderwater, Director-at-large  
Brad Antoniuk, Public Director

Kristina Segall, Rural Director

**Call to Order**

*M549 Motion: Call meeting to order*

**M/S/C**

**Meeting was called to order at 10:00am**

**1. Approval of Agenda**

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**2. Approval of Minutes**

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- a. September 8, 2018

**3. Review of Action Items**

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**4. Committee Updates & Reports**

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**A. Committee Reports**

- a. Finance Committee
- i. Finance Committee Report
  - ii. Membership Fees Committee
  - iii. 2018-19 Auditors



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- b. Governance & By-laws
  - i. Governance Committee Report
- c. Technical Development
  - i. Technical Committee Report
- d. Referee Development
  - i. DRA Honorarium
  - ii. RDC Board Report
- e. Competitions Committee
  - i. Competitions Committee Report
- f. Development of Women in Soccer
  - i. Nothing to Report
- g. Strategic Planning Committee
  - i. Update
- h. Nominations Committee
  - i. Update
  - ii. Confirmation of New Committee Member
  - iii. Board Members Term Expiring
- i. Membership Communications Committee
  - i. Name Change to incorporate Marketing
  - ii. Quarterly Newsletter
    - 1. Proposed Dates of Distribution
    - 2. Template Examples
    - 3. Content

## 5. Other Business

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- a. 2018 Fall Planning Meeting Review
- b. 2019 AGM
  - i. February 22-24, 2019
- c. Operational Plan 2018-19
- d. Central Registration Update
- e. Human Resources
  - i. Amendments to HR Manual
  - ii. Staffing Update
- f. Canadian Premier League
- g. Canada Soccer
  - i. Club Licensing Update

## 6. Next Meeting (s)

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- a. Audit Approval Conference Call
  - i. January 19, 2019
- b. Alberta Soccer AGM



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- i. February 22-24, 2019  
Premier Best Western, 1316 33 Street NE, Calgary, AB, T2A 6B6

## 7. Adjournment

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M550      *Motion: To approve the Agenda with the addition of item 4.A.a.iv – Finance Committee Terms of Reference.*  
M/S/C

## 2. Approval of Minutes

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- a. September 8, 2018

M551      *Motion: To approve the September 8<sup>th</sup>, 2018 Minutes*  
M/S/C

## 3. Review of Action Items

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Action items were Reviewed and Action Item A457 was discussed regarding Friday night games between YYC v YYC teams and YEG v YEG teams to possibly play this game in their Home City prior to travelling to Provincials to save on Hotel Costs. Logistics could prevent this but could competitions Co-ordinator review.

## 4. Committee Updates & Reports

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### 1. Committee Reports

#### a. Finance Committee

- i. Finance Committee Report

#### Highlights of discussion:

1. Past decisions –
  - a. Subsidy of Younger Age Groups
  - b. Change from Even to Odd Age GroupsContinue to effect membership revenues even though membership registration numbers have increased.
2. Communication to the membership is essential.
3. Difficult to quantify the membership fees for each age group and tier but Finance Committee will attempt to separate Actual Mandated Costs vs Additional Programming Costs for each age group and tier.
5. Additional fees to Membership to be value driven.
6. Canada Soccer Fees will be separated out from Membership Fees.
7. To assist the Budget process attempt to follow the Canada Soccer model by calculating Membership fees for the current year on Registration numbers from 2 years prior reporting to address the issue of fluctuating membership Revenue.
8. Attempt to move to a 3-year Budget Process.



