



Meeting of the Executive Committee

August 18, 2016

1:00 p.m.

*CIF Southern Section Offices
Los Alamitos, California*

Minutes

<u>1. OPENING BUSINESS</u>	<u>DISPOSITION</u>	<u>ITEM</u>
A. Call to order by Carter Paysinger, President of the Council The meeting was called to order at 1:02 p.m. Carter Paysinger welcomed everyone back from a restful summer. He stated that it appears that the days of ending in June and returning in September are gone.		
B. Pledge of Allegiance		
C. Roll Call Carter Paysinger asked that during Roll Call, when each name is called, please introduce yourself and let us know where you are from and your position on the Executive Committee. All members were present, except Terry Barnum, Loren Kleinrock, John Norman, Mike West and Rainer Wulf.		
D. Introduction of Guests There were no guests present.		
E. Adopt Agenda Carter Paysinger made a motion to move Items 5A and 5B to the beginning of the agenda in order to approve the appointments of two new members of the Executive Committee. It was moved and seconded to adopt the revised agenda.	Adopted Amended Agenda - 17-0-0	
F. Approval of Minutes There was a motion and a second to approve the minutes of the May 11, 2016 Executive Committee meeting. The minutes were approved unanimously.	Approved - 17-0-0	1F1

2. PUBLIC HEARING SESSION

- A. Recognition of anyone wishing to address the Executive Committee. Speakers must limit their remarks to three minutes.
- There was no one present to address the Executive Committee.

3. ACTION ITEMS

Carter Paysinger asked for a vote to appoint the following Executive Committee positions:

Orange County Area Representative – Denise Halstead – It was moved and seconded to approve Denise Halstead as Orange County Representative to the Executive Committee for the 2016-17 school year. The motion carried unanimously. 17-0-0

Mt. SAC Area Representative – Paul Lopez – It was moved and seconded to approve Paul Lopez as Mt. SAC Area Representative to the Executive Committee for the 2016-17 school year. The motion carried unanimously. 17-0-0

Carter Paysinger congratulated the new members and welcomed them to the Executive Committee.

A. STATE FEDERATED COUNCIL ACTION ITEMS

- | | |
|------------------------------------|--|
| 1. Proposed NorCal Regional Soccer | Exe. Comm. Voted to Support
19-0-0 STATE 536 |
|------------------------------------|--|

Carter Paysinger reviewed the proposal. This proposal would allow Northern California to conduct soccer regionals to mirror what is already being done in the South. Most schools in the North have moved their soccer season of sport to the Winter, creating an opportunity to conduct Northern Regional Championships. There was a motion and second to approve the proposal. Jim Monico stated that this proposal has nothing to do with the Southern Regionals and that we should support this proposal in moving it forward. Chris Calderwood asked if this would move the CIF State Office closer to a CIF State Soccer Championship and Rob Wigod answered that is certainly possible.

- | | |
|---|--|
| 2. Proposed Regional Water Polo Championships | Exe. Comm. Voted Not to Support
0-19-0 STATE 537 |
|---|--|

Carter Paysinger reviewed the proposal. This proposal is being brought forward by the Central Section, seeking Regional Water Polo Championships for both the North and the South. The Southern Regional would be San Diego, Central and Los Angeles City for boys and only San Diego and Los Angeles City for girls as the Central Section would play in the North. There was a motion and a second to support the proposal. Chris Calderwood asked if this was for both boys and girls and Rob Wigod responded that it was and then referred to documentation contained in the proposal. Jim Perry asked what Rob Wigod is hearing from other sections and Rob Wigod stated that the proposal puts LA City in a bad position, and for us, we already play the San Diego Section schools in many tournaments during the regular season. It is the feeling of the Southern Section Water Polo Coaches Advisory Committee that we would dominate this tournament. Kristine Palle added that by having regionals, the season of sport would extend into the swimming season by as much as maybe two weeks, which would affect that sport. There could be schools that would opt out of such a tournament, leaving the competitive level of the tournament less than it could be. The motion failed 0-19-0.

B. SOUTHERN SECTION ACTION ITEMS

There are no Southern Section Action Items at this time.

4. NON-ACTION ITEMS

A. STATE FEDERATED COUNCIL NON-ACTION ITEMS

There are no State Federated Council Non-Action Items at this time.

B. SOUTHERN SECTION NON-ACTION ITEMS

There are no Southern Section Non-Action Items at this time.

5. NEW BUSINESS (5A and 5B were moved to the top of Item 3. Action Items)

- A. Appointment of Orange County Area Representative for 2016-2017 Action 5A
- B. Appointment of Mt. SAC Area Representative for 2016-2017 Action 5B
- C. Financial Report Mitch Carty – 5C
Mitch Carty distributed handouts containing updated information from the data in the original Executive Committee packet. He reviewed the documents and they are included at the end of the minutes. Chris Calderwood asked for clarification about the red numbers vs. black numbers throughout the documents and their meaning. Mitch Carty explained that red is negative and black is positive, in relation to income and expenses. There was much discussion regarding tickets, ticket pricing and quantity of tickets sold in comparing the 2014-15 and 2015-16 school years. Mitch Carty reported that the final numbers for the 2015-16 school year, pre-audit, will result in a surplus of approximately a \$290,000.
- D. Marketing Report John Costello
John Costello handed out a packet of information and highlighted various aspects of it. These documents are included at the end of the written minutes. John Costello stated that this was the best year ever and reminded the Executive Committee that Marketing is more than just partnership/sponsorship acquisition. He presented an example of an accountability packet that is prepared for each sponsor and stated that they also receive DVD's of the games that have aired on television and the web. He mentioned our eblast (email) and outreach efforts to our schools, the public and the media. He praised Chelsea Hayward and Jackie Gibson for their great work with our social media and we will continue to improve those efforts. The TV rights fees were great this year and we returned over \$127,000 in revenue back to our member schools for regular season games. Fox Sports West has been covering the Southern Section for over 20 years and will televise/stream 149 games this year. We have four more years to go with them on our contract. Also, because of our Fox contract, we were able to enter into our own contract with the NFHS Network. This is beneficial to our schools as student productions do not have to pay the rights fees to produce the games, but the viewer does have to pay to watch them. We are creating a new outreach for this year – the Street Team. This will be an interactive station set up at 32 of our regular and post-season events where fans can take pictures in front of green screens and be interactive with social media. Perhaps, this will become another avenue to market to sponsors. We will be hiring sports management students from the California State University, Long Beach internship program to work for us at these events. Chris Calderwood asked how the games are going to be chosen for the Street Team. John Costello answered that many of the events will be the Fox Sports West TV games on Friday nights. Others were chosen because of matchups, because they are well-attended games and then the Street Team will appear at our Championship Finals in certain sports.
- E. Athletic Administrators Summit Glenn Martinez – 5E
Glenn Martinez reviewed last year's event and reminded the Executive Committee that we hoped for 300 attendees and had over 450, which was awesome for the first year. Glenn thanked the members of the Executive Committee who have agreed to present at this year's summit. We are working with Steve Martin for topics that Athletic Directors would like to see. Jim Perry will be presenting a session on parental sportsmanship. There will be a booster clubs' do's and don'ts session, along with Thom Simmons sharing his new presentation on social media. We have put together a separate track for high school principals and 14 principals have already registered, along with 75 total registrants at this time. Rob Wigod asked the Executive Committee if the topic of building school spirit should be part of the principal's track. Paula Hart Rodas commented that this is something they are always building and with good school spirit, the better the culture of the school will be. Paul Lopez mentioned that the Activities Directors are so important in helping build that spirit and culture. Monica Colunga added that when talking about school culture, principals can delegate it, but need to be the driving force so it stays in the right direction. Carter Paysinger said that he was in athletics for years, then became a principal, and it is easy to not have time to deal with athletics. However, as a principal the consequences from a poorly run program are public and the principal needs to be in the forefront to keep it moving in the right direction. Rob Wigod stated that if we are asking principals to give up a portion of a day to attend the summit, we want this to be worth their time and deliver a day that is relevant to them. Chris Calderwood noted that if this concept works, it will be a public relations coup. Nancy Kelly said that we need to get to the principals that avoid athletics. Rob Wigod hoped that Executive Committee members will attend and thanked those that have taken the lead in developing the principal's track.

5. NEW BUSINESS (Cont.)

F. Area Placement

Rob Wigod – 5F

Rob Wigod handed out an Area Placement timeline and reviewed the documentation with the Executive Committee. The updated documents appear after the written portion of these minutes. Rob Wigod thanked the Executive Committee members that have agreed to be Releaguings Chairs.

G. 2018-2019 Sports Calendar

Rob Wigod – 5G

Rob Wigod discussed the June 23, 2016, memo that was included in the Executive Committee packet regarding the new calendar changes being implemented by the CIF State Office for the 2018-19 school year. The staff will be putting together a full 2018-19 Sports Calendar, with the hope of distributing it for first read at the October Council Meeting, or the January Council Meeting, at the latest. The Southern Section must vote on changes to the regular season calendar, but the CIF State does not require CIF Federated Council votes on CIF Regional Championships and CIF State Championships dates. There needs to be a discussion on adjusting the SOP dates for 2018-19, which will begin at the CIF State level soon.

