



Meeting of the Executive Committee

*May 8, 2019
1:00 p.m.*

*CIF Southern Section Office
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

The meeting was called to order at 1:01 p.m. Monica Colunga welcomed everyone to this year's final Executive Committee Meeting.

- B. Pledge of Allegiance

- C. Roll Call

All members were present, except Rita Dever, Jeff Jordan, Nancy Kelly, and John Norman.

- D. Introduction of Guests

There were no guests present.

- 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

There was a motion and a second to approve the minutes of the March 28, 2019 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

There are no Southern Section Action Items at this time.

4. NON-ACTION ITEMS

A. STATE FEDERATED COUNCIL NON-ACTION ITEMS

1. Proposed Bylaw Additions 1501 and 2603 - Non-Action STATE 593
Baseball and Softball Regional Championships

Mike West reviewed the proposal. No new information has been received from the CIF State Office however, there will be more information forthcoming including dates and format. Thom Simmons stated that the Baseball Advisory Committee is opposed the idea of a State Regional tournament. Teams already play in one of the toughest championships in the country and it is counterproductive to keep the students after our championships, some after graduation, to go on to a State Regional Championship. Mike Middlebrook added that the Softball Advisory Committee wanted more information including format, number of teams, and dates. The schedule was just moved up to have the Baseball and Softball seasons completed earlier and now this would add additional time to the schedule. Terry Barnum asked if there was any concern of this being single elimination and is that a fair tournament? Mike Middlebrook added that the same pitcher could be used in softball but not the case in double games during a week in baseball. This will be revisited in August at the next Executive Committee meeting.

B. SOUTHERN SECTION NON-ACTION ITEMS

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

5. NEW BUSINESS

A. Executive Committee Representative Nominations

Monica Colunga clarified that it is our role to identify nominations for these positions which will be voted on for appointment in August.

1. Orange County Area Representative 5A1

Denise Halstead discussed the resume of Mary Jane Hibbard. Denise Halstead stated that she held several conversations with Mary Jane Hibbard regarding the position, including the responsibilities and expectations. There was consensus to forward Mary Jane Hibbard for appointment as Orange County Area Representative to the Executive Committee for the 2019-2020 school year at the August meeting.

5. NEW BUSINESS (Cont.)

A. Executive Committee Representative Nominations (Cont.)

2. At-Large Representative

5A2

Monica Colunga reviewed three names, whose resumes are available in the meeting packet: Alexis Barile, Principal, Corona Centennial High School, Robyn Garcia, Athletic Director, Sierra Vista High School and Dr. Nancy Kelly, Superintendent, Upland Unified School District, as candidates for the At-Large position on the Executive Committee.

After much discussion, there was consensus to forward Dr. Nancy Kelly for appointment as At-Large member of the Executive Committee for the 2019-2020 and 2020-2021 school years at the August meeting.

B. Consideration of the Following Schools for Membership for the 2019-2020 School Year

Monica Colunga suggested that a consent calendar be utilized for the approval of new member schools. There was a motion and second to approve probationary membership for the all of the schools on the consent calendar. Rob Wigod continued that all of the schools placed on the consent calendar sent in completed applications, were visited by an Executive Committee member and were recommended for probationary membership by the Executive Committee member that completed the visitation. Motion passed to accept the consent calendar 20-0-0.

