



# Brampton Excelsiors Lacrosse Club

## Minutes of Board of Directors Meeting on Monday May 8<sup>th</sup>, 2023

**Call to Order:** 7:09 pm

**Present:** Matt Bowman, Glenn McClelland, Keith Slinger, Ron Evans, Bob Boddam, Rick Garcia, Kelley Ferreira, Keivan Campbell, Jason Fancett (via Zoom), Chris Lowe (via Zoom), Wes Jacson (via Zoom)

**Regrets:** Dave Succamore, Clint Nickerson, Dan Teat

**Absent :** Brent McCauley

### **Approval of Agenda :**

**Motion to adopt the agenda.**

**Motion: Matt**

**Second: Glenn**

**CARRIED**

### **Approval of Minutes:**

**Motion to approve the previous meeting's minutes**

**Motion: Keith**

**Second: Ron**

**CARRIED**

### **President's Remarks:**

- Not much to discuss.
- Would like to present the President's Award before home opener for Majors. Reconsidered however because it will likely be a hectic day as it is, will look at other games early in the season. Also have to meet with Executive Committee to decide on Wanless and Thompson Award winners.
- We should have a Life Member recognition night at a game. Keep track of all the Life Members who attend and recognize them during the game.
- Opening at Jr. B game was very long. We should considered removing the Haudenosanee anthem and land acknowledgement except for games again indigenous teams.
- Matt disagrees, there are indigenous players spread throughout the league, and this is an indigenous sport, we should keep these to honour and respect that.
- Board discusses and agrees that we can continue with either the anthem or acknowledgement at all games. Matt would like the anthem, most would like acknowledgement as it is shorter.

### **Treasurer's Report:**

- Will send May report, as well as April's to Matt to include in the minutes (see Appendix A & B).



# Brampton Excelsiors Lacrosse Club

- Total working capital among all accounts is currently \$70 864.76

## **Team Reports:**

### **Jr. B:**

- Sponsors are all in order.
- Team has started the season 1-3.

### **Jr. A:**

- About half the sponsors confirmed. Should be getting more as players come back from school.
- Exhibition game against KW on Thursday

### **Majors:**

- Keith has accepted role as Assistant General Manager to help out Dan.
- Matt is also assisting to get things in order before the start of the season.
- Looked over protected list, as well as other potential players to reach out to. Still need to contact a number of them to confirm they will play, should have enough to field a team. Decent looking defence, offence may be weak.
- Two pre season runs scheduled for Wednesday and the following Tuesday. Not ideal but important to get some floor time before the season starts.
- 4 players have been sold to other leagues (we retain MSL rights): Cam Dunkerley, Phil Caputo, Adam Weidemann, Jake Boudreau. Players all wanted to go, didn't want to deny them opportunities. Should all return next year.
- Matt and Keith estimate it will cost \$65 000 - \$80 000 to run the team this year at minimum, based on previous financials.
- Have enough cash to get started, but it will not last long.
- Tommy will return as equipment manager, Christine will be our trainer.
- We need to take care of our players, make sure they want to play and are showing up to every game. Cover travel costs at the very least.
- League fees are paid. Dan believes there may be more fees owed, but will look more into this.
- Keith will attend MSL Board of Governors Meetings.
- Matt has got season passes printed. Selling them for \$60 each. Just shy of \$1000 worth so far. They will be available at the door, but Matt would like to sell as many ahead of time as possible.
- Sponsorships are much needed. This should have been done months ago when committee was formed.



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- Because time is running out, and no communication from committee, Matt has put together a sponsorship package, has been knocking on doors and reaching out to contacts, no luck so far.
- Brannon Steel has changed policies, cannot sponsor a team anymore unless an employee is playing. They did however buy \$500 worth of season tickets to give to employees.
- Jeff Bowman is also working on finding sponsors. May have a couple big ones, but they have not confirmed yet.
- Glenn concerned over the high price offered for sponsorship. Matt and Keith agree this is needed due to the high cost of running the Majors.
- \$500/jersey will only raise about \$12 500, nowhere near what we need.
- We need to sell as many sponsors at this price as possible. If we cannot sell any more, we can lower the price to fill in jerseys.
- Ron will reach out to city contacts to find sponsorship and/or sell tickets.
- Beer gardens will also be vital for raising money.
- A's and B's will not be running a beer garden, Majors will have to. Dum Dum's has offered their liquor licence to use, Keith will reach out to confirm details.
- Matt is trying to reach a local brewery as a sponsor to feature their beer.
- Ultimately needs butts in seats. Many of the free game passes have been handed out.
- Matt is working with minors to get teams out to games. Act as ball boys, fist bump players as they come out, stay on the floor for the anthem, and play a mini game during the intermission.
- A team of players and parents should help fill in a big chunk of the crowd. Players will get in free, parents will be half price.

## **Men's Field:**

- Things are a little hectic right now. Will have more to report next month as we get closer to the season.