6. OLD BUSINESS

A. Membership Status Consideration for Owens Valley

Approved 19-0-0

6A

Presented by: Rob Kostopoulos

Desert Area Representative Rob Kostopoulos reviewed his visit to Owens Valley High School. With a principal that has been there two years and a brand new athletic director, he was surprised that they had done their homework, had the Blue Book out and were able to respond to all inquiries. Rob thanked Loren Kleinrock for guiding him through this visit. Rob recommended granting full membership to Owens Valley High School for the 2016-17 school year. Rob Wigod thanked Rob Kostopoulos for his work on this matter and reviewed the history of Owens Valley High School and why we are revisiting their membership for this upcoming school year. There was a motion and a second to approve Owens Valley High School for full membership for the 2016-17 school year. Dick Billingsley asked who the current Athletic Director is and Rob Kostopoulos answered that it is Lena Lawson. The motion carried 19-0-0.

7. CLOSED SESSION

The committee went into Closed Session at 2:21 pm.

A. Commissioner's Goals

The Closed Session ended at 3:03 pm. After Closed Session, the Executive Committee approved and accepted the Commissioner's Goals for the 2016-17 school year.

8. REPORT SESSION

A. NFHS Summer Meeting Report

Jim Monico
Carter Paysinger

Carter Paysinger discussed how amazing and how different things are all over the country and the way that certain rules in one state can affect other states. California and the Southern Section are still ahead of the curve on many issues and what we are doing is tremendous. The NFHS is talking about the possible implementation of national championships, however, when the idea was proposed at a session he attended, no one in the room agreed with the idea of national championships since seasons are long enough already and making decisions of who would participate would be very different from state to state.

Jim Monico stated that the breakout sessions were not as good as they have been in the past as they seemed to be on topics we have already dealt with, for example, hiring commissioners, salaries, etc. Rob Wigod, Jim Crichlow and Jerry Schniepp did a presentation that packed the house and hit it to the moon. It was a very proud moment for the Southern Section and the state of California. Jim Monico is looking forward to the NFHS Section 7/8 Conference in Phoenix, Arizona in September.

8. REPORT SESSION

B. President's Report

Carter Paysinger

Carter Paysinger commented on the Commissioner's Message that Rob Wigod distributed to member schools regarding the current state of affairs in our nation. High school athletics are still a safe haven for many people and we have a responsibility not only to impose policies but to lead as a group, and as individuals in our communities, to make positive impacts on our students. Carter expressed concerns that only one-third of our schools have full-time athletic trainers on campus. The cost for a trainer is about the same as the cost of a first year teacher and that cost is neutralized by the savings on liability insurance. With so much emphasis on safety protocols, we need to go a step further and encourage athletic trainers at all sites.

C. Treasurer's Report

Jeff Jordan

Jeff Jordan stated that next week the annual audit will take place at the CIF-SS office. At this time, of the 585 member schools, 448 have created their dues invoices but only 208 have paid the invoices that are due on October 1, 2016. The 2015-16 final budget numbers showed a 1% increase in revenue and a 7% increase in expenses. There are many unknowns this year with playoffs under the new power ranking system, which will create new match ups. This year, we are increasing in travel reimbursements for schools to \$3.50 per mile for football and \$1.50 per mile for basketball and volleyball. The meal allotment reimbursements will be doubled as well. In applying these new numbers to last year's reports, this would increase reimbursements to the schools by approximately \$40,000.

D. Commissioner's Report

Rob Wigod

Rob Wigod thanked Carter Paysinger for his remarks regarding the Commissioner's Message he mentioned in his report. High school sports are an excellent example of how we bring together diverse populations in pursuit of common goals. The Fall Eligibility Workshops have been very good, well attended and with the MVP AD program, Athletic Directors are making an effort to be at the workshops and are signing up for the summit. Media interviews with the Commissioner are taking place at this time. We are currently "Eligibility Central" right now, working hard to get the student-athletes out on the field/court, etc. Rob welcomed the Executive Committee to the new year, with a special welcome to the new members, and is looking forward to working with all of you. Rob thanked the CIF-SS Staff and expressed appreciation for their support and hard work. All the people in the office truly care about what they do and who they do it for and looking forward to a great year in 2016-17.

E. Executive Committee Member Reports

President-Elect – Monica Colunga – It is exciting to serve in this new role. We are the only state that does not have bylaws regarding athletic trainers, as it was vetoed by the governor.

Treasurer – Jeff Jordan – Our district started school this week and the pace has increased. Welcome to new folks and thank you to the staff. Special welcome to Paul Lopez, from my area, he has a lot of experience.

Boys' Athletic Director Representative – Chris Calderwood – Sorry I missed the May meeting but my daughter was swimming in the CIF-SS Swimming Championships in Riverside.

Superintendent Representative - Nancy Kelly – This is my sixth or seventh year serving on this committee and this makes the most sense in what I do. I am looking forward to this meeting with the principals and advocating for athletics. There is a lot of pressure to not emphasize athletics and there have been a lot of cuts over the years. Principals need to advocate to their Superintendents and the Superintendents need to advocate to their boards to get the quality in the athletic programs back.

Girls Athletic Director Representative – Jill Matyuch – With Cheerleading becoming a sport, there is a greater need for athletic trainers.

Orange County Area Representative – Denise Halstead – Being a new member, I am doing more listening then commenting, but hearing the motivation for advocacy for athletics. Looking forward to serving on this board.

CAPHERD Representative - Jim Perry – Jim told a story about a football coach in Montana.

At-Large Representative - Dana Wilkerson – Thank you for the opportunity to serve on this Committee. This is my 18th year at Lynwood High School, serving the past 16 as Girls' Athletic Director, and I am stepping away from P.E. to go back into the classroom to take on college prep classes.

8. REPORT SESSION (Cont.)

CIF-SS Assistant Commissioner - Glenn Martinez – I am looking forward to an exciting year and the new competitive equity model. The new playoff divisions went out in June for the fall sports. Most comments have been positive. There is now a place on our website called Sports Medicine as a tool for a variety of topics from heat index to concussion protocol.

CIF-SS Director of Communications - Thom Simmons – We are in the process of revamping the website and continuing to improve our social media presence, as this is the strongest aspect of our department.

CIF-SS Chief Financial Officer – Mitch Carty – I gave my report earlier. I would like to share that my assistant, Erin Crenshaw, now Erin Courtemarche, recently got married to the Head Boys Basketball Coach at Los Alamitos High School. Mitch also welcomed the new members of the Executive Committee.

CIF-SS Assistant Commissioner - Kristine Palle – It will be interesting watching the new playoff groupings play out. We are in transfer and Hardship central right now. Each Monday increases the number of cases and calls. It has been enjoyable to get to the trainings and to see the networking taking place at these workshops.

CIF-SS Assistant Commissioner - Mike Middlebrook – The workshops have been good with almost 50 people at each one. Girls volleyball starts Monday and our advisory committee met today. Instead of doing Top Ten Polls, the first one will be teams to watch. Going ahead with an online Top Ten polling system so all coaches can vote.

CSADA Representative – Dave Reid – His board approved his position for another year. The next day there was a question regarding a multi-campus agreement and he had to call Glenn Martinez. There was a great response from the office. Talked about calls from a media outlet regarding competitive groupings.

Small Schools Representative - Mark Edgemon – At the CSADA Conference, there was a speaker whose topic was leadership in athletics. I ordered his book and it inspired me make a presentation for my coaches. Now I am doing an athletic leadership class once a week because of the inspiration from this one speaker.

Activities Director Representative - Todd Arrowsmith – CADA held Leadership U at our camps and focused mostly on sportsmanship and behavior in student sections. This is the first year that all our schools in the district have athletic trainers at each school.

Parochial Area Representative – Rita Dever – It is good to be back with this Committee as I get much more from this group than I give. I do take it back with me to school and I am seeing a difference in me and the impact it has on my school. Your staff is great.

Mt. SAC Area Representative – Paul Lopez – I am excited to get started and to serve the Mt. SAC Area. Relegating, competitive cheer, I learned a lot today. CIF-SS has always done great things for our schools and the Southern Section can be a driving force nationally.

Coast Area Representative – Paula Hart Rodas – I am glad to be back. I don't know how we survived without athletic trainers in Palos Verdes after having them at Long Beach Jordan. I am working on changing the culture of how people behave with my administrators and we plan the first day of school for team building with a school-wide rally and a commitment to the Cardinal Family.

Northern Area Representative - Dick Billingsley – You need a good sense of humor to be part of this group. Welcome to the new members and congratulations to Carter Paysinger on being President.

CSADA Representative – Sandy Gahring – Congratulations to Paul Lopez for being on the committee. It was interesting to see at the workshop at Azusa so many experienced people and so many new people. We took on Cheerleading as a sport this year and are putting restrictions on them, which is both good and bad, as the parents are the biggest challenge.

CIF-SS Executive Assistant – Sharon Hodge – Welcome to another exciting school year. I will be sending out links for RSVP's for Champions for Character Dinner on September 26; the Hall of Fame Luncheon is on October 12, both at The Grand. I am also working on the retreat and will have more information regarding that at our next meeting.

Past-President - Jim Monico – Past, Past President and shouldn't be here but am really happy about this year. The last Commissioner's Message was the best one ever. Very proud of you Rob Wigod.

