



Meeting of the Executive Committee

September 27, 2018

1:00 p.m.

*CIF Southern Section Offices
Los Alamitos, California*

Minutes

1. OPENING BUSINESS	DISPOSITION	ITEM
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- A. Call to order by Dr. Monica Colunga, President of the Council

Meeting was called to order by Dr. Monica Colunga at 1:15 p.m.

- B. Pledge of Allegiance

- C. Roll Call

All members were present except for Mark Edgemon, Jackie Gibson, John Norman, and Dana Wilkerson.

- D. Introduction of Guests

There were no guests.

- E. Adopt Agenda

Adopted 20-0-0

There was a motion and a second to adopt the agenda. There being no discussion, the motion was approved.

- F. Approval of Minutes

Approved 20-0-0

1F1

There was a motion and a second to approve the minutes of the August 16, 2018 Executive Committee meeting. The minutes were approved.

2. PUBLIC COMMENT

- 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

A. STATE FEDERATED COUNCIL ACTION ITEMS

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

B. SOUTHERN SECTION ACTION ITEMS

- | | | |
|--|-----------------|--------|
| 1. Proposed Bylaw Revision 3320.6 –
Wrestling Divisions | Approved 20-0-0 | SS 578 |
|--|-----------------|--------|

Monica Colunga reviewed the proposal. Glenn Martinez spoke that this is reverting to what was done in the past before the use of geography. Geography had some success but losing the northern schools made the geography more difficult. There was a motion and a second to approve this proposal. There was no discussion. Motion carried 20-0-0.

4. NON-ACTION ITEMS

A. STATE FEDERATED COUNCIL NON-ACTION ITEMS

- | | | |
|---|------------|-----|
| 1. Proposed Revision to Bylaw 103 -
Weighted Voting – Informational Only | Non-Action | 4A1 |
|---|------------|-----|

Mike West reviewed the proposal. This is informational only. Mike reviewed the formula and reviewed the changes from last year as contained in the agenda backup materials.

- | | | |
|--|------------|-----------|
| 2. Proposed Bylaw Revisions 211 and 303 –
Continuation School | Non-Action | STATE 568 |
|--|------------|-----------|

Mike West reviewed and read the updated language contained in the proposal. Chris Calderwood asked what the changes from the original proposal were and what was trying to be addressed so Mike West reviewed the old language. The update now addresses grading periods and semesters. Jeff Williams asked about the ability to go back and forth from home school to continuation school and Rob Wigod stated that students have to be in residence for one semester at the continuation school before becoming eligible to compete in athletics. Discussion continued regarding being at a school for a full semester before being declared eligible to compete. The bylaw states that the regular grading period of the member school sets the standard. Is it the grades/credits or days enrolled that determine whether a student has been in residence for a semester at the continuation school? These concerns will be brought to the CIF Federated Council at their upcoming meeting next week.

- | | | |
|--|------------|-----------|
| 3. Proposed Revision of Bylaws 22.b.9 and 503.K -
Coaching Education and Heat Illness | Non-Action | STATE 582 |
|--|------------|-----------|

Mike West reviewed the proposal. This is coming from a state law and must be added to our bylaws. It will fall under the coaching education portion of the Blue Book. Chris Calderwood asked if the NFHS has a course in this and was told yes. Jill Matyuch brought up that it would be nice to have NFHS offer a course in first aid, as is needed by all coaches to be updated every two years, for free. We can pose a recommendation for them to bring it to the sports medicine committee to make this course free.

B. SOUTHERN SECTION NON-ACTION ITEMS

- | | | |
|---|------------|--------|
| 1. Proposed Bylaw Revision 2315 –
Girls Lacrosse Ejection Rule | Non-Action | SS 579 |
|---|------------|--------|

Monica Colunga reviewed the proposal. The Blue Book rule contradicts the NFHS Lacrosse Rule Book in the case of two yellow cards. This sport is a club sport moving into education-based athletics and has a different definition of “ejection.” Most of the time two yellow cards are similar to a red card indicating flagrant fouls. We are trying to be respectful of the sport but also protecting our student athletes. Thom Simmons discussed the ejections that were researched were more than just checking into the game late, it was dangerous conduct. It is not the same as five fouls in basketball. Chris Calderwood voiced concern that if this revision passes, why would soccer not look for the same consideration? There should be a way for a player to foul out of the game without being ejected as in water polo and basketball without sitting out the next game. Thom Simmons stated that this is really an NFHS/US Lacrosse rules problem. Kristine Palle added that NFHS rule books deal with the playing rules and the conduct rules are under the auspices of the state associations. Monica Colunga added that it appears the rules have been applied appropriately for misconduct, according to the reports and the data we have.

- | | | |
|--|------------|--------|
| 2. Proposed Bylaw Elimination 3105.4 -
Water Polo Tournaments | Non-Action | SS 580 |
|--|------------|--------|

Monica Colunga reviewed the proposal. This brings the water polo tournament rule into line with the updated wording for the rest of the sports and the Water Polo Advisory Committee supports this proposal.

- | | | |
|--|------------|--------|
| 3. Proposed Revisions to Summer Dead Period Bylaws | Non-Action | SS 581 |
|--|------------|--------|

Monica Colunga reviewed the proposal. This proposal takes into account the shortening of the summer and a set schedule for dead period for all schools and all sports. Sandy Gahrning voiced concern that the suggested dead period is over the 4th of July holiday and many schools are still in summer school which would not allow for a break or families to take vacations. Terry Barnum asked if there is consideration for summer camps and the no contact with coaches rule still being applied. Rob Wigod stated that as with the current summer dead period, this would only allow a 12-day period with supervised weight lifting. Chris Calderwood stated that his area is making a counter proposal to make it 21 days, not just 12. Jeff Williams asked about the impact of this rule on summer school sports classes. Also, with the rule as it is now, the multi-sport athlete really does not get a break since the dead periods for sports are staggered and the purpose of the rule is to give the students and their families (and coaches) a break. Carter Paysinger stated that standardizing a dead period is almost impossible with the start and end of schools being different and summer schools. Chris Calderwood countered that you can do this at your school right now and have all sports set the same 21-day period. If other schools are not doing that, you might miss tournaments, but you could mandate all sports to have a dead period on your campus at the same time.