- | | | |
|--|-----------------------|-----|
| 1. Castaic
Presented by Todd Arrowsmith

Consent Calendar | Approved Probationary | 5B1 |
| 2. Compton Early College
Presented by Dr. Paula Rodas

Consent Calendar | Approved Probationary | 5B2 |
| 3. Entrepreneur
Presented by Ed Kearby

Consent Calendar | Approved Probationary | 5B3 |
| 4. Lakeview Leadership Academy
Presented by Ed Kearby

Consent Calendar | Approved Probationary | 5B4 |
| 5. Lifeline Education Charter
Presented by Carter Paysinger

Consent Calendar | Approved Probationary | 5B5 |

5. NEW BUSINESS (Cont.)

B. Consideration of the Following Schools for Membership for the 2019-2020 School Year (Cont.)

6. Lompoc Valley Baptist
Presented by Dick Billingsley
Approved Probationary 5B6

Consent Calendar
7. Newport Christian
Presented by Denise Halstead
Approved Probationary 5B7

Consent Calendar
8. Orange Crescent
Presented by Denise Halstead
Approved Probationary 5B8

Consent Calendar
9. TREE Academy
Presented by Terry Barnum
Approved Probationary 5B9

Consent Calendar
10. Waldorf
Presented by Jim Perry
Approved Probationary 5B10

Consent Calendar

C. Membership Status of New Schools Admitted in 2018-2019

Monica Colunga suggested that a consent calendar be utilized for the membership status of probationary schools during the 2018-2019 school year. There was a motion and second to approve these schools for probationary or full membership recommended by the Executive Committee member who visited those schools. Rob Wigod continued that all of the schools placed on the consent calendar sent in letters of evaluation, fulfilled the minimum number of sports required per season for full membership, and met all other membership requirements. Those that did not fulfill the minimum number of sports required per season were recommended for an additional year of probationary membership. Motion passed to accept the consent calendar 20-0-0.

1. Academy of Sports Science
Presented by Jeff Jordan
Approved Probationary Membership 5C1

Consent Calendar
2. Baypoint Prep Academy
Presented by Mike West
Approved Full Membership 5C2

Consent Calendar
3. Beacon Hill
Presented by Dick Billingsley
Approved Full Membership 5C3

Consent Calendar

- | | |
|---|--------------------------------------|
| 4. Gorman Learning Charter
Presented by Todd Arrowsmith | Approved Full Membership 5C4 |
| Consent Calendar | |
| 5. Harkham-GAON Academy
Presented by Dick Billingsley | Approved Probationary Membership 5C5 |
| 6. PAL Charter Academy
Presented by John Norman | Approved Full Membership 5C6 |
| Consent Calendar | |
| 7. Riverside County Office of Education Indio
Presented by Mike West | Approved Full Membership 5C7 |
| Consent Calendar | |
| 8. Sage Oak Charter
Presented by Mark Edgemon | Approved Full Membership 5C8 |
| Consent Calendar | |
| 9. South Hills Academy
Withdrew membership | 5C9 |
| 10. St. Jeanne de Lestonnac
Presented by Dave Reid | Approved Full Membership 5C10 |
| Consent Calendar | |

D. Financial Report Mitch Carty

Mitch Carty reviewed the handout that appears at the end of the minutes. Chris Calderwood complimented Mitch on the way he presents the budget.

E. Marketing Report Thom Simmons/Jackie Gibson

Thom Simmons reviewed the new agreement with KDOC for the 2019-2020 school year. They will broadcast 15 games of the week for basketball, with the option to do more. \$30,000 contract with an additional \$1,500 for any additional games plus a donation to the Champions for Character Golf Tournament. There was a discussion regarding the sale of Fox Sports West.

Jackie Gibson reviewed the contributions CIF Sports Properties have made this year to date with \$2.1M for the 2019-2020 year. There has been a focus on relationships with our corporate partners and we are seeing these relationships pay off with donations for our Champions for Character Golf Tournament. Some examples of their generosity are a letterman jacket from J&L Custom Jackets, a custom glove from Rawlings, Staples Center tickets from WaterBoy and Raising Canes will be on a golf hole sampling their lemonade.

5. NEW BUSINESS (Cont.)

F. Communications Report

Chelsea Heyward

Chelsea Heyward went through her update which appears at the end of these minutes.

Monica Colunga called for Closed Session at 2:00 p.m.