9. ADVANCE PLANNING

A. DATES

1. September 26, 2016 – Champions for Character Award Dinner, The Grand, Long Beach, California, 6:00 p.m.
2. September 29, 2016 – Executive Committee Meeting, CIF Southern Section Office, Los Alamitos, California, 1:00 p.m.
3. October 4, 2016 – CIF Southern Section Council Meeting, The Grand, Long Beach, California, 9:00 a.m.
4. October 12, 2016 – CIF Southern Section Hall of Fame/Distinguished Service Luncheon, The Grand, Long Beach, California, 12:00 p.m.
5. October 17, 2016 – Athletic Administrators Summit, Pomona Fairplex Sheraton Hotel and Conference Center, Pomona, California, 7:30 a.m.

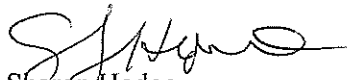
B. SUGGESTED AGENDA ITEMS

There were no suggested agenda items for the next meeting.

10. ADJOURNMENT

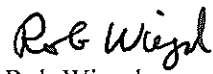
A motion and second for adjournment were made and a unanimous vote to adjourn was entered at 3:51 p.m.

Submitted by:



Sharon Hodge
Executive Assistant

Approved by:



Rob Wigod
Commissioner of Athletics

Adopt Agenda

odd Arrowsmith	Yes	Terry Barnum		Dick Billingsley	Yes	Chris Calderwood	Y
Monica Colunga	Yes	Rita Dever	Yes	Mark Edgemon	Yes	Sandy Gahring	Y
Denise Halstead		Jeff Jordan	Yes	Nancy Kelly	Yes	Loren Kleinrock	
bert Kostopoulos	Yes	Paul Lopez		Jill Matyuch	Yes	Jim Monico	Y
John Norman		Carter Paysinger	Yes	Jim Perry	Yes	Dave Reid	Y
aula Hart Rodas	Yes	Mike West		Dana Wilkerson	Yes		

Motion Carried 17 Yes 0 No 0 Abstain

Approval of Minutes

Minutes of the May 11th, 2016 Executive Committee Meeting

odd Arrowsmith	Yes
Monica Colunga	Yes
Denise Halstead	
bert Kostopoulos	Yes
John Norman	
aula Hart Rodas	Yes

Terry Barnum	
Rita Dever	Yes
Jeff Jordan	Yes
Paul Lopez	
Carter Paysinger	Yes
Mike West	

Dick Billingsley	Yes
Mark Edgemon	Yes
Nancy Kelly	Yes
Jill Matyuch	Yes
Jim Perry	Yes
Dana Wilkerson	Yes

Chris Calderwood	Y
Sandy Gahring	Y
Loren Kleinrock	
Jim Monico	Y
Dave Reid	Y

Motion Carried 17 Yes 0 No 0 Abstain

5A

Appointment of Orange County Area Representative for 2016-2017

odd Arrowsmith	Yes
Monica Colunga	Yes
Denise Halstead	
bert Kostopoulos	Yes
John Norman	
aula Hart Rodas	Yes

Terry Barnum	
Rita Dever	Yes
Jeff Jordan	Yes
Paul Lopez	
Carter Paysinger	Yes
Mike West	

Dick Billingsley	Yes
Mark Edgemon	Yes
Nancy Kelly	Yes
Jill Matyuch	Yes
Jim Perry	Yes
Dana Wilkerson	Yes

Chris Calderwood	Y
Sandy Gahring	Y
Loren Kleinrock	
Jim Monico	Y
Dave Reid	Y

Motion Carried 17 Yes 0 No 0 Abstain

5B

Appointment of Mt. SAC Area Representative for 2016-2017

odd Arrowsmith	Yes
Monica Colunga	Yes
Denise Halstead	
bert Kostopoulos	Yes
John Norman	
aula Hart Rodas	Yes

Terry Barnum	
Rita Dever	Yes
Jeff Jordan	Yes
Paul Lopez	
Carter Paysinger	Yes
Mike West	

Dick Billingsley	Yes
Mark Edgemon	Yes
Nancy Kelly	Yes
Jill Matyuch	Yes
Jim Perry	Yes
Dana Wilkerson	Yes

Chris Calderwood	Y
Sandy Gahring	Y
Loren Kleinrock	
Jim Monico	Y
Dave Reid	Y

Motion Carried 17 Yes 0 No 0 Abstain

STATE 536

Proposed NorCal Regional Soccer

odd Arrowsmith	Yes
Monica Colunga	Yes
Denise Halstead	Yes
bert Kostopoulos	Yes
John Norman	
aula Hart Rodas	Yes

Terry Barnum	
Rita Dever	Yes
Jeff Jordan	Yes
Paul Lopez	Yes
Carter Paysinger	Yes
Mike West	

Dick Billingsley	Yes
Mark Edgemon	Yes
Nancy Kelly	Yes
Jill Matyuch	Yes
Jim Perry	Yes
Dana Wilkerson	Yes

Chris Calderwood	Y
Sandy Gahring	Y
Loren Kleinrock	
Jim Monico	Y
Dave Reid	Y

Motion Carried 19 Yes 0 No 0 Abstain

STATE 537

Proposed Regional Water Polo Championships

odd Arrowsmith	No	Terry Barnum		Dick Billingsley	No	Chris Calderwood	N
Monica Colunga	No	Rita Dever	No	Mark Edgemon	No	Sandy Gahring	N
Denise Halstead	No	Jeff Jordan	No	Nancy Kelly	No	Loren Kleinrock	
bert Kostopoulos	No	Paul Lopez	No	Jill Matyuch	No	Jim Monico	N
John Norman		Carter Paysinger	No	Jim Perry	No	Dave Reid	N
aula Hart Rodas	No	Mike West		Dana Wilkerson	No		

Motion Lost 0 Yes 19 No 0 Abstain

C.I.F. SOUTHERN SECTION
Profit & Loss vs. Budget & Prior Year
 July 1, 2015 through June 30, 2016

	2015-2016 Actuals	2015-2016 Budget	\$ Over/Under	Prior Year Actuals	2015-2016 vs. Prior Year	Comments
Income						
BASEBALL	53,277.00	85,000.00	-31,723.00	56,656.00	-3,379.00	Revenue missed budget. Actuals down comp to 14-15. Venue unknown upon budget creation. Ticket sales down 736.
BASKETBALL	650,630.48	599,000.00	51,630.48	673,844.45	-23,213.97	Revenue met budget. Actuals down comp to 14-15. Ticket sales up 2,628 for finals, down in the prelim rounds 22,550.
CROSS COUNTRY	91,723.00	91,400.00	323.00	95,399.70	-3,676.70	Revenue met budget. Actuals down comp to 14-15. Ticket sales down 1,519. New venue may be to blame.
FOOTBALL	1,061,636.31	985,100.00	76,536.31	1,138,053.79	-76,417.48	Revenue met budget. Actuals down comp to 14-15. Ticket sales down overall by 17,466.
GOLF	65,665.00	55,500.00	10,165.00	63,875.00	1,790.00	Revenue met conservative budget. Actuals also up comp to 14-15. More participants.
SOCCER	88,686.86	84,750.00	3,936.86	103,996.00	-15,309.14	Revenue met budget. Actuals down comp to 14-15. Ticket sales down significantly by 2,063.
SOFTBALL	29,035.00	30,900.00	-1,865.00	30,715.00	-1,680.00	Revenue missed budget. Actuals also down comp to 14-15. Ticket sales down 277.
SWIMMING	54,020.00	52,900.00	1,120.00	54,794.00	-774.00	Revenue met budget. Actuals down comp to 14-15. Ticket sales down slightly by 118.
TRACK & FIELD	151,042.56	139,400.00	11,642.56	145,404.00	5,638.56	Revenue met budget. Actuals up comp to 14-15. Ticket sales up by 106. League participation up \$2K, parking shared w/Vball.
VOLLEYBALL	196,570.38	209,500.00	-12,929.62	207,691.42	-11,121.04	Revenue missed budget. Actuals also down comp to 14-15. Girls tickets down 2,392, Boys up 786.
WATER POLO	46,713.00	54,600.00	-7,887.00	46,850.50	-137.50	Revenue missed budget. Actuals also down comp to 14-15. Boys tickets down 2, Girls up 85, part of till lost.
WRESTLING	135,175.50	126,400.00	8,775.50	142,082.40	-6,906.90	Revenue met conservative budget. Actuals down comp to 14-15. Boys tickets down 1,104, Girls up 275.
APPAREL	141,159.50	129,600.00	11,559.50	136,886.00	4,273.50	Revenue met budget. Actuals up comp to 14-15. Highest revenue generating year for apparel on record!
FRIENDS OF GOLF	47,000.00	47,000.00	0.00	47,000.00	0.00	Same gift as prior year from FOG.
INTEREST INCOME (investments)	45,521.18	9,900.00	35,621.18	5,454.55	40,066.63	Revenue met budget. Actuals up comp to 14-15. Most investment income earned since fiscal 2006-07.
PROGRAM SALES	30,301.00	29,000.00	1,301.00	33,673.00	-3,372.00	Revenue met budget, despite very conservative goal. Actuals down comp to 14-15. 8,319 sold (~6% of paid attendees).
PUBLICATIONS SALES	78,790.48	59,800.00	18,990.48	94,861.65	-16,071.17	Revenue met budget, despite very conservative goal. Actuals down comp to 14-15 BUT tied to COGS (99%).
SPORTS FEES (Membership)	482,800.00	475,000.00	7,800.00	475,250.00	7,550.00	Revenue met budget. Actuals up comp to 14-15. Additional 154 sport teams, 3 schools. G Wrestling up 16%, G LAX up \$75K from Golds Gym/Jack in the Box & \$45K Russell in-
SUPPORT MARKETING INCOME	954,679.40	760,500.00	194,179.40	857,659.47	97,019.93	Revenue met budget. Actuals up comp to 14-15. \$130K is Fox SW. \$80K is PlayOn/NHIS. \$89.2K misc affiliates.
TV - WEB - RADIO RIGHTS	299,225.00	225,000.00	74,225.00	257,996.33	41,228.67	Revenue met budget. Actuals up comp to 14-15. Golf tournament UP \$8.3K. Dinner up \$360.
CHAMPIONS FOR CHARACTER	69,486.00	59,000.00	10,486.00	60,862.30	8,623.70	New budget item. Hall of Fame/Dist Service Lunch + Athletic Admin Summit.
SPECIAL EVENTS	28,330.00	0.00	28,330.00	4,260.00	24,070.00	
OTHER INCOME	23,301.13	59,900.00	-36,598.87	57,693.00	-34,391.87	
Total Income	4,824,768.78	4,369,150.00	455,618.78	4,790,958.56	33,810.22	
Cost of Goods Sold						
Cost of Goods Sold	78,090.62	66,100.00	11,990.62	97,797.07	-19,706.45	Cost exceeded budget. Actuals down comp to 14-15. Tied to Publications Income (99%).
Total COGS	78,090.62	66,100.00	11,990.62	97,797.07	-19,706.45	
Gross Profit	4,746,678.16	4,303,050.00	443,628.16	4,693,161.49	53,516.67	