## **Committees and Events:**

### **Golf Tournament:**

- Everything has been arranged. Only issue is the silent auction. Course wants us to set it up later on, Keith wants to have it set up during lunch so everyone can get a look ahead of time.
- Kelley is working on hole sponsors. Signs will be a minimal cost. Keith will follow up with previous sponsors we already have signs for.
- Keivan has prepared a small social media advertisement, will send to Matt.



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- Keith will need help with registrations due to his new roles with the majors. Kelley may be able to help

## **Marketing and Promotion:**

- Matt has reached out to a Brampton based indigenous artist, Todd Jamieson, about designing an indigenous heritage Excelsiors' jersey. Todd quoted \$300 for the work, we would own all rights to the design.
- Would like each team to hold an indigenous heritage night, wear the jerseys for warm ups, and raise money for a charity.
- In June, all our teams play against an indigenous team within a week. Matt would like to reach out and work with these teams to ensure we send the proper message, to help attract more attention, and to get their input on what charities to support.
- Talked with Chris previously, estimated roughly \$50/pc for simple sublimated jerseys, all we would need for warmups. Each team could use the same set of jerseys, no names or numbers. Jerseys could be reused next year or sold off after as an additional fundraiser.
- Concerns that the club cannot afford the cost of an extra set of jerseys right now, but a heritage night is a fantastic idea.
- We can commission the design this year, use it on some other type of merchandise for the fundraiser (ie: stickers, maybe t-shirts) and look at jerseys next season.
- We need to make sure the symbolism is appropriate, especially after issues at Minto Cup. This is part of the reason for wanting to work with the other teams on this.

## **Motion to commission an indigenous heritage jersey design from Todd Jamieson.**

**Motion: Matt**

**Second: Ron**

**CARRIED**

- Matt and Keith have redecorated the display cases at Memorial to better showcase more of the club's history.
- Pictures of Brian Green and John McCauley are now on display as our two retired numbers. Matt would like to get jerseys framed and hung up for these two players to bring more attention to the numbers, and who they were.
- Ron has a framed John McCauley jersey which was taken down from Memorial during renovations.
- Cost will be high, Glenn concerned that jerseys don't hold up over long periods of time. Wants something more permanent.
- Suggest we look at plaques instead. Could also have a plaque for Hall of Fame members.
- Will give further consideration.



# Brampton Excelsiors Lacrosse Club

- Matt has designed promotional posters to hang up at arenas and anywhere else we can. Printer has said he will do them free of charge.
- Waiting for Majors to confirm the rescheduled game with Brooklin so that it can be included on the poster.
- QR code linking to our website should be added to the poster.

## **New Business:**

- None

## **Motion to adjourn.**

**Motion: Bob**

**Second: Rick**

**CARRIED**

**Adjournment:** 8:50 pm

Next Meeting is scheduled for Monday, June 5<sup>th</sup> 2023 at 7:00 pm.



# Brampton Excelsiors Lacrosse Club

## **Appendix A – April Financial Report**

### **General Bank Account**

Bank Balance - \$12,597.37  
Accounts Payable - \$0.00  
Accounts Receivable - \$0.00  
Working Capital - \$12,597.37

### **National Bank**

Balance - \$581.87

### **Junior A Bank Account**

Bank Balance - \$33,815.07  
Accounts Payable - \$0.00  
Accounts Receivable - \$0.00  
Working Capital - \$33,815.07

### **Junior B Bank Account**

Bank Balance - \$7,543.19  
Accounts Payable - \$0.00  
Accounts Receivable - \$0.00  
Working Capital - \$7,543.19

### **Major Excelsiors Bank Account**

Bank Balance - \$11,924.62  
Accounts Payable - \$0.00  
Accounts Receivable - \$0.00  
Working Capital - \$11,924.62

### **Men's Field Bank Account**

Bank Balance - \$2,229.09  
Accounts Payable - \$0.00  
Accounts Receivable - \$0.00  
Working Capital - \$2,229.09

### **Totals (All entities)**

Working Capital - \$68,691.21



# Brampton Excelsiors Lacrosse Club

## **Appendix B – May Financial Report**

### **General Bank Account**

Bank Balance - \$12,667.77  
Accounts Payable - \$0.00  
Accounts Receivable - \$0.00  
Working Capital - \$12,667.77

### **National Bank**

Balance - \$575.88

### **Junior A Bank Account**

Bank Balance - \$33,810.07  
Accounts Payable - \$324.00  
Accounts Receivable - \$0.00  
Working Capital - \$33,486.07

### **Junior B Bank Account**

Bank Balance - \$9,367.21  
Accounts Payable - \$0.00  
Accounts Receivable - \$0.00  
Working Capital - \$9,367.21

### **Major Excelsiors Bank Account**

Bank Balance - \$11,919.62  
Accounts Payable - \$0.00  
Accounts Receivable - \$1200.00  
Working Capital - \$12,119.62

### **Men's Field Bank Account**

Bank Balance - \$2,224.09  
Accounts Payable - \$0.00  
Accounts Receivable - \$0.00  
Working Capital - \$2,224.09

### **Totals (All entities)**

Working Capital - \$70,440.64