6. CLOSED SESSION

A. Public Employee Evaluation of Performance – (Government Code 54957):

1. Commissioner's Evaluation

7. REPORT OF ACTION(S) TAKEN IN CLOSED SESSION

Returned to full session at 2:22 with no action taken in Closed Session and a short break.

Jim Perry announced that Dr. Ron Nocetti will be the new Executive Director of the State CIF.

Monica Colunga and Rob Wigod presented a thank you gift to Denise Halstead as she will be leaving the Executive Committee after this meeting.

8. REPORTS

A. President's Report

Dr. Monica Colunga

Dr. Monica Colunga thanked everyone for their support. It has been interesting, fun, learned a lot, met many people. Looking forward to one more year. Thank you for your time and candidness in the best interests of our students. Thank you to the staff for making us look good.

B. Treasurer's Report

Dr. Jeff Jordan

As Jeff Jordan was not present at the meeting, Mitch Carty stated that we were able to get our taxes submitted. The office is working toward a new network infrastructure with new computers, copiers, phones, etc.

C. Commissioner's Report

Rob Wigod

Rob Wigod stated that there were 48 applicants for the Assistant Commissioner position and the application period closed last week. Screening is this week, with interviews on Monday, May 20, and the new person names by the end of the month. Congratulations to Kristine Palle and Brenda Bomgaars on the recently completed Swimming Championships. Boys Team Tennis Championships and Boys/Girls Track and Field Divisional Championships are this weekend along with Boys Volleyball Championships on Saturday. Everything else will finish up next week. Schools have given very positive feedback regarding the earlier finish to the sports calendars. Looking ahead, Fall Workshops are set and posted on our website. With this being our last meeting of the year, thank you to the Executive Committee members who are leaving. Thank you to the whole group for your support and efforts on our behalf. Thank you to our staff that are here and in the office. This is a talented and special group of people. Appreciate your care and concern throughout this difficult year.

9. RECOGNITION OF SERVICE

1. Outgoing Executive Committee Members

Dr. Monica Colunga
Rob Wigod

Members were presented with a small token of our thanks and were able to give a short speech of appreciation to the committee. Thank you to Dick Billingsley, Mark Edgemon, Loren Kleinrock, and Dana Wilkerson who are leaving the Executive Committee.

10. ADVANCE PLANNING

A. DATES

1. June 17, 2019 – Champions for Character Golf Tournament, Alta Vista Country Club, Placentia, California
2. August 15, 2019 – Executive Committee Meeting, CIF Southern Section Office, Los Alamitos, California 1:00 p.m.
3. September 23, 2019 – Champions for Character Award Dinner, The Grand, Long Beach, California, 6:00 p.m.
4. September 26, 2019 – Executive Committee Meeting, CIF Southern Section Office, Los Alamitos, California, 1:00 p.m.
5. October 1, 2019 – CIF Southern Section Council Meeting, The Grand, Long Beach, California, 9:00 a.m.

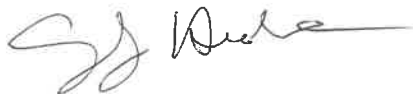
B. SUGGESTED AGENDA ITEMS

There were not suggestions for agenda items.

11. ADJOURNMENT

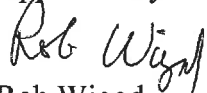
There was a motion and a second to adjourn. The motion carried unanimously. The meeting was adjourned at 2:42 p.m.