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M552 *Motion: To accept the Finance Committee report as presented*  
M/S/C

ii. Membership Fees Committee

Several action items resulted from the Fall Planning meeting and the Finance department is in the process of completing these action items as highlighted in the Finance Committee report.

iii. 2018-19 Auditors

M553 *Motion: To recommend Givens LLP as the ASA Auditor for 2018-19 fiscal year for presentation to the ASA Membership for Approval.*  
M/S/C

iv. Terms of Reference

A459 *Action: To review Terms of reference for the Finance Committee to possibly add Potential Future Candidate for the ASA BOD as a member of the Finance Committee.*

**b. Governance & By-laws**

i. Governance Committee Report

M554 *Motion: To accept the Governance Committee report as presented*  
M/S/C

**c. Technical Development**

i. Technical Committee Report

Highlights of discussion:

1. Discussion on the benefit of publicizing key matches between Alberta Soccer programs FC Edmonton REX vs Whitecaps South REX, Provincial Team Matches

M555 *Motion: To accept the Technical Committee report as presented*  
M/S/C

**d. Referee Development**

i. DRA Honorarium

M556 *Motion: To accept the RDO's recommendation to adjust DRA Compensation to be Performance based.*  
M/S/C

ii. RDC Board Report

Highlights of discussion:

The importance of the following:

1. Promotion of Younger Referees to higher levels of play.
2. Regional to Provincial Level Barriers



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- a. Fitness, Ability, Financial, Attrition to other sports due to difficulty of pathway, game management training, demands place on refs
  3. Mentorship/Instructors/Assessors – what are the strategies to transition older Referees in to these roles?
  4. Female Referees – Safety Issues: Male Players being inappropriate
- M557 Motion: To accept the RDC Board report as presented*  
*M/S/C*

**e. Competitions Committee**

- i. Competitions Committee Report

Highlights of discussion:

1. The importance of National Championship teams being better prepared prior to attending the competition. Is there anything further that ASA could do to assist them

*M558 Motion: To accept the Competitions Committee report as presented*  
*M/S/C*

- f. Development of Women in Soccer
  - i. Nothing to Report

- g. Strategic Planning Committee
  - i. Update

Highlights of discussion:

1. Survey to be completed for distribution in January/February
2. Looking at other NSO, PSO Survey's as Templates
3. Facilitation of a Strategic Planning Meeting at the AGM to solicit feedback from the Membership.

- h. Nominations Committee
  - i. Update

Highlights of discussion:

1. Board recommended skillsets:
  - a. Communications/Social Media
  - b. Legal
  - c. Strategic Planning
  - d. Human Resources
  - e. Finance

- ii. Confirmation of New Committee Member

*M559 Motion: To confirm the appointment of Tommy Phillips to the Nominations Committee.*  
*M/S/C*



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- iii. Board Members Term Expiring
  - Shaun Hammond – Seeking re-election as President
  - David Onderwater – Not returning
  - Adam Berti – Seeking re-election as Director-at-large
  - Kristina Seagall – Not returning

*A460 Action: To review Terms of reference regarding the Past President role on the BOD.*

- i. Membership Communications Committee
  - i. Name Change to incorporate Marketing

Highlights of discussion:

1. It was noted that the Membership Communications Committee was formed to manage communications that will be developed for the Membership's Central Registry.
2. An additional Committee to be formed to focus on Marketing and Communication initiatives to the General Public and Alberta Soccer Stakeholders.

*A461 Action: Maureen Keough and Shaun Lowther to develop Terms of Reference for Marketing Committee.*

- ii. Quarterly Newsletter
  1. Proposed Dates of Distribution
  2. Template Examples
  3. Content

Highlights of discussion:

1. Suggested dates of distribution; March 15, June 15, September 15, December 15
2. Important that the newsletter be relevant with engaging content.

## 5. Other Business

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- a. 2018 Fall Planning Meeting Review

Highlights of discussion:

1. Information to the membership to be sent out as early as possible.

- b. 2019 AGM

- i. February 22-24, 2019

Highlights of discussion:

1. Schedule presented, and the BOD requested that the meetings should include more facilitation.
2. Schedule to be adjusted to allow for more joint sessions rather than split sessions.
3. Planning is well underway.
4. John Herdman confirmed as keynote speaker.