5. OLD BUSINESS

A. Executive Committee to Visit Probationary Schools

5A

Rob Wigod reminded the Executive Committee of the conversation at the last meeting regarding having the Executive Committee member that submitted the new membership application for a school revisit the same school at the end of their probationary year of membership to evaluate their program and let us know if they are ready for full membership or not. We will set up an evaluation form for the January meeting for your approval. Probationary schools would submit their reports to our office by April 1. We will then send the same Executive Committee member out to that school, if possible, and then have them report back on their visit at the May meeting. We will move forward with this.

6. NEW BUSINESS

A. Financial Report

Mitch Carty

Mitch Carty made a presentation from our GoFan website and then from his phone showing how easy GoFan is to use in selling online tickets. We want to see more member schools adopt this as there are many benefits. Mitch Carty then walked through the mobile device from the ticket buyers' point of view. There is no cost to the school.

B. Marketing Update

Thom Simmons

Thom Simmons made a presentation that is included at the end of these minutes.

C. Communications Update

Chelsea Heyward

Chelsea Heyward gave a presentation that is included at the end of these minutes.

7. REPORTS

A. President's Report

Monica Colunga

Attended the NFHS Section 7/8 conference in Utah. Attended the media session which provided understanding of the relationships needing to be built with the media for the benefit of both you and the media. Listened in on some football litigation discussions from different parts of the country, one pertaining to concussions and another on no girls in tackle football. Listened to gender equity, transgender, Title IX discussion and we are far ahead on all of these subjects. There were board meetings with the other states, we are fortunate even though we are large, to have that collaborative working environment. Learned more about those areas that use free and reduced lunch as a standard and that those schools tend to have a high frequency of students that do not have access to the clubs and individual trainers that others might have. We were validated with what we do here. Congratulate the office and thanks for the Champions for Character dinner. That was a great event to celebrate those that are doing what they need to do.

7. REPORTS (Cont.)

B. Treasurer's Report

Jeff Jordan

The audit team will be out in October. Pre-audit, we show \$109,446 as profit for the 2017-18 school year. For the first quarter of the 2018-19 school year, which is mostly membership fees, we are up \$140,000 with only 61 members missing dues that are due on Monday, October 1. The Champions for Character dinner was an amazing event and I appreciate all the work that goes into it. Raising Canes for a year was bigger than the \$1,000 scholarship. Discussed an incident that happened at their first football game and the chaos that ensued when false rumors were spread about an active shooter at the contest. Encourage you to go back and make sure you have a plan for an active shooter at a football game.

C. Commissioner's Report

Rob Wigod

Rob Wigod made a presentation that appears at the end of these minutes which is a preview for the Southern Section Council meeting next week. Would like to form a transfer rules committee with one league representative from each area, identified by the area representatives, by November 1 to address the transfer rule discussion. They will meet prior to the Southern Section Council meeting in January with the Assistant Commissioners and get started. We want to keep the conversation going. August transfer numbers were down 7%. Thank you to all that attended the Champions for Character Dinner. It was a huge night and a great celebration. Thanked the Assistant Commissioners as they are going out to league meetings. Preparing for Southern Section Council next Tuesday and CIF Federated Council in San Diego next week.

D. Executive Committee Member Reports

Past President, Carter Paysinger – We are so much ahead of the game then the other sections and states in our nation. Told a story about heat exhaustion and a student treated right away walked away, then later died. We need proper medical attention on our campuses.

President-Elect, Mike West – Attended the 7/8 Conference for the first time and with eleven states and our ten sections represented, we were almost half of the conference. The host state determines the topics and speakers, which can make for a very interesting event. AB2009 passed requiring AEDs at all schools and emergency action plans on all campuses. This law goes into effect on January 1. Champions for Character was great, my coach was recognized.

Activities Director Representative, Todd Arrowsmith – Thanks Rob Wigod for creating the new Activities Director Committee starting in November.

Coast Area Representative, Dr. Paula Hart Rodas – Our district is very close to approving a twelve-month athletic trainer on all campuses that are certificated. Looking forward to joining CIF Federated Council.

CSADA Representative, Dave Reid – Champions for Character dinner was marvelous, and you need to go if you can. It is worth your time.

Orange County Area Representative, Denise Halstead – Thank you for lunch and to Rob Wigod. I appreciated the education piece you presented on our financial situation and how it affects schools directly.

Mt. SAC Area Representative, Paul Lopez – Thanks to the office. We do not think of outside venues when making emergency plans, we always think inside and we need to plan for active shooters anywhere. Champions for Character was great. We did cardiac screening during our registration time and found out someone did have a problem. We need to do whatever we can to keep our student athletes healthy, safe, mentally prepared.

7. REPORTS (Cont.)

D. Executive Committee Member Reports (Cont.)

Citrus Belt Area Representative, Ed Kearby – We have a group of athletic trainers that are active and passionate. Although AB2009 passed, our area has been doing these things for a while. When we see things like this coming down the pike, we like to stay out in front of it. Continuation school is a hot topic and if we do not do something about it, the state department will and then we will be forced into their plan instead of ours.

Northern Area Representative, Dick Billingsley – Attended the Section 7/8 Conference in Utah. We are so far ahead of the other areas on many of the hot topics. Appreciate being able to attend. Thanks for the Champions for Character dinner.

CSADA Representative, Sandy Gahring – This was the first time at the Champions for Character dinner that I just got to sit and watch. It is wonderful. Working to get a certified trainer at my school. School districts are unaware of the need and importance of full-time athletic trainers.

Digital Media Coordinator, Chelsea Heyward – Excited to send out email about receiving content from our schools and to highlight them on our sites.

Assistant Commissioner, Thom Simmons – Chelsea and I have been out to some schools and are available for social media presentations.

Assistant Commissioner, Glenn Martinez – The Athletic Administrators Summit is coming up. We sent emails to get people interested in coming. More schools are doing the cardiac screening. There will be a League Coordinator training before the Southern Section Council meeting. Highly recommend attendance.

Assistant Commissioner, Mike Middlebrook – We have been out to league meetings and some are already taking about releguing. I recently attended a sportsmanship conference and enjoyed it. We have updated our website a little bit to be more user friendly. Lisa McNerney, my Program Coordinator since August, is doing a great job.

Assistant Commissioner, Rainer Wulf – Attended the 7/8 Conference and it was great. Have also been out to league meetings. The Public/Private committee meets tomorrow to look at the transfer survey results and have discussion on next steps. 542 of our 563 schools responded to the survey.