C.I.F. SOUTHERN SECTION
Profit & Loss vs. Budget & Prior Year
July 1, 2015 through June 30, 2016

Expense	2015-2016		2015-2016		Prior Year		2015-2016	
	Actuals	Budget	\$ Over/Under	Actuals	Actuals	vs. Prior Year	Actuals	vs. Prior Year
BADMINTON EXPENSE	84.65	0.00	84.65	0.00	84.65			
BASEBALL EXPENSE	41,972.04	59,000.00	-17,027.96	37,947.54	4,024.50			
BASKETBALL EXPENSE	241,045.99	191,300.00	49,745.99	190,138.60	50,907.39			
CROSS COUNTRY EXPENSE	45,234.99	42,000.00	3,234.99	40,582.40	4,652.59			
FOOTBALL EXPENSE	118,122.15	151,000.00	-32,877.85	147,416.10	-29,293.95			
GOLF EXPENSE	69,160.39	64,000.00	5,160.39	66,241.15	2,919.24			
LACROSSE EXPENSE	0.00	250.00	-250.00	0.00	0.00			
SOCCER EXPENSE	36,300.45	37,000.00	-699.55	37,833.69	-1,533.24			
SOFTBALL EXPENSE	22,101.60	23,100.00	-998.40	30,723.93	-8,622.33			
SWIMMING EXPENSE	48,269.29	43,000.00	5,269.29	51,510.15	-3,240.86			
TENNIS EXPENSE	15,430.42	12,500.00	2,930.42	13,681.26	1,749.16			
TRACK & FIELD EXPENSE	86,175.56	81,600.00	4,575.56	86,240.32	-64.76			
VOLLEYBALL EXPENSE	54,614.21	61,100.00	-6,485.79	58,759.27	-4,145.06			
WATER POLO EXPENSE	25,530.77	26,350.00	-819.23	24,569.77	961.00			
WRESTLING EXPENSE	141,446.00	116,500.00	24,946.00	136,687.82	4,758.18			
AREA LIAISONS	55,457.20	53,100.00	2,357.20	53,038.81	2,418.39			
AUDITOR	15,500.00	16,000.00	-500.00	15,555.84	-55.84			
AWARDS	51,795.09	67,200.00	-15,404.91	58,942.41	-7,147.32			
BAD DEBT	0.00	0.00	0.00	691.32	-691.32			
BUILDING MAINTENANCE	28,256.21	30,200.00	-1,943.79	27,263.12	993.09			
COUNCIL	63,021.93	57,000.00	6,021.93	65,236.90	-2,214.97			
DEPRECIATION EXPENSE	74,214.90	71,446.00	2,768.90	71,848.55	2,366.35			
DONATIONS	46,702.00	47,000.00	-298.00	522,250.00	-475,548.00			
GENERAL OFFICE	28,202.54	24,700.00	3,502.54	35,945.24	-7,742.70			
INSURANCE	39,735.63	37,200.00	2,535.63	37,830.49	1,905.14			
INVESTMENT EXPENSE	3,110.09	3,500.00	-389.91	3,766.89	-656.80			
LEGAL EXPENSE	1,381.77	20,000.00	-18,618.23	2,697.77	-1,316.00			

Comments

Miscellaneous expense. Committee meeting with sport leadership.
Met expense budget. Actuals up comp to 14-15. However, budget was created anticipating professional stadium usage.
Missed expense budget. Actuals up comp to 14-15. Honda Center expenses up \$31K...off-set by revenue up ~\$100K.
Missed expense budget. Actuals also up comp to 14-15. New venue and costs/staffing required.
Met expense budget. Actuals also down comp to 14-15.
However, budget was created anticipating 2 stadium games.
Missed aggressive expense budget target. Actuals up comp to 14-15. Golf courses cost \$4.5K up.
No expenses recorded last two fiscal years.
Met expense budget. Actuals also down comp to 14-15. Event staff positions, lodging & apparel decreased.
Met expense budget. Actuals also down comp to 14-15. Event staff positions, lodging & apparel decreased.
Missed aggressive expense budget target. Actuals down comp to 14-15. Playoff and committee expenses tightened.
Missed aggressive expense budget target. Actuals also up comp to 14-15. Ojai and committee expenses up.
Missed aggressive expense budget target. Actuals flat comp to 14-15.
Met expense budget. Actuals also down comp to 14-15. Event staff positions, lodging & apparel decreased.
Met expense budget. Actuals up comp to 14-15. Additional event staff positions implemented for social media.
Missed expense budget. Actuals also up comp to 14-15. Site expenses excessive. Controls being re-implemented.
Missed expense budget. Actuals also up comp to 14-15. Liaisons received 3% raise, \$89.15 per school served.
Met expense budget. Actuals flat comp to 14-15.
Met expense budget. Actuals also down comp to 14-15. Great new contract with All American Trophy.
No uncollectable A/R accounts currently.
Met expense budget target. Actuals up slightly comp to 14-15. Roof, exterior lighting and plumbing repairs unforeseen.
Missed aggressive expense budget target. Actuals down comp to 14-15. Savings in Council Meetings & Committees.
Missed expense budget. Actuals also up comp to 14-15. New postage meter and network computers purchased.
Met expense budget, off-set by FOG. Prior year actuals were FOG plus Sport Fee refund.
Missed aggressive expense budget target. Actuals down comp to 14-15. New mobile devices purchased in 14-15.
Missed expense budget. Actuals also up comp to 14-15. D&O premium up \$2.5K and Staff Life up \$1.5K.
Met expense budget. Actuals also down comp to 14-15. Cost to financial advisor for long term investments.
Met expense budget. Actuals also down comp to 14-15. Costs incurred for HR related counsel and memberships.

C.I.F. SOUTHERN SECTION
Profit & Loss vs. Budget & Prior Year
July 1, 2015 through June 30, 2016