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	Yes	Sandy Gahring	Yes
Denise Halstead	Yes	Jeff Jordan		Ed Kearby	Yes	Nancy Kelly	
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	Yes	Jeff Williams	Yes

Motion Carried 20 Yes 0 No 0 Abstain

Approval of Minutes

Minutes of the March 28, 2019 Executive Committee Meeting

Todd Arrowsmith	Yes	Terry Barnum	Yes	Dick Billingsley	Yes	Chris Calderwood	Yes
Monica Colunga	Yes	Rita Dever		Mark Edgemon	Yes	Sandy Gahring	Yes
Denise Halstead	Yes	Jeff Jordan		Ed Kearby	Yes	Nancy Kelly	
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	Yes	Jeff Williams	Yes

Motion Carried 20 Yes 0 No 0 Abstain

Consent Calendar

Membership Status of New Schools for the 19-20 School Year

Todd Arrowsmith	Yes	Terry Barnum	Yes	Dick Billingsley	Yes	Chris Calderwood	Yes
Monica Colunga	Yes	Rita Dever		Mark Edgemon	Yes	Sandy Gahring	Yes
Denise Halstead	Yes	Jeff Jordan		Ed Kearby	Yes	Nancy Kelly	
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	Yes	Jeff Williams	Yes

Motion Carried 20 Yes 0 No 0 Abstain

Consent Calendar

Membership Status of New Schools Admitted for 18-19 School Year

Todd Arrowsmith	Yes	Terry Barnum	Yes	Dick Billingsley	Yes	Chris Calderwood	Yes
Monica Colunga	Yes	Rita Dever		Mark Edgemon	Yes	Sandy Gahring	Yes
Denise Halstead	Yes	Jeff Jordan		Ed Kearby	Yes	Nancy Kelly	
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	Yes	Jeff Williams	Yes

Motion Carried 20 Yes 0 No 0 Abstain

C.I.F. SOUTHERN SECTION
Profit & Loss Budget vs. Actual/Forecast
 July 2018 through June 2019

	As of 5/8/19	Forecast 6/30/19	Budget	\$ + - Budget
Income				
BASEBALL	0.00	65,000.00	59,000.00	6,000.00
BASKETBALL	318,306.18	399,432.37	649,000.00	-249,567.63
CHEER	23,210.00	23,210.00	10,000.00	13,210.00
CROSS COUNTRY	93,272.00	93,272.00	99,000.00	-5,728.00
FOOTBALL	723,063.05	723,913.05	875,000.00	-151,086.95
GOLF	31,800.00	75,000.00	74,000.00	1,000.00
SOCCER	92,021.00	92,021.00	77,500.00	14,521.00
SOFTBALL	0.00	24,000.00	26,000.00	-2,000.00
SWIMMING	54,603.54	60,501.54	59,000.00	1,501.54
TRACK & FIELD	16,600.00	122,000.00	139,000.00	-17,000.00
VOLLEYBALL	93,635.00	145,000.00	169,000.00	-24,000.00
WATER POLO	42,896.00	42,896.00	47,000.00	-4,104.00
WRESTLING	121,333.00	122,721.00	149,000.00	-26,279.00
APPAREL	84,678.75	139,000.00	139,000.00	0.00
FRIENDS OF GOLF	47,000.00	47,000.00	47,000.00	0.00
INTEREST INCOME	79,363.47	79,363.47	25,000.00	54,363.47
PROGRAMS	0.00	0.00	100.00	-100.00
PUBLICATIONS	44,068.58	75,000.00	79,000.00	-4,000.00
SPORTS FEES	491,900.00	491,900.00	489,000.00	2,900.00
SUPPORT INCOME	1,005,798.52	1,010,000.00	1,065,100.00	-55,100.00
TV -WEB - RADIO RIGHTS	315,575.00	325,000.00	289,000.00	36,000.00
CHAMPIONS FOR CHARACTER	61,794.00	75,000.00	74,000.00	1,000.00
SPECIAL EVENTS	75,145.00	74,845.00	49,000.00	25,845.00
OTHER INCOME	56,708.80	56,708.80	35,000.00	21,708.80
Total Income	3,872,771.89	4,362,784.23	4,723,700.00	-360,915.77
Cost of Goods Sold				
Cost of Goods Sold	35,998.85	64,470.00	64,470.00	0.00
Total COGS	35,998.85	64,470.00	64,470.00	0.00
Gross Profit	3,836,773.04	4,298,314.23	4,659,230.00	-360,915.77
Expense				
BADMINTON EXPENSE	47.31	47.31	0.00	47.31
BASEBALL EXPENSE	1,658.61	50,000.00	41,000.00	9,000.00
BASKETBALL EXPENSE	122,553.31	122,553.31	195,000.00	-72,446.69
CHEER EXPENSE	12,244.72	12,244.72	15,000.00	-2,755.28
CROSS COUNTRY EXPENSE	50,326.33	50,326.33	46,000.00	4,326.33
FOOTBALL EXPENSE	79,632.57	79,632.57	50,000.00	29,632.57
GOLF EXPENSE	36,744.03	71,000.00	71,000.00	0.00
LACROSSE EXPENSE	188.71	188.71	150.00	38.71
SOCCER EXPENSE	30,458.49	30,458.49	36,000.00	-5,541.51
SOFTBALL EXPENSE	745.01	24,000.00	23,000.00	1,000.00
SWIMMING EXPENSE	26,207.99	43,000.00	48,000.00	-5,000.00
TENNIS EXPENSE	9,076.67	16,000.00	16,000.00	0.00
TRACK & FIELD EXPENSE	42,484.56	88,000.00	86,000.00	2,000.00