Chief Financial Officer, Mitch Carty – Go Dodgers

Assistant Commissioner, Kristine Palle – All of the eligibility workshops are done, and some brought new ideas to us that we are working on. We always want better ways to get information to people, like in soccer, the home and away jerseys are switching colors this year.

Desert Area Representative, Jeff Williams – I am encouraged regarding active shooter protocols. I got our people together to come up with a protocol and submitted it to our school district and they want to have a meeting with me to bring it into effect.

CIF Federated Council President, Jim Perry – Attended the Section 7/8 Conference and visited campuses in the area. Champions for Character was fabulous. Our district had four winners. I will talk to a group regarding co-ops this weekend in New Mexico.

Girls' Athletic Director Representative, Jill Matyuch – We need to find a way to make getting coaches certification more accessible. At the Champions for Character dinner I saw many people from different facets of my life and made me realize how lucky are we.

Foothill Area Representative, Loren Kleinrock – At the Champions for Character dinner we had our first winner, thank you. Active shooter, we have done several live drills to test and learn our plan. Makes a difference if you can do live drills. I am back as the Superintendent of the district for this year.

7. REPORTS (Cont.)

D. Executive Committee Member Reports (Cont.)

Boys' Athletic Director Representative, Chris Calderwood – Thanks to Thom Simmons and Chelsea Heyward for coming out and presenting. A side-effect of their visit was that it got our ASB's from the different district schools to network with each other.

Executive Assistant, Sharon Hodge – Thank you to those that were able to make the Champions for Character dinner on Monday. The Hall of Fame luncheon is on October 17 and I hope you all can attend. Girls Golf is rolling along, and we meet with our Cheer Advisory Committee on Monday to work out final details for our inaugural Traditional Competitive Cheer Championships that are the weekend after our retreat. Thank you for your support and looking forward to what is ahead.

8. ADVANCE PLANNING

A. DATES

1. October 2, 2018 – CIF Southern Section Council Meeting, The Grand, Long Beach, California, 9:00 a.m.
2. October 15, 2018 – Athletic Administrators Summit, Pomona Fairplex Sheraton Hotel and Conference Center, Pomona, California, 7:30 a.m.
3. October 17, 2018 – CIF Southern Section Hall of Fame/Distinguished Service Luncheon, The Grand, Long Beach, California, 12:00 p.m.
4. January 18-20, 2019 – CIF Southern Section Executive Committee Meeting, Hyatt Centric, Santa Barbara, California, 9:30 a.m.
5. January 23, 2019 – CIF Southern Section Council Meeting, The Grand, Long Beach, California, 9:00 a.m.

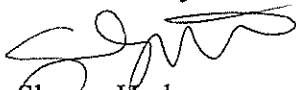
B. SUGGESTED AGENDA ITEMS

There were no suggested agenda items for the next meeting.

8. ADJOURNMENT

There was a motion and a second to adjourn the meeting. By unanimous voice vote, the meeting was adjourned at 3:57 p.m.

Submitted By:



Sharon Hodge
Executive Assistant

Approved By:



Rob Wigod
Commissioner of Athletics

Adopt Agenda

Todd Arrowsmith	Yes	Terry Barnum	Yes	Dick Billingsley	Yes	Chris Calderwood	Yes
Monica Colunga	Yes	Rita Dever		Mark Edgemon		Sandy Gahring	Yes
Denise Halstead	Yes	Jeff Jordan	Yes	Ed Kearby	Yes	Nancy Kelly	Yes
Loren Kleinrock	Yes	Geniel Moon	Yes	Paul Lopez	Yes	Jill Matyuch	Yes
John Norman		Carter Paysinger	Yes	Jim Perry	Yes	Dave Reid	Yes
Paula Hart Rodas	Yes	Mike West	Yes	Dana Wilkerson		Jeff Williams	Yes

Motion Carried 20 Yes 0 No 0 Abstain

Approval of Minutes

Minutes of the August 16, 2018 Executive Committee Meeting

Todd Arrowsmith	Yes
Monica Colunga	Yes
Denise Halstead	Yes
Loren Kleinrock	Yes
John Norman	
Paula Hart Rodas	Yes

Terry Barnum	Yes
Rita Dever	
Jeff Jordan	Yes
Geniel Moon	Yes
Carter Paysinger	Yes
Mike West	Yes

Dick Billingsley	Yes
Mark Edgemon	
Ed Kearby	Yes
Paul Lopez	Yes
Jim Perry	Yes
Dana Wilkerson	

Chris Calderwood	Yes
Sandy Gahring	Yes
Nancy Kelly	Yes
Jill Matyuch	Yes
Dave Reid	Yes
Jeff Williams	Yes

Motion Carried 20 Yes 0 No 0 Abstain

ITEM SS 578

Proposed Bylaw Revision 3320.6 – Wrestling Divisions

Todd Arrowsmith	Yes	Terry Barnum	Yes	Dick Billingsley	Yes	Chris Calderwood	Yes
Monica Colunga	Yes	Rita Dever		Mark Edgemon		Sandy Gahring	Yes
Denise Halstead	Yes	Jeff Jordan	Yes	Ed Kearby	Yes	Nancy Kelly	Yes
Loren Kleinrock	Yes	Geniel Moon	Yes	Paul Lopez	Yes	Jill Matyuch	Yes
John Norman		Carter Paysinger	Yes	Jim Perry	Yes	Dave Reid	Yes
Paula Hart Rodas	Yes	Mike West	Yes	Dana Wilkerson		Jeff Williams	Yes