	2015-2016 Actuals	2015-2016 Budget	\$ Over/Under	Prior Year Actuals	2015-2016 vs. Prior Year	Comments
MAJOR MEDICAL (Health, Dental Vision)	320,294.03	311,580.00	8,714.03	284,812.66	35,481.37	Missed expense budget. Actuals also up comp to 14-15. Increased staff coverage and health premium costs up 9%.
MISCELLANEOUS EXPENSE	660.00	1,500.00	-840.00	946.70	-286.70	Met expense budget. Actuals also down comp to 14-15. Cost to accountant for sales tax returns preparation.
OFFICE SUPPLIES	45,061.76	43,500.00	1,561.76	51,645.53	-6,583.77	Missed expense budget. Actuals down comp to 14-15 by almost 13%. Improvements in inventory/ordering/controls.
OFFICE SUPPLIES - SMALL EQUIP.	7,622.47	1,500.00	6,122.47	7,630.98	-8.51	Missed expense budget target. Actuals down comp to 14-15. Purchase of computers at end of lease & new network switch.
OFFICE TRAVEL	46,643.98	55,400.00	-8,756.02	61,560.75	-14,916.77	Met expense budget. Actuals also down comp to 14-15. NFHS Summer Meeting Reno 2016 vs. New Orleans 2015 (\$15K).
PAYROLL EXPENSES	542.65	965.00	-422.35	4,855.77	-4,313.12	Met expense budget. Actuals also down comp to 14-15.
PAYROLL TAXES	402,148.04	399,660.00	2,488.04	344,926.11	57,221.93	Missed expense budget. Actuals also up comp to 14-15. Addition of part-time employee for social media plus 2 position
POSTAGE/UPS	20,640.97	21,500.00	-859.03	15,498.97	5,142.00	Met expense budget. Actuals up comp to 14-15. Less \$4K postage charged/Publications off-set. \$1K up in service. Postage flat at
PRESS/MEDIA	4,739.76	6,600.00	-1,860.24	5,954.51	-1,214.75	Met expense budget. Actuals also down comp to 14-15.
PRINTING/DUPLICATING	39,288.35	38,100.00	1,188.35	34,946.08	4,342.27	Missed expense target. Actuals also up comp 14-15. Copying down \$5K, BUT office records scanning project cost \$9.5K.
PROFESSIONAL GROWTH	719.88	2,500.00	-1,780.12	299.95	419.93	Met expense budget. Actuals flat comp to 14-15.
PROGRAM EXPENSE	52,900.88	46,000.00	6,900.88	47,470.94	5,429.94	Missed expense target. Actuals also up comp 14-15. Championship program creation. Price increased \$0.20/piece
PUBLICATIONS EXPENSE	25,787.48	33,500.00	-7,712.52	26,407.61	-620.13	Met expense budget. Actuals also down comp to 14-15. Improvements in rule book inventory/ordering/controls.
PUBLICATIONS WASTE	3,797.30	5,000.00	-1,202.70	6,248.98	-2,451.68	Met expense budget. Actuals also down comp to 14-15. Improvements in rule book inventory/ordering/controls.
SALARIES	1,681,682.71	1,646,654.00	35,028.71	1,573,312.08	108,370.63	Missed expense budget. Actuals also up comp to 14-15. Addition of part-time employee for social media plus 2 position
SALES/USE TAX EXPENSE	1,965.40	4,500.00	-2,534.60	424.83	1,540.57	Met expense budget. Actuals up comp to 14-15.
SECRETARIAL/ADMIN. ASSISTANCE	507.50	2,100.00	-1,592.50	3,345.00	-2,837.50	Met expense budget. Actuals also down comp to 14-15. Primarily due to staff cross coverage and part-time employee.
SPECIAL EVENTS EXPENSE	56,130.87	0.00	56,130.87	5,351.81	50,779.06	New budget item. Hall of Fame/Dist Service Lunch + Athletic Admin Summit. Review after fiscal 15-16.
SUPPORT/MARKETING EXPENSE	106,444.42	65,100.00	41,344.42	71,011.98	35,432.44	Missed expense budget. Actuals also up comp to 14-15. Off set by increased Support/Marketing revenue.
TAXES - GENERAL	3,629.71	6,200.00	-2,570.29	2,264.62	1,365.09	Met expense budget. Actuals up slightly comp to 14-15. Property taxes.
TICKETS	28,197.18	35,100.00	-6,902.82	32,715.33	-4,518.15	Met expense budget. Actuals also down comp to 14-15. Huge improvement in ordering/controls. 200K less tickets ordered.
TV TO SCHOOLS	128,390.00	113,600.00	14,790.00	130,720.00	-2,330.00	Missed expense budget, BUT benefits our schools. Actuals down comp to 14-15, due to less regular season games
UTILITIES	15,530.42	16,100.00	-569.58	22,578.77	-7,048.35	Met expense budget. Actuals down significantly comp to 14-15, primarily Edison (\$8.4K). Phone up, Gas up, Water down.
CHAMPIONS FOR CHARACTER EXPENSE	45,874.06	46,300.00	-425.94	45,471.78	402.28	Met expense budget. Actuals flat comp to 14-15. CAC Golf tournament and C4C Dinner.
WEBSITE/TECHNOLOGY	63,760.30	64,045.00	-284.70	52,532.16	11,228.14	Met expense budget. Actuals up comp to 14-15. New IT service agreement & improvements to web site and CIE-SS
Total Expense	4,455,825.99	4,303,050.00	152,775.99	4,650,333.24	-194,507.25	
Net Income	290,852.17	0.00	290,852.17	42,828.25	248,023.92	

August 18, 2016

Marketing Report

CIF-SS Executive Committee

- Sponsorship/Partnership review and projection
- 'Outreach' efforts
- TV update
- CIF-SS Prep Zone Street Team program

SPONSORSHIPS/PARTNERSHIPS

CIF SOUTHERN SECTION MARKETING REPORT

8/18/2016

	2016-17 PROJECTED	2015-16 FINAL	CHANGE	% CHANGE
CIF-SS PROJECTED Cash Revenue	\$ 862,571	\$ 770,700	\$ 91,871	12%
CIF-SS Trade Agreements	\$ 21,155	\$ 21,155	0	0%
CIF State Sponsorships	\$ 41,728	\$ 138,479	\$ (96,751)	-70%
Total PROJECTED Marketing Revenue	\$ 925,454	\$ 930,334	\$ (4,880)	-0.5%

UPDATED

	Marketing Yr	Change	Change vs 2000	FROM CIF STATE	State Change	State Change
2016-2017 PROJECTED	\$ 925,454	-0.5%	473%	\$ 41,728	-69.9%	(\$96,751)
2015-2016 CONTRACTED	\$ 930,334	12.7%	476%	\$ 138,479	-23.7%	(\$43,056)
2014-2015 CONTRACTED	\$ 851,160	3.1%	427%	\$ 181,535	30.7%	\$42,606
2013-2014 CONTRACTED	\$ 825,304	-2.5%	411%	\$ 138,929	-9.6%	(\$14,820)
2012-2013 TOTAL	\$ 846,097	4.7%	424%	\$ 153,749	-13.3%	(\$23,563)
2011-2012 TOTAL	\$ 807,812	27.3%	400%	\$ 177,312	28.2%	\$39,016
2010-2011 TOTAL	\$ 634,646	4.6%	293%	\$ 138,296	67.1%	\$55,538
2009-2010 TOTAL	\$ 607,008	-0.7%	276%	\$ 82,758	-19.5%	(\$20,061)
2008-2009 TOTAL	\$ 611,319	1.1%	278%	\$ 102,819	2.0%	\$2,025
2007-2008 TOTAL	\$ 604,466	29.1%	274%	\$ 100,794	155.9%	\$61,409
2006-2007 TOTAL	\$ 468,272	-5.1%	190%	\$ 39,385	2.8%	\$1,063
2005-2006 TOTAL WAS	\$ 493,342	16.1%	205%	\$ 38,322	14.8%	\$4,932
2004-2005 TOTAL WAS	\$ 424,990	-3.9%	163%	\$ 33,390	-36.3%	(\$19,015)
2003-2004 TOTAL WAS	\$ 442,132	2.1%	174%	\$ 52,405	1.0%	\$526
2002-2003 TOTAL WAS	\$ 432,879	-1.7%	168%	\$ 51,879	1.1%	\$581
2001-2002 TOTAL WAS	\$ 440,302	67.4%	172%	\$ 51,298	-10.3%	(\$5,903)
2000-2001 TOTAL WAS	\$ 263,069	62.8%		\$ 57,201		
1999-2000 TOTAL WAS	\$ 161,614			N/A		

OUTREACH EFFORTS

Spring Sport Championships Eblast of May 10, 2016 - "OUTREACH"

Eblast sent to fans and school staff

#WHEREISYOURTEAM

2016 CIF-SF SPRING CHAMPIONSHIPS - MAY/JUNE ROCKS!

	List size	Opened
Polls List	10,333	1,639
AD's	644	303
BVB coaches	244	115
BTen coaches	279	110
Swim coaches	355	143
Principals	545	175
Track coaches	427	172
BGolf coaches	291	113
Ath Secretaries	306	94
Contacts	69	28
Total sent:	13,493	
Opened:	2,892	
% Opened:	21.4%	

Industry Avg is 20.1%

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18,915 followers



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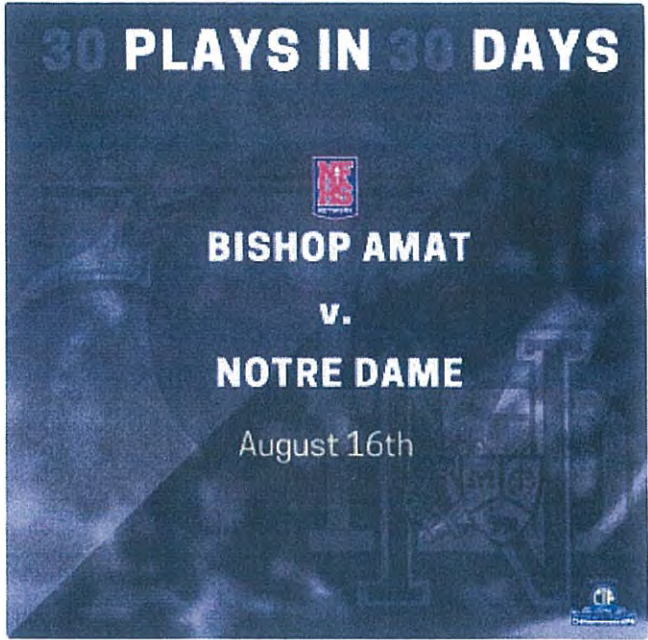
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30 **PLAYS IN 30 DAYS**


BISHOP AMAT
v.
NOTRE DAME
August 16th

  11  12 

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Bump, Set, Southern Section! Catch your these two representing #TeamUSA  the 17th-18th #USAVolleyball 