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## c. Operational Plan 2018-19

### Highlights of discussion:

1. Most Actions, Outcomes and KPI's are complete leading in to the final year of the Strategic Plan.

*M560 Motion: To approve the Alberta Soccer Operational Plan for 2018-19 as presented.  
M/S/C*

## j. Central Registration Update

### Highlights of discussion:

1. Partnership with Stack Sports announced, very favourable pricing negotiated.
2. Full implementation expected for the indoor 2019-20 season.
3. Following privacy concerns with Email provision raised by a member of the Association, Alberta Soccer contacted Canada Soccer for clarification. Canada Soccer confirmed that Alberta Soccer is compliant with Privacy legislation relating to the collection of Data from its membership.
4. The Alberta Privacy Commissioner Office was also contacted and confirmed verbally that Alberta Soccer is compliant.

## k. Human Resources

### i. Amendments to HR Manual

*M561 Motion: To approve amendments to the Alberta Soccer HR Manual.*

### ii. Staffing Update

#### Highlights of discussion:

1. Jim Loughlin has been Head-hunted by Canada Soccer and has accepted a position with their Technical Department as their "Master Coach Developer"
2. Claire Patterson has been hired as a part-time Coach Education Programs Assistant.

## l. Canadian Premier League

### Highlights of discussion:

1. Inclusion of FC Edmonton and Cavalry FC Developmental teams in to the AMSL to be discussed at upcoming meetings with the AMSL teams in Edmonton and Calgary.



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- m. Canada Soccer
  - i. Club Licensing Update

Highlights of discussion:

1. National Youth Club Licence applications to be reviewed over the Christmas break.
2. 14 Alberta Clubs to be reviewed.
3. Final review to be completed and results communicated to applicants in February 2019.

**B. Next Meeting (s)**

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- a. Audit Approval Conference Call
  - i. January 19, 2019
- b. Alberta Soccer AGM
  - i. February 22-24, 2019  
Premier Best Western, 1316 33 Street NE, Calgary, AB, T2A 6B6

**C. Adjournment – 2:00pm**

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*M562 Motion: To adjourn the BOD meeting*  
*M/S/C*

**Summary of Motions:**

*M549 Motion: Call meeting to order*  
*M/S/C*

**Meeting was called to order at 10:00am**

*M550 Motion: To approve the Agenda with the addition of item 4.A.a.iv – Finance Committee Terms of Reference.*  
*M/S/C*

*M551 Motion: To approve the September 8<sup>th</sup>, 2018 Minutes*  
*M/S/C*

*M552 Motion: To accept the Finance Committee report as presented*  
*M/S/C*

*M553 Motion: To recommend Givens LLP as the ASA Auditor for 2018-19 fiscal year for presentation to the ASA Membership for Approval.*  
*M/S/C*





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- M554 *Motion: To accept the Governance Committee report as presented*  
M/S/C
- M555 *Motion: To accept the Technical Committee report as presented*  
M/S/C
- M556 *Motion: To accept the RDO's recommendation to adjust DRA Compensation to be Performance based.*  
M/S/C
- M557 *Motion: To accept the RDC Board report as presented*  
M/S/C
- M558 *Motion: To accept the Competitions Committee report as presented*  
M/S/C
- M559 *Motion: To confirm the appointment of Tommy Phillips to the Nominations Committee*  
M/S/C
- M560 *Motion: To approve the Alberta Soccer Operational Plan for 2018-19 as presented.*  
M/S/C
- M561 *Motion: To approve amendments to the Alberta Soccer HR Manual.*
- M562 *Motion: To adjourn the BOD meeting*  
M/S/C

**Meeting was adjourned at 2:00pm**

**Summary of Action Items:**

- A459 *Action: To review Terms of reference for the Finance Committee to possibly add Potential Future Candidate for the ASA BOD as a member of the Finance Committee.*
- A460 *Action: To review Terms of reference regarding the Past President role on the BOD*
- A461 *Action: Maureen Keough and Shaun Lowther to develop Terms of Reference for Marketing Committee.*