Motion Carried 20 Yes 0 No 0 Abstain

EXECUTIVE COMMITTEE MARKETING/COMMUNICATIONS REPORT

SEPTEMBER 27, 2018

THOM SIMMONS, ASSISTANT COMMISSIONER

OMS MARKETING REPORT



OUTFRONT MEDIA / CALIFORNIA INTERSCHOLASTIC FEDERATION - FY19

Week Of:	7/6/2018	7/13/2018	7/20/2018	7/27/2018	8/3/2018	8/10/2018	8/16/2018	8/23/2018	8/30/2018	9/6/2018	9/13/2018
REVENUE											
Contracted Cash	1,096,146	1,096,146	1,101,146	1,109,146	1,109,146	1,109,146	1,120,646	1,173,321	1,173,321	1,173,321	1,173,321
Contracted Trade	77,063	77,063	77,063	94,438	94,438	96,438	96,438	96,438	96,438	96,438	96,438
Committed Cash	460,948	460,948	466,448	427,524	462,474	482,699	498,379	443,659	445,609	445,609	521,629
Committed Trade	23,375	23,375	23,375	4,000	4,000	4,000	31,200	31,200	31,200	31,200	31,200
Total Blocked \$'s	\$ 1,557,094	\$ 1,557,094	\$ 1,567,594	\$ 1,536,670	\$ 1,571,620	\$ 1,591,845	\$ 1,619,025	\$ 1,616,980	\$ 1,618,930	\$ 1,618,930	\$ 1,694,950
	-	-	10,500	(20,424)	34,950	20,225	27,180	(2,045)	1,950	-	76,020
Working Cash*	770,974	770,974	823,853	860,193	1,026,265	761,302	770,387	348,457	374,396	362,177	312,455
Working Trade*	175,000	175,000	175,000	175,000	175,000	202,200	175,000	175,000	175,000	175,000	-
Working Cash^	194,205	194,205	171,925	165,425	134,955	114,730	98,505	82,280	82,280	107,208	88,508
Working Trade^	-	-	-	22,100	22,110	22,100	22,100	22,100	22,100	5,500	16,600
Total Pipeline*	125,000	125,000	146,820	176,490	31,650	44,170	79,187	375,707	891,605	1,024,285	1,029,163
Budget	2,200,000	2,200,000	2,200,000	2,200,000	2,200,000	2,200,000	2,200,000	2,200,000	2,200,000	2,200,000	2,200,000
\$'s to go	\$ 642,906	\$ 642,906	\$ 632,406	\$ 663,330	\$ 628,380	\$ 608,155	\$ 580,975	\$ 583,020	\$ 581,070	\$ 581,070	\$ 505,050

COMMENTS

People:	Leadership and Sales
	General Manager - Brian Sandy
	Director of Sales - Ronny Henderson
	Operations and Fulfillment
	Director of Corporate Sponsorships - Chris Fahey (CIF employee)
Risks:	Scope and scale of California market (target rich environment)
	Approaching hard deadlines for certain assets
	Football season has begun, 9 weeks until mid-November
Opportunities:	Open blue ocean categories
	Scope and scale of California market (target rich environment)
	* = New Business
	# = Renewals

OMS MARKETING REPORT



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- **HIGHLIGHTS**
 - **TO DATE - \$1.3 MILLION COMPLETED PARTNERSHIPS**
 - **TO DATE - \$1.7 MILLION COMMITTED PARTNERSHIPS**
 - **VERBAL AGREEMENT WITH NIKE - \$180,000.00 OVERALL - \$70,000 IN CASH - \$110,000 IN TRADE**
 - **VERBAL AGREEMENT WITH THE LOS ANGELES CHARGERS - \$30,000 IN CASH**

OMS MARKETING REPORT



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- “BIG FISH ON THE LINE”
 - GROCERY CATEGORY – SMART & FINAL - \$162,000 WITH 3-YEAR ESCALATOR
 - MEDICAL CATEGORY – CEDARS SINAI - \$250,000 WITH 3-YEAR ESCALATOR
 - EDUCATION CATEGORY – GOOGLE BULLETIN - \$140,000 WITH 3-YEAR ESCALATOR



CIF-SS MARKETING



- **NEGOTIATING WITH:**
- **BRINE-WARRIOR LACROSSE BALLS**
- **STX LACROSSE BALLS**

CIF-SS COMMUNICATIONS REPORT

- **THE CIF-SS
PODCAST IS
COMING**



CIF-SS COMMUNICATIONS REPORT

- **FIRST PRODUCTION DATE – OCTOBER 10**
- **FIRST AIR-DATE – OCTOBER 11**
- **HOST – SAM FARBER, FOX SPORTS WEST**
- **FORMAT – 5 – 10 MINUTE SEGMENTS**

PODCAST

NAME: CIF Southern Section Podcast w/ Sam Farber

FORMAT: The Interview Show

TARGET AUDIENCE: People interested in Southern Section Sports

DURATION: 40-50 minutes; 5, 10 minute segments

FREQUENCY: FALL- Weekly + Winter/Spring- Monthly

VIDEO: Record + Put on Youtube (only for episodes w/ guests/interviews)

HOSTING PLATFORM: [Buzzsprout](#) (\$18/mo)

CONTENT DEPLOYMENT: record on Weds + Release Weds Evening/Thursday at Midnight (First one- October 11th)

CONTENT TOPICS: Upcoming games, Highlights from previous games, Southern Section News, Interviews, fun fact/ historical tidbits

SHOW FORMAT:

ITEM	Time	ELEMENT	TRT
SEGMENT 1			
101	0:00:30	SHOW OPEN/ INTRO	00:30
101	0:06:30	TOP STORY- should be the most trending topic in CIF-SS	07:00
101	0:00:30	Coming Up Next	07:30
Segment 2			
101	0:02:30	Significant Scores- breakdown of last week's impact games	10:00
101	0:04:30	Rankings Rundown- Name all top seeds, and big movers in every division	14:30
101	0:00:30	Tease Game Preview and Coach Interview later in show	15:00
101	0:00:30	Reintroduce	15:30
101	0:06:00	Alumni 10 year- Interview with a former CIF champion from 10 years ago (should be in professional prime today)	21:30
101	0:01:00	Tease 25 yr Alumni & Ask the commish	22:30
101	0:03:30	He (She's) Gonna Go- 2 quick athlete convos who committed	26:00
101	0:04:00	Ask the Commish- 4 questions, including a voice mail & tweet	30:00
101	0:00:30	Reintroduce	30:30
101	0:06:00	Alumni 25 year- Interview with a former CIF champion from 25 years ago (should be retired, different perspective)	36:30
101	0:01:00	Tease Coach Interview	37:30
101		GAME PREVIEW- 1 min per TV announcer, 30 sec for top game in division with no TV	45:30
101	0:05:00	Coach interview for FOX GAME OF THE WEEK	50:30
101	0:01:00	Tease next week's program, how to get involved	51:30
101	0:00:30	SIGN OFF/ GOOD BYE	52:00

SOCIAL MEDIA REPORT

TOTAL-AUGUST		
BENCHMARK	5/1-8/31	THIS MONTH
Engagmenet Rate	5.87%	5.28%
Follower Growth	748	393
Reach	507,858	140,352
Impressions	4,389,482	721,413
Top Performing Platform	Twitter	Twitter

SNAPCHAT

IMG V. MATER DEI

Uses: 2806 (normal is 300-700)

Views: 294,192 (normal is 20-50K)