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TV & WEB

2016-2017 CIF-SS TV & PREP ZONE STREAMING SCHEDULE



SPORT	DAY	DATE	TV/ PREP ZONE	TIME	MATCH-UP
FB	Fri	8/26	TV (PRIME)	7:30pm	Mater Dei @ Bishop Amat
FB	Fri	8/26	PZ	7:00pm	La Mirada @ Orange Lutheran
FB	Fri	8/26	PZ	7:00pm	Santa Margarita @ Mission Viejo
FB	Fri	8/26	PZ	7:00pm	Chaminade @ Oaks Christian
FB	Fri	8/26	PZ	7:00pm	Arroyo Grande @ Lompoc
FB	Wed	8/31	PZ ENCORE (PRIME)	7:00pm	Game TBD
FB	Fri	9/2	TV (PRIME)	8:00pm (D)	La Habra @ Tesoro
FB	Fri	9/2	PZ	7:00pm	La Mirada @ St. John Bosco
FB	Fri	9/2	PZ	7:00pm	Narbonne @ Long Beach Poly
FB	Fri	9/2	PZ	7:00pm	Redondo Union @ Vista Murrieta
FB	Fri	9/2	PZ	7:00pm	Etiwanda @ Redlands East Valley
FB	Sat	9/3	PZ	7:00pm	IMG Academy @ Centennial (Corona)
FB	Wed	9/7	PZ ENCORE (PRIME)	7:00pm	Game TBD
FB	Fri	9/9	TV (PRIME)	7:30pm	Bishop Gorman @ St. John Bosco
FB	Fri	9/9	PZ	7:00pm	De La Salle @ Servite
FB	Fri	9/9	PZ	7:00pm	La Habra @ Mission Viejo
FB	Fri	9/9	PZ	7:00pm	Orange Lutheran @ Centennial (Corona)
FB	Fri	9/9	PZ	7:00pm	St. Augustine (San Diego) @ Loyola
FB	Wed	9/14	PZ ENCORE (PRIME)	7:00pm	Game TBD
FB	Fri	9/16	TV (PRIME)	7:30pm	Long Beach Poly @ Mission Viejo
FB	Fri	9/16	PZ	7:00pm	Westlake @ Santa Margarita
FB	Fri	9/16	PZ	7:00pm	Upland @ Mater Dei
FB	Fri	9/16	PZ	7:00pm	Notre Dame (Sherman Oaks) @ Centennial (Corona)
FB	Fri	9/16	PZ	7:00pm	Corona Del Mar @ Newport Harbor
FB	Wed	9/21	PZ ENCORE (PRIME)	7:00pm	Game TBD
FB	Fri	9/23	TV (PRIME)	7:30pm	Chaminade @ Serra
FB	Fri	9/23	PZ	7:00pm	St. Bonaventure @ Hart
FB	Fri	9/23	PZ	7:00pm	Murrieta Valley @ Oaks Christian
FB	Fri	9/23	PZ	7:00pm	Rancho Cucamonga @ Citrus Hill
FB	Fri	9/23	PZ	7:00pm	Kaiser @ Serrano
FB	Wed	9/28	PZ ENCORE (PRIME)	7:00pm	Game TBD
FB	Fri	9/30	TV (PRIME)	7:30pm	Hart @ Ventura
FB	Fri	9/30	PZ	7:00pm	Loyola @ Serra
FB	Fri	9/30	PZ	7:00pm	Norco @ Chino Hills
FB	Fri	9/30	PZ	7:00pm	La Mirada @ Norwalk
FB	Fri	9/30	PZ	7:00pm	La Quinta @ Palm Springs
FB	Wed	10/5	PZ ENCORE (PRIME)	7:00pm	Game TBD
FB	Fri	10/7	TV (PRIME)	7:30pm	PROJECTED TV: Calabasas @ Westlake (1 TV, 4 PZ Games selected by 9/20)
FB	Fri	10/7	PZ HOLD	7:00pm	Vista Murrieta @ Murrieta Valley
FB	Fri	10/7	PZ HOLD	7:00pm	Hart @ Valencia
FB	Fri	10/7	PZ HOLD	7:00pm	Santa Margarita @ Mater Dei
FB	Fri	10/7	PZ HOLD	7:00pm	Mission Viejo @ Tesoro
FB	Fri	10/7	PZ HOLD	7:00pm	Charter Oak @ West Covina
FB	Fri	10/7	PZ HOLD	7:00pm	Redlands @ Redlands East Valley
FB	Fri	10/7	PZ HOLD	7:00pm	Rancho Cucamonga @ Upland
FB	Wed	10/12	PZ ENCORE (PRIME)	7:00pm	Game TBD

FB	Fri	10/14	TV (PRIME)	7:30pm	TBD (1 TV, 4 PZ Games selected by 9/27)
FB	Fri	10/14	PZ HOLD	7:00pm	Chaminade @ Alemany
FB	Fri	10/14	PZ HOLD	7:00pm	Canyon (Canyon Country) @ Hart
FB	Fri	10/14	PZ HOLD	7:00pm	San Clemente @ Tesoro
FB	Fri	10/14	PZ HOLD	7:00pm	Serra @ Bishop Amat
FB	Fri	10/14	PZ HOLD	7:00pm	Orange Lutheran @ Mater Dei
FB	Fri	10/14	PZ HOLD	7:00pm	Edison @ Los Alamitos
FB	Fri	10/14	PZ HOLD	7:00pm	Game TBD
FB	Fri	10/14	PZ HOLD	7:00pm	Game TBD
FB	Wed	10/19	PZ ENCORE (PRIME)	7:00pm	Game TBD
FB	Fri	10/21	TV (WEST)	7:30pm	PROJECTED: Mater Dei @ St. John Bosco (1 TV, 4 PZ Games selected by 10/4)
FB	Fri	10/21	PZ HOLD	7:00pm	La Habra @ Buena Park
FB	Fri	10/21	PZ HOLD	7:00pm	St. Bonaventure @ Westlake
FB	Fri	10/21	PZ HOLD	7:00pm	Calabasas @ Newbury Park
FB	Fri	10/21	PZ HOLD	7:00pm	San Marino @ Monrovia
FB	Fri	10/21	PZ HOLD	7:00pm	Chaparral @ Vista Murrieta
FB	Fri	10/21	PZ HOLD	7:00pm	Game TBD
FB	Fri	10/21	PZ HOLD	7:00pm	Game TBD
FB	Wed	10/26	PZ ENCORE (PRIME)	4:30pm	Game TBD
FB	Fri	10/28	TV (WEST)	7:30pm	PROJECTED: Centennial (Corona) @ Norco (1 TV, 4 PZ Games selected by 10/11)
FB	Fri	10/28	PZ HOLD	7:00pm	IMG Academy (FL) @ Long Beach Poly
FB	Fri	10/28	PZ HOLD	7:00pm	Oaks Christian @ St. Bonaventure
FB	Fri	10/28	PZ HOLD	7:00pm	Mater Dei @ Servite
FB	Fri	10/28	PZ HOLD	7:00pm	Atascadero @ Arroyo Grande
FB	Fri	10/28	PZ HOLD	7:00pm	Redlands East Valley @ Cajon
FB	Fri	10/28	PZ HOLD	7:00pm	Game TBD
FB	Fri	10/28	PZ HOLD	7:00pm	Game TBD
FB	Wed	11/2	PZ ENCORE (PRIME)	4:30pm	Game TBD
FB	Fri	11/4	TV (WEST)	7:30pm	TBD (1 TV, 4 PZ Games selected by 10/18)
FB	Fri	11/4	PZ	7:00pm	Orange Lutheran @ St. John Bosco
FB	Fri	11/4	PZ	7:00pm	Mission Viejo @ San Clemente
FB	Fri	11/4	PZ	7:00pm	Westlake @ Oaks Christian
FB	Fri	11/4	PZ	7:00pm	Paso Robles @ Atascadero
FB	Fri	11/4	PZ	7:00pm	Summit @ Kaiser
FB	Fri	11/4	PZ	7:00pm	Paloma Valley @ Heritage
FB	Fri	11/4	PZ	7:00pm	Game TBD
FB	Fri	11/4	PZ	7:00pm	Game TBD
FB	Wed	11/9	PZ Encore (PRIME)	7:30pm	Game TBD
FB	Fri	11/11	TV (WEST)	7:30pm	Playoffs, 1st Round (1 TV, 4 PZ Games selected by 11/7)
FB	Fri	11/11	PZ	7:00pm	Game TBD
FB	Fri	11/11	PZ	7:00pm	Game TBD
FB	Fri	11/11	PZ	7:00pm	Game TBD
FB	Fri	11/11	PZ	7:00pm	Game TBD
VB	Fri	11/11	PZ	5:00pm	Girls VB Final: Division TBD
VB	Fri	11/11	PZ	7:30pm	Girls VB Final: Division TBD
VB	Sat	11/12	PZ	10:00am	Girls VB Final: Division TBD
VB	Sat	11/12	PZ	1:00pm	Girls VB Final: Division TBD
VB	Sat	11/12	PZ	4:30pm	Girls VB Final: Division TBD
VB	Sat	11/12	TV (WEST)	8:00pm	D1AA Girls VB Final
FB	Wed	11/16	PZ Encore (PRIME)	7:00pm	Game TBD
VB	Thu	11/17	PZ Encore (PRIME)	4:00pm	Girls VB Final: Division TBD