C.I.F. SOUTHERN SECTION
Profit & Loss Budget vs. Actual/Forecast
 July 2018 through June 2019

	As of 5/8/19	Forecast 6/30/19	Budget	\$ + - Budget
VOLLEYBALL EXPENSE	31,059.57	55,000.00	55,000.00	0.00
WATER POLO EXPENSE	23,783.64	23,783.64	26,000.00	-2,216.36
WRESTLING EXPENSE	107,256.43	107,256.43	134,000.00	-26,743.57
AREA LIAISONS	41,090.93	41,090.93	43,000.00	-1,909.07
AUDITOR	14,000.00	14,000.00	16,000.00	-2,000.00
AWARDS	37,346.76	44,000.00	57,000.00	-13,000.00
BANK SERVICE CHARGES	2,128.23	2,500.00	2,000.00	500.00
BUILDING MAINTENANCE	22,951.33	25,000.00	34,000.00	-9,000.00
COUNCIL	55,685.99	57,000.00	58,000.00	-1,000.00
DEPRECIATION EXPENSE	0.00	61,530.69	82,000.00	-20,469.31
DONATIONS	56,158.00	56,158.00	49,000.00	7,158.00
GENERAL OFFICE	24,983.08	28,000.00	28,900.00	-900.00
INSURANCE	28,326.82	29,000.00	32,000.00	-3,000.00
INVESTMENT EXPENSE	2,675.00	3,500.00	3,800.00	-300.00
LEGAL EXPENSE	1,503.94	1,700.00	5,000.00	-3,300.00
MAJOR MEDICAL	346,087.13	378,229.98	386,999.00	-8,769.02
MISCELLANEOUS EXPENSE	53.48	975.00	975.00	0.00
OFFICE SUPPLIES	28,215.75	31,000.00	35,000.00	-4,000.00
OFFICE SUPPLIES - SMALL EQUIP.	0.00	0.00	3,000.00	-3,000.00
OFFICE TRAVEL	28,223.89	35,000.00	43,500.00	-8,500.00
PAYROLL EXPENSES	0.00	0.00	96.00	-96.00
PAYROLL TAXES	444,257.91	509,777.08	517,078.00	-7,300.92
POSTAGE/UPS	16,068.60	17,000.00	17,500.00	-500.00
PRESS/MEDIA	7,589.67	8,500.00	7,000.00	1,500.00
PRINTING/DUPLICATING	28,909.56	32,000.00	38,500.00	-6,500.00
PROFESSIONAL GROWTH	599.90	750.00	750.00	0.00
PROGRAM EXPENSE	474.00	474.00	500.00	-26.00
PUBLICATIONS EXPENSE	25,054.57	26,000.00	25,000.00	1,000.00
PUBLICATIONS WASTE	0.00	3,500.00	3,500.00	0.00
SALARIES	1,489,841.29	1,770,712.20	1,813,182.00	-42,469.80
SALES/USE TAX EXPENSE	944.80	1,200.00	2,000.00	-800.00
SECRETARIAL/ADMIN. ASSISTANCE	0.00	200.00	500.00	-300.00
SPECIAL EVENTS EXPENSE	54,901.33	56,000.00	70,000.00	-14,000.00
SUPPORT/MARKETING EXPENSE	45,596.10	50,000.00	175,000.00	-125,000.00
TAXES - GENERAL	1,776.83	2,500.00	2,300.00	200.00
TICKETS	0.00	0.00	1,100.00	-1,100.00
TV TO SCHOOLS	0.00	130,000.00	135,000.00	-5,000.00
UTILITIES	15,015.50	18,000.00	18,900.00	-900.00
CHAMPIONS FOR CHARACTER EXPENS	37,818.54	55,000.00	54,000.00	1,000.00
WEBSITE TECHNOLOGY	46,644.44	53,000.00	55,000.00	-2,000.00
Total Expense	3,479,391.32	4,316,789.39	4,659,230.00	-342,440.61
Net Income	357,381.72	-18,475.16	0.00	-18,475.16