People Reached: 122,432 (normal is 20-30K)

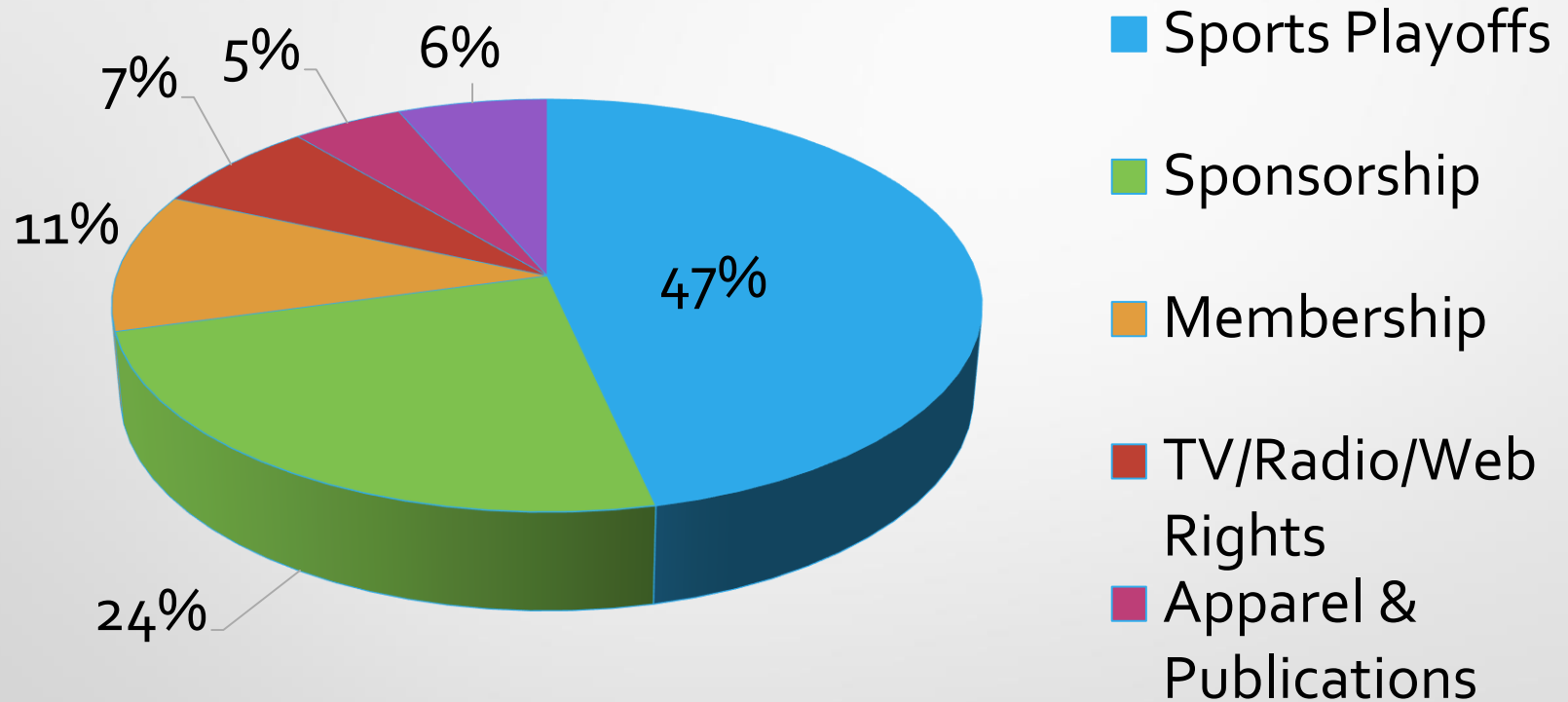


CIF SOUTHERN SECTION

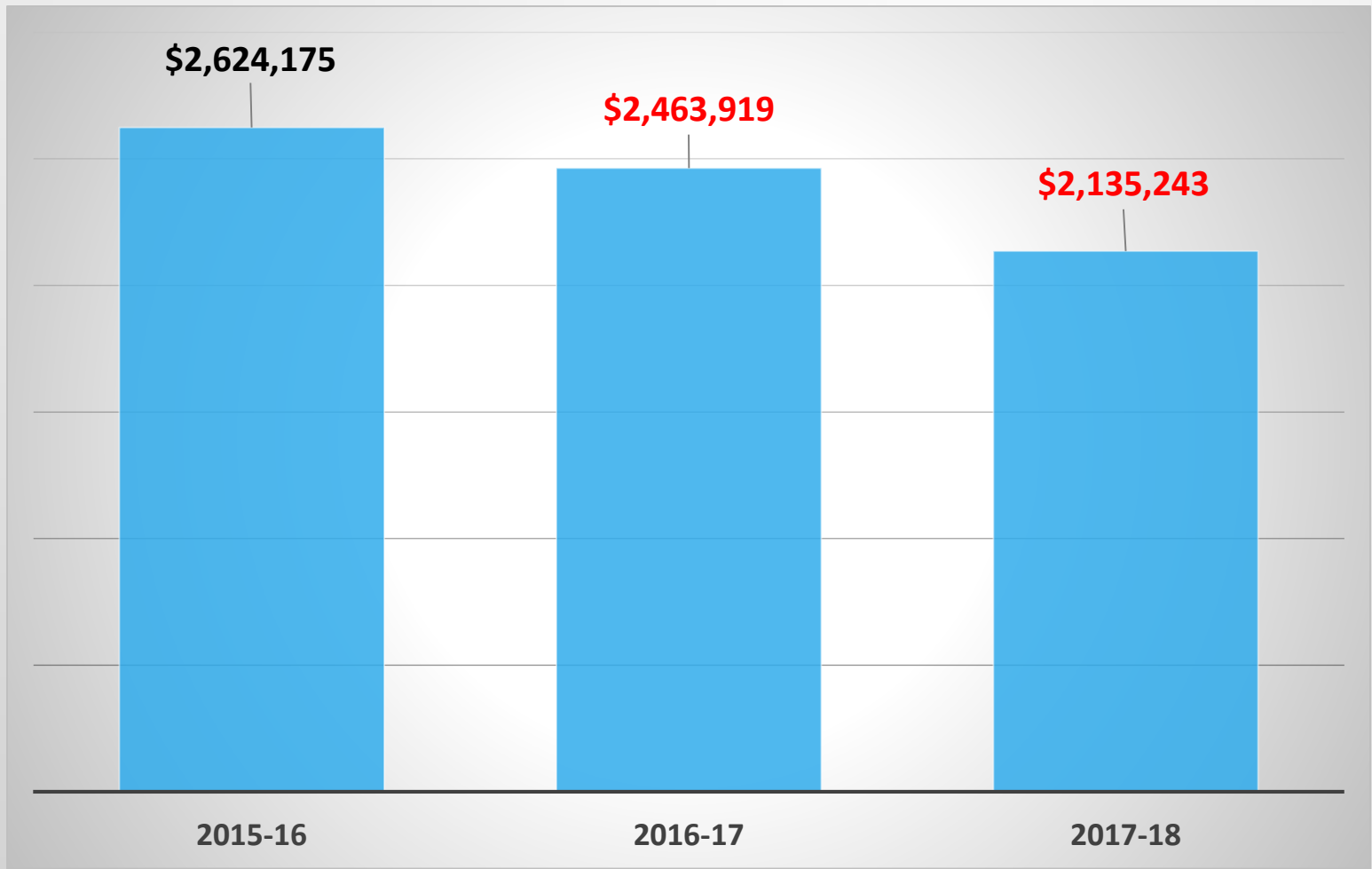
FINANCIAL REPORT, OCTOBER 2, 2018

CIF-SS REVENUE 2017-18

\$4,589,775