FB	Fri	11/18	TV (WEST)	7:30pm	Playoffs, Quarterfinals (1 TV, 4 PZ Games selected by 11/14)
FB	Fri	11/18	PZ	7:00pm	Game TBD
FB	Fri	11/18	PZ	7:00pm	Game TBD
FB	Fri	11/18	PZ	7:00pm	Game TBD
FB	Fri	11/18	PZ	7:00pm	Game TBD
FB	Wed	11/23	PZ Encore (PRIME)	7:00pm	Game TBD
FB	Fri	11/25	TV (WEST)	7:30pm	Playoffs, Semifinals (1 TV, 4 PZ games selected by 11/21)
FB	Fri	11/25	PZ	7:00pm	Game TBD
FB	Fri	11/25	PZ	7:00pm	Game TBD
FB	Fri	11/25	PZ	7:00pm	Game TBD
FB	Fri	11/25	PZ	7:00pm	Game TBD
FB	Wed	11/30	PZ Encore (PRIME)	7:00pm	Game TBD
FB	Fri	12/2	TV (WEST)	TBD	Playoffs, Division Finals
FB	Fri	12/2	TV (WEST or PRIME)	TBD	Playoffs, Division Finals
FB	Fri	12/2	PZ	7:00pm	Playoffs, Division Finals
FB	Fri	12/2	PZ	7:00pm	Playoffs, Division Finals
FB	Fri	12/2	PZ	7:00pm	Playoffs, Division Finals
FB	Fri	12/2	PZ	7:00pm	Playoffs, Division Finals
FB	Fri	12/2	PZ	7:00pm	Playoffs, Division Finals
FB	Sat	12/3	PZ	7:00pm	Playoffs, Division Finals
FB	Sat	12/3	PZ	7:00pm	Playoffs, Division Finals
FB	Sat	12/3	PZ	7:00pm	Playoffs, Division Finals
FB	Sat	12/3	PZ	7:00pm	Playoffs, Division Finals
FB	Sat	12/3	PZ	7:00pm	Playoffs, Division Finals
FB	Sat	12/3	TV (WEST)	TBD	Playoffs, Division Finals
FB	Wed	12/7	PZ Encore (PRIME)	4:30pm	Playoffs, Division Finals
FB	Thu	12/8	PZ Encore (PRIME)	7:00pm	Playoffs, Division Finals
BK	Fri	3/3	PZ	TBD	Girls & Boys Basketball Finals
BK	Fri	3/3	PZ	TBD	Girls & Boys Basketball Finals
BK	Fri	3/3	PZ	TBD	Girls & Boys Basketball Finals
BK	Sat	3/3	PZ	TBD	Girls & Boys Basketball Finals
BK	Sat	3/3	PZ	TBD	Girls & Boys Basketball Finals
BK	Sat	3/3	PZ	TBD	Girls & Boys Basketball Finals
BK	Sat	3/3	PZ	TBD	Girls & Boys Basketball Finals
BK	Sat	3/3	PZ	TBD	Girls & Boys Basketball Finals
BK	Sat	3/3	PZ	TBD	Girls & Boys Basketball Finals
BK	Sat	3/3	PZ	TBD	Girls & Boys Basketball Finals
BK	Sat	3/3	PZ	TBD	Girls & Boys Basketball Finals
BK	Sat	3/3	PZ	TBD	Girls & Boys Basketball Finals
BK	Sat	3/4	TV (PRIME)	6:30pm	Open Div. Boys Basketball Final: Match-up TBD
BK	Sat	3/4	PZ	TBD	Girls & Boys Basketball Finals
SOC	Sat	3/4	PZ	TBD	Girls & Boys Soccer Finals
SOC	Sat	3/4	PZ	TBD	Girls & Boys Soccer Finals
SOC	Sat	3/4	PZ	TBD	Girls & Boys Soccer Finals
SOC	Sat	3/4	PZ	TBD	Girls & Boys Soccer Finals
SOC	Sat	3/4	PZ	TBD	Girls & Boys Soccer Finals
SOC	Sat	3/4	PZ	TBD	Girls & Boys Soccer Finals
BK	Wed	3/8	PZ Encore (PRIME)	7:00pm	Girls Basketball Division Final: Match-up TBD
BK	Fri	3/11	PZ Encore (PRIME)	8:00pm	Boys Basketball Division Final: Match-up TBD
SOC	Wed	3/15	PZ Encore (PRIME)	4:00pm	Boys Soccer Division Final: Match-up TBD
SOC	Thu	3/16	PZ Encore (PRIME)	7:00pm	Girls Soccer Division Final: Match-up TBD

SFB	Sat	6/2	PZ	TBD	Softball Final: Division TBD
SFB	Sat	6/2	PZ	TBD	Softball Final: Division TBD
SFB	Sat	6/2	PZ	TBD	Softball Final: Division TBD
SFB	Sat	6/2	PZ	TBD	Softball Final: Division TBD
BB	Sat	6/2	PZ	TBD	Baseball Final: Division TBD
BB	Sat	6/2	PZ	TBD	Baseball Final: Division TBD
BB	Sat	6/2	PZ	TBD	Baseball Final: Division TBD
BB	Sat	6/2	PZ	TBD	Baseball Final: Division TBD
SFB	Wed	6/7	PZ Encore (PRIME)	5:00pm	Softball Final: Division TBD
BB	Thu	6/8	PZ Encore (PRIME)	5:00pm	Baseball Final: Division TBD

6.29.16

Schedule Subject to Change

All times listed are Pacific

100 Prep Zone
19 Live TV
21 Prep Zone Encore

CIF-SS PREP ZONE STREET TEAM PROGRAM

CIF-SS PREP ZONE STREET TEAM

For 2016-17, a new 'CIF-SS Prep Zone' street team is being created to expand the on-site and social media presence of the CIF Southern Section at select TV and championship events.

The goal is to expand the Southern Section's visual presence at these events and to add create new interaction with fans. Fans will be able to take fun pictures at these events and receive copies by entering their social media ID's on site. Additionally, distribution of sponsored gear is enabled where previously no such opportunity existed.

Long term, the expanded value is our future outreach of CIF-SS news and events to these fans as they become followers via their Twitter, Facebook or email.

Outreach enables the CIF-SS to reach fans with news, polls, fun facts and event schedules in ways the disappearing newspaper coverage did in the past. Fans need to know about the CIF-SS in order to be interested in the CIF-SS.

Additional future value will come from the ability to sponsor these activities as we have data to support the value.

How it works:

- Street team staff of 2 (CIF-SS and Sports Management interns) shall attend the event schedule attached.
- Located in the spectator concourse, a branded CIF-SS tent with 'green screen' is set up.
- Fans will have their picture taken in front of the green screen. Their picture is then laid on top of a unique background graphic related to the event (games specific for football, championship specific for sports with multiple games per date).
- Fans then go to a kiosk where they can provide one of their social media addresses.
- Shortly thereafter, they will receive the picture to the social media location they registered.
- Staff will also be able to distribute sponsored items when available (Gatorade bottle, Fox Sports Towel, Ford key chain, etc...)

This program should add to the 'spectacle' of these championships and TV events while creating a greater exposure to fans of the "Southern Section."

Below are some visual examples of street teams. Our gear is arriving this month and the debut is schedule for Sept 9 at the football TV game between Bishop Gorman and St. John Bosco.

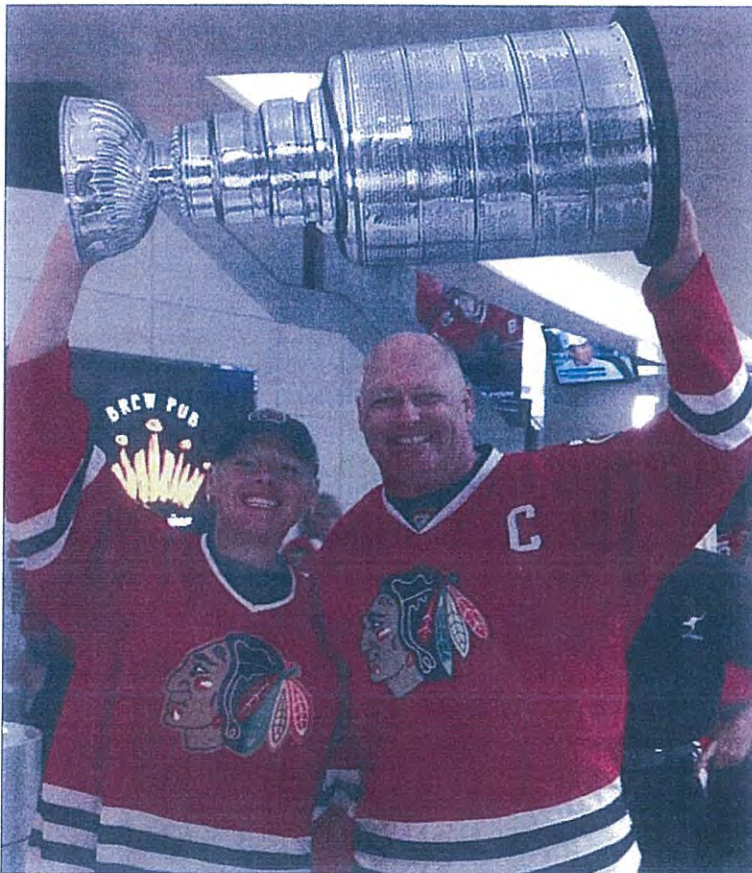




GREEN SCREEN BENEFITS



- **Tagkast Green Screen seamlessly takes the photo sharing experience to places it has never been before!**
- **Let your guests choose up to 3 green screen backgrounds!**
- **Green Screen backgrounds are 100% customizable and may include images of your choice!**
- **Great way to add a fun and engaging photo opportunity to guests!**



In this example, the digital photo was taken of my wife and I, then Cup added digitally and it was emailed to me.