EXECUTIVE COMMITTEE UPDATE

SOCIAL MEDIA **2019**

2018 GOALS

DEFINE, HUMANIZE, IDENTIFY, INNOVATE & DEVELOP



ONE

Better **define** and modernize the CIF-SS in the digital space (what is the organization's purpose? How do we communicate? Who is our competition? etc.)

TWO

Humanize the CIF-SS & create a distinct voice within in the category though defining differentiating characteristics

THREE

Identify the CIF-SS audience and better understand what motivates their behaviors surrounding purchase intent and conversion

FOUR

Have the CIF-SS be recognized as an **innovator** in the social media space

FIVE

Develop strategic partnerships with platforms to drive awareness & engagements for campaigns



2018 OG SMS

OBJECTIVES, GOALS, STRATEGIES, & MEASURES



OBJECTIVE (TO)

Utilize digital media to garner awareness, create conversations, and drive revenue both alternative and existing for the CIFSS.

GOALS

Engagement Rate

6.72%

Followers

59,768
17,438

Reach

4.5M

Impressions

25.9M

Sentiment

X%

STRATEGIES (GROWTH)

ONE

Develop quality content at the intersection of brand truth and best practices with an emphasized focus around main moments

TWO

Maintain an evergreen presences in support of our content pillars via ongoing content

THREE

Approach awareness, engagement, & conversion with a four-pronged lense of organic, paid, partnered, & mobile friendly

PRODUCTIVITY

Optimize the social conversation with data & anecdotal reporting; measuring with a purpose

PEOPLE

Utilize Southern Section Circuit for outreach, content curation/creation, research, and innovations

(FROM)

Utilization of social and digital media as a one-way conversation



INSTAGRAM STORIES

AT&T 10:53 AM 19%

cifss

11632 profile visits in the last 7 days

CIF Southern Section

Sports & Recreation
The governing body for high school sports, representing nearly half of all high schools in California.
🏈🏀🏆🏊🏌️🏒🏐🏓🏏🏉🏊🏌️🏒🏐🏓🏏🏉... more
gofan.co/app/school/CIFSS
10932 Pine St, Los Alamitos, California
11K Followers 1,211 Following

Edit Profile Promotions

Add Shop Call Email

+ New Softball Volleyball Golf Swim & Dive

Grid of 6 images: 1. Two people at a table. 2. A soccer player on a field. 3. A person at a desk. 4. A person at a desk. 5. A person at a desk. 6. A person at a desk.

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