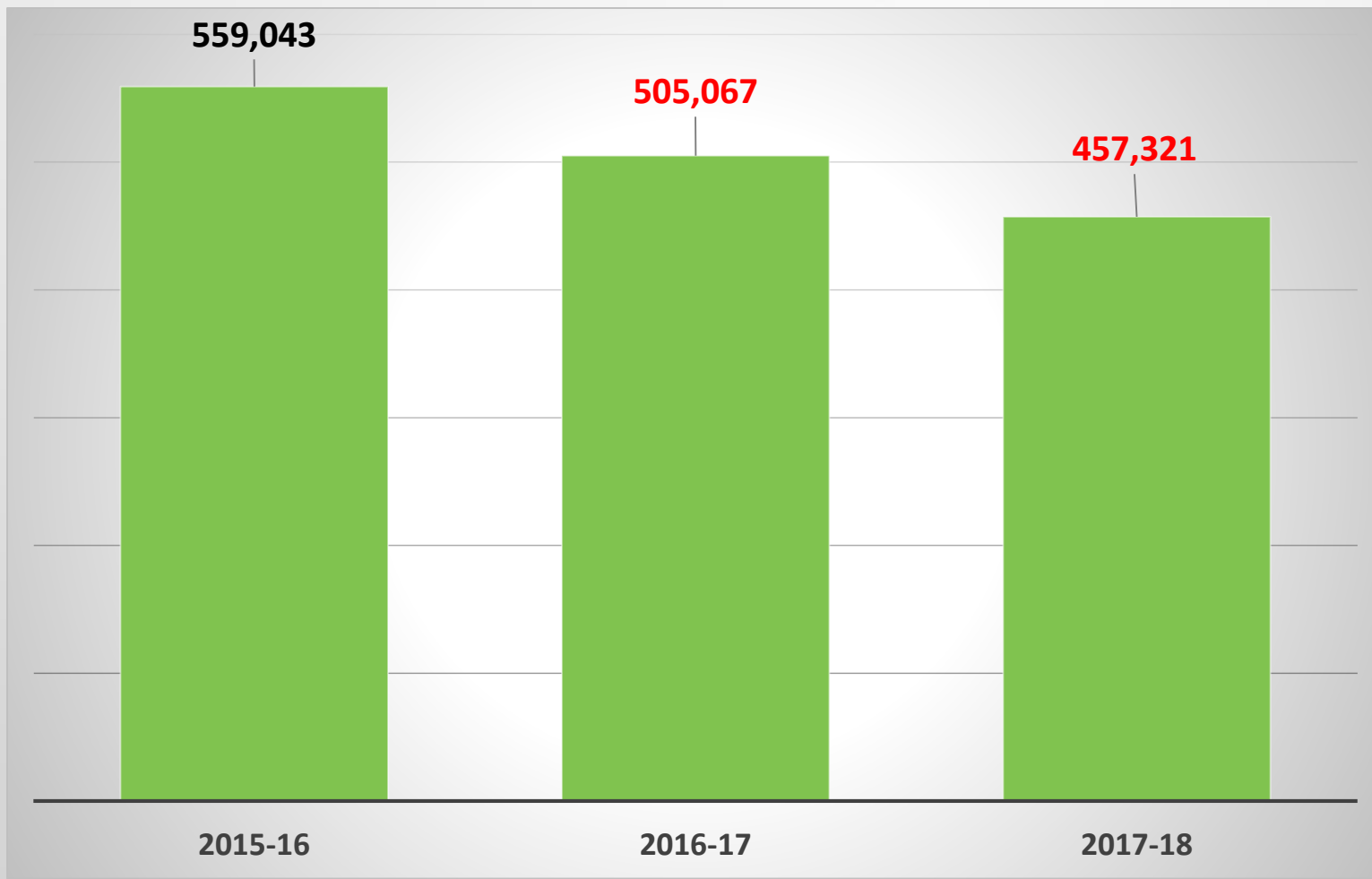


SPORTS REVENUE DECLINE



Decrease in sports revenue by \$488,932

TICKET SALES DECLINE



Decrease in tickets sold by 101,722

WHAT WAS MANAGEMENT'S RESPONSE THREE YEARS AGO?