Note: I did crop off the branded sponsorship logo at the bottom. LOL

2016-17 CIF-SS STREET TEAM SCHEDULE

Hiring 3 grad student interns 8/22-9/6 (3 for 2 per week)

21-Jul

1	Fri	9-Sep	Football TV game	Bishop Gorman v SJ Bosco @ Vets Stadium	1 gm	TV	Week 2
2	Fri	16-Sep	Football TV game	LB Poly @ Mission Viejo	1 gm	TV	Week 3
3	Fri	23-Sep	Football TV game	Chaminade @ Serra	1 gm	TV	Week 4
4	Thr	29-Sep	Executive Committee Meeting	CIFSS Office	1 event		
5	Fri	30-Sep	Football TV game	Hart @ Ventura	1 gm	TV	Week 5
6	Fri	7-Oct	Football TV game	Likely: Calabasas @ Westlake	1 gm	TV	Week 6
7	Fri	14-Oct	Football TV game	tbd	1 gm	TV	Week 7
8	Mon	17-Oct	AA Summit (staff avail on Monday??)	Pomona	1 event		
9	Fri	21-Oct	Football TV game	Likely: Mater Dei @ St John Bosco	1 gm	TV	Week 8
10	Fri	28-Oct	Football TV game	Likely: Centennial @ Norco	1 gm	TV	Week 9
11	Mon	31-Oct	Girls Golf Team Finals (staff avail on Monday??)		1 event		
12	Fri	4-Nov	Football TV game	TBD	1 gm	TV	Week 10
13	Thr	10-Nov	GVF Finals	Cerritos College	3 gm		
14	Fri	11-Nov	Girls Tennis Team Finals (early matches)	Claremont Club	5 gm		
15	Fri	11-Nov	Football TV game	Playoff week 1	1 gm	TV	
16	Sat	12-Nov	GVF Finals (double shift)	Cerritos College	5 gm	TV & PZ	
17	Fri	18-Nov	Football TV game	Playoff week 2	1 gm	TV	
18	Sat	19-Nov	BWP Finals (double shift)	Woollett Aq Ctr, Irvine	7 gm		
19	Fri	2-Dec	Football TV game	Football Final TBD	1 gm	TV	Dark Nov 25 .. Thanksgiving
20	Sat	3-Dec	Football TV game	Angel Stadium	1 gm	TV	
21	Fri	24-Feb	Wrestling Masters	Citizens Bank Arena	1 event		
22	Sat	25-Feb	GWP Finals (double shift)	Woollett Aq Ctr, Irvine	7 gms		
23	Fri	3-Mar	APU Basketball	Azusa Pacific U	3 gms	PZ	
24	Sat	4-Mar	Honda Center Basketball (double shift)	Honda Center	6 gms	TV & PZ	
25	Thr	11-May	Swim Finals	Riverside CC	1 event		
26	Fri	12-May	Swim Finals (double shift)	Riverside CC	1 event		
27	Sat	13-May	Swim Finals (double shift)	Riverside CC	1 event		
28	Mon	15-May	Boys Golf Team Finals (staff avail on Monday??)		1 event		
29	Fri	19-May	Boys Tennis Team Finals	Claremont Club	5 gn		
30	Sat	20-May	Track Divisional Finals (day)	Cerritos College	1 event		
31	Sat	20-May	Boys VB Finals (evening)	Cerritos College	5 gm		
32	Fri	2-Jun	Baseball or Softball Finals	Dodgers or Barber Park, Irvine	3 gm	PZ if bsb	
33	Sat	3-Jun	Softball Finals (double shift)	Barber Park, Irvine	4 gm	PZ	

Events with double shifts



Area Placement Timeline 2016-2017

The following is a timeline, referenced from the Blue Book, which outlines the process and dates for Area Placement which precedes Releaguings.

September 12, 2016 - The Southern Section Office will be sending, via email, Area Placement requests to all member schools. Each school's request is due back to the office by **4:00 p.m., Friday, October 7, 2016.**

Article 3, 32.5 #1. "The principal of each member school will request a specific area placement for his or her school. Such requests will be submitted to the CIF Southern Section Releaguings Committee for study/action." (Fall, 2012)

(Please note that the request is for each school to address ITS desire for Area Placement. This is not an opportunity to recommend that a school be removed from a particular area.)

September 29, 2016 – CIF Southern Section Executive Committee meeting.

October 20, 2016 – The Releaguings Committee will meet with CIF-SS Office Staff to review Area Placement requests.

November 30, 2016 – CIF-SS Office will send recommended 2018-2022 Area Placement configurations to member schools.

Article 3, 32.5 #2. "After a review of the various individual requests from principals of member schools, CIF-SS Staff will prepare a recommended area placement configuration for all schools in the Section. The Office Staff will announce the configuration and submit to all league representatives."

December 14, 2016 – Meeting with CIF-SS Office Staff for schools wishing to present arguments related to their placement into a particular area.

Article 3, 32.5 #3. "After the proposed configuration is announced, Section Staff will hold a meeting to take input from any affected school in regards to that school's Area Placement. The purpose of the meeting is to hear arguments on why a school should not be placed in the recommended area. Section Commissioner will set the conduct of the meeting, time and place."

January 14, 2017 – CIF Southern Section Executive Committee meeting. CIF-SS Office Staff will present 2018-2022 Area Placement recommendations to the Executive Committee for approval.

Article 3, 32.5 #4. "The Area Placement of member schools, as recommended by the CIF Southern Section Staff, will be submitted to the Executive Committee for approval. If the proposal re-configures an area(s), the Executive Committee will vote on appropriate representation if the proposal reduces the number of areas within the section."

January 25, 2017 – CIF Southern Section Council meeting.

March 1, 2017 – 4:00 p.m. – Deadline for schools to send written notice to the CIF-SS Office of their wish to appeal THEIR school's Area Placement to the CIF Southern Section Executive Committee at the March 15, 2017 meeting. (Appeals will not be heard referencing the placement of another school(s) into a particular area.)

Article 3, 32.5 #5. "Member schools or league representatives seeking an appeal with reference to Area Placement must forward a copy of the appeal to the CIF Southern Section office, and a copy to the principals of the affected area schools in the area(s). This must be completed at least 14 calendar days prior to the scheduled date of the Executive Committee meeting."

March 15, 2017 – CIF Southern Section Executive Committee meeting. (Area Placement Appeals.)

Article 3, 32.5 #6. "The Executive Committee, in accordance with the following guidelines, will hear appeals with reference to Area Placement:

- (a) Was due process extended to the parties concerned?*
- (b) Was the Brown Act followed?*
- (c) Were Blue Book rules and criteria followed?*

The Executive Committee may accept the initial appeal, in which case the appellant would immediately be granted their request for a change in their recommended Area Placement. If the Executive Committee denies the initial appeal, schools who appealed their Area Placement to the Executive Committee, and are still dissatisfied, may appeal to the CIF Southern Section Council. Schools seeking an appeal to the CIF Southern Section Council, with reference to Area Placement, must forward a copy of the appeal to the CIF Southern Section Office, and a copy to the principals of the area affected schools, at least 14 calendar days prior to the scheduled CIF Southern Section Council Meeting. All decisions made by the CIF Southern Section Council regarding Area Placement appeals will be FINAL and Area Placement will be concluded. Area Placements will be subject to review every four (4) years, in odd years, and will be concluded prior to the start of the Releaguings process.

March 16, 2017 – 4:00 p.m. – Deadline for schools who appealed their Area Placement to the CIF Southern Section Executive Committee, and are still dissatisfied, to send written notice to the CIF Southern Section Office seeking an appeal to the CIF Southern Section Council at the April 5, 2017 meeting.

April 4, 2017 – CIF Southern Section Executive Committee meeting.

April 5, 2017 – CIF Southern Section Council meeting.

Protocol and timeline for appeals must be followed as described. If appeals notices are not received according to this timeline or if copies are not distributed to the appropriate recipients, the appeal will not be heard.

The criteria used by the CIF Southern Section Staff for Area Placement and for the adjudication of appeals related to Area Placement will be limited to the following:

Criteria for Area Placement:

Article 3, pgs. 53-54 of Blue Book

1. "The initial request of the member school."

(a) "The school requesting placement in a different area must provide rationale based on the three criteria of enrollment, geography and competitive equity."

(b) "In cases of a placement dispute, the criterion of competitive equity shall weigh most heavily in making the placement."

2. *"Of secondary importance, but part of the criteria, are the school's competitive history and geographical location."*
3. *"Special circumstances which, in the judgment of the Executive Committee, provide good cause to deviate from the above criteria. Such circumstances might include anomalies related to enrollment, geography, special features of school athletic programs, e.g. all-boys/girls."*
4. *"A basic premise underlying this entire process is the recognition that the initial (first) request of the individual member school represents the best source of information regarding the welfare of that school vis a vis Area Placement. The Executive Committee shall review the request of the member school at the time the member school is accepted for membership in the Southern Section".*

Once the Area Placement process is complete, Releaguings Chairs may begin to call area Releaguings meetings.



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