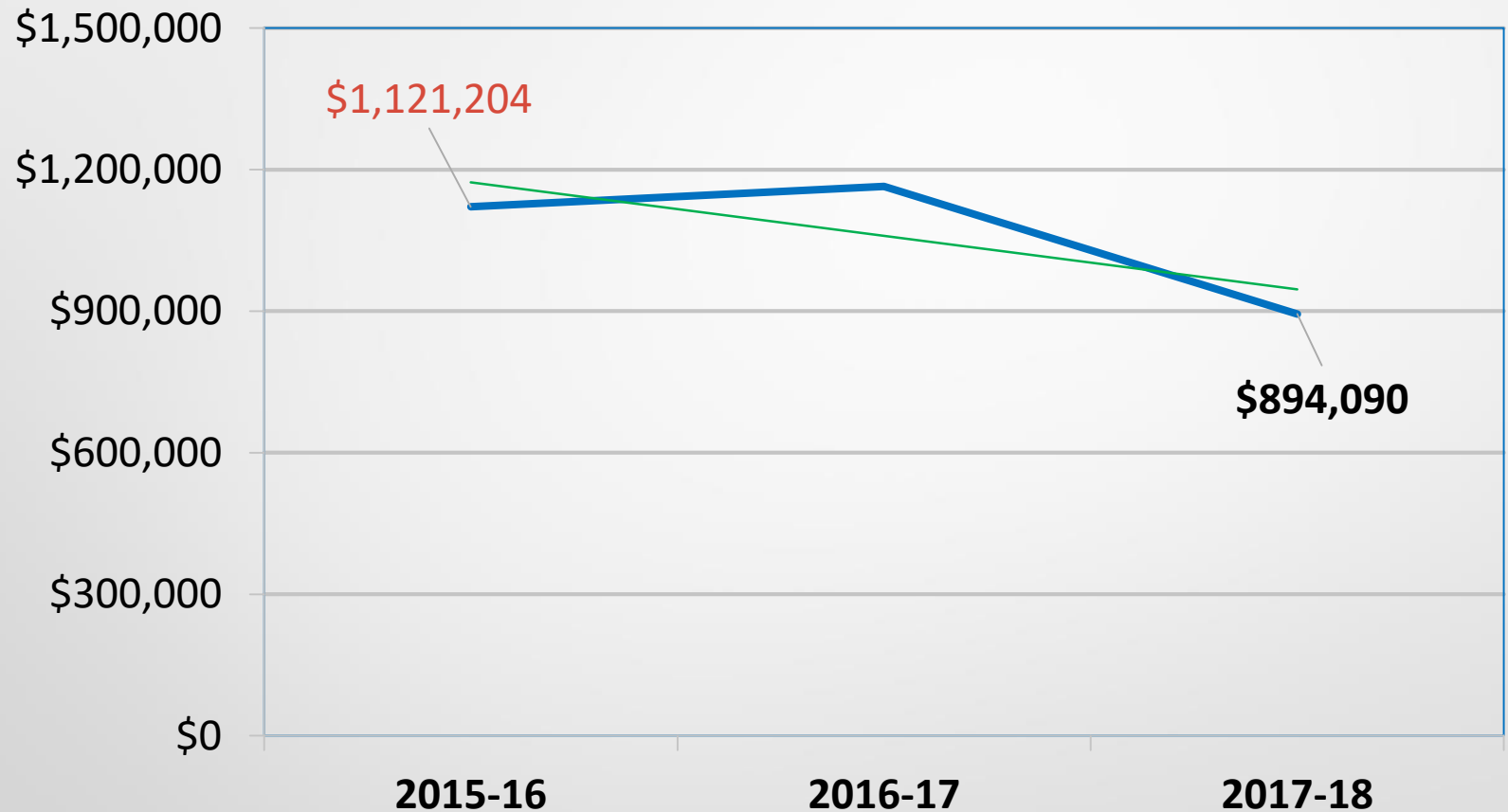
Reduce EXPENSES...

- Sports Expenses (venue changes)
- Ticket stock
- Electronic Championship Programs
- Office related

Increase REVENUE in other areas...

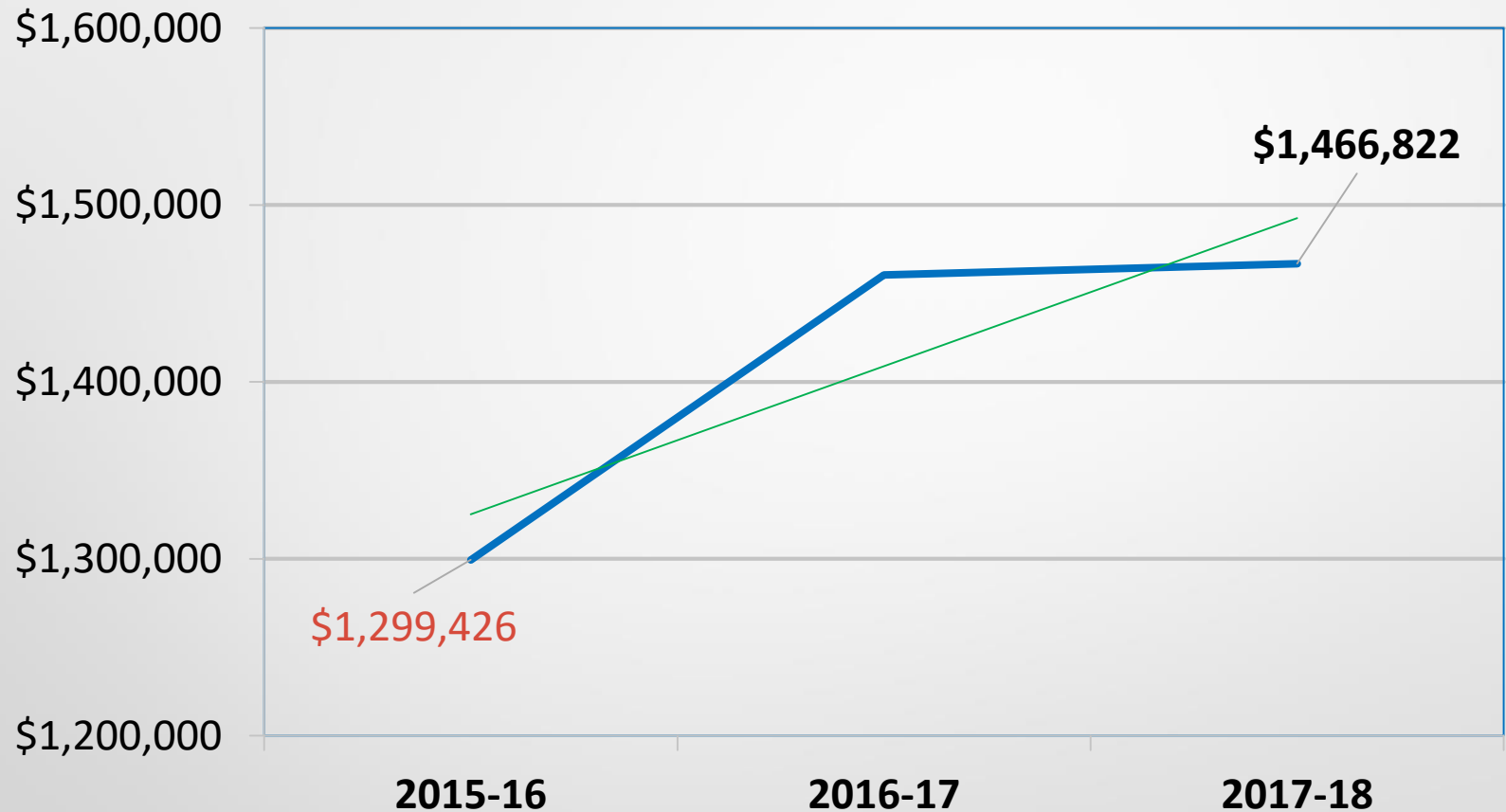
- Sponsorship
- Broadcast Rights Contracts/Fees
- Investments

EXPENSES (Sports, Tickets, Programs, Office)



Decrease in “targeted” expenses by \$227,114

REVENUE (Sponsors, Rights, Investments)



Increase in “targeted” revenue by \$167,396

PROFIT & LOSS

Last 4 Fiscal years

	2014-15	2015-16	2016-17	2017-18
REVENUE	\$4,790,959	\$4,825,181	\$4,848,314	\$4,589,775
EXPENSES	(\$4,272,881)	(\$4,534,629)	(\$4,744,355)	(\$4,480,174)
SPORT FEE REFUND	(\$475,250)	(\$0)	(\$0)	(\$0)
NET PROFIT/LOSS	\$42,828	\$290,552	\$103,960	\$109,600



Decline in P&L since 2014-15...BUT with targeted revenue gains and expense savings, we've remained solvent.

NEXT MANAGEMENT RESPONSE?

Reduce EXPENSES further...

- Running out of areas to dramatically reduce expenses as achieved over last 3 years

How to increase REVENUE...

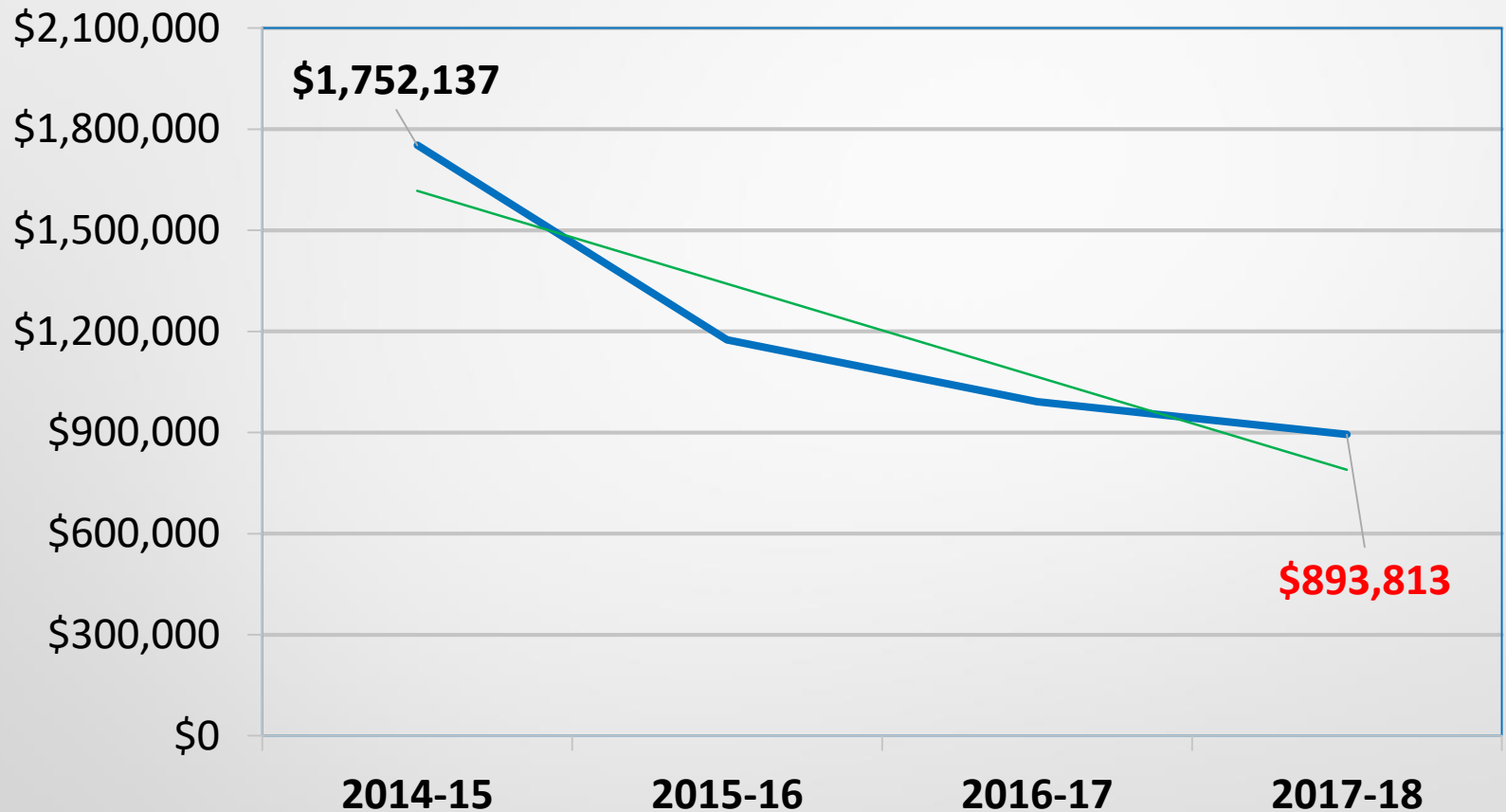
- Sport Fee increase in 2019-20
- New Playoff Model, “entry fee” system
- Ticket Prices
- Sponsorship
- Broadcast Rights Contracts/Fees

MEMBERSHIP FEES COMPARISON

Across the State, using 2,000 students and 25 sports as a baseline, below are the average dues/membership fees...

- Los Angeles Section \$7,700
- Central Coast Section \$6,110
- North Coast Section \$4,517
- Sac Joaquin Section \$4,464
- San Francisco Section \$3,250
- San Diego Section \$3,080
- Central Section \$1,951
- Northern Section \$1,470
- Southern Section **\$1,250**

REVENUE BACK to SCHOOLS



Playoff Revenue, Friends of Golf, TV to schools & Sport Fee
refund declined by \$858,324 over four years



QUESTIONS?