



Meeting of the Executive Committee

August 15, 2019

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 1:01 p.m.

- B. Pledge of Allegiance

- C. Roll Call

All members were present except for Nancy Kelly, Jill Matyuch, John Norman, and Jeff Williams. Monica Colunga welcomed all members and reminded them of the protocol of the meeting. She asked for the Executive Committee members to introduce themselves for Roll Call with their name, school, position, and position on the Executive Committee. Monica Colunga asked the Executive Committee to review the new Executive Committee Handbook and reminded them that they represent their constituency as well.

Rob Wigod announced that Sandy Gahring, upon her retirement, could no longer serve on our Executive Committee as CSADA Representative to the Federated Council. He then welcomed Assistant Commissioner Rich Shearer to his first meeting and presented Ed Kearby with his MVP AD package.

- D. Introduction of Guests

From Lompoc High School, Athletic Director Claudia Terrones.

- E. Adopt Agenda

Adopted 17-0-1

Monica Colunga made a motion to move Items 5A1 and 5A2 to before Item 1F1 of the agenda in order to approve the appointment of two members to the Executive Committee. It was moved and seconded to adopt the revised agenda 17-0-1.

1. OPENING BUSINESS (Cont.)

Monica Colunga asked for a vote to appoint the following Executive Committee positions:

Orange County Area Representative – Mary Jane Hibbard – It was moved and seconded to approve Mary Jane Hibbard, Principal, Rancho Alamitos High School, as Orange County Area Representative to the Executive Committee for the 2019-2020 school year. The motion carried 16-1-1.

At-Large Representative – Dr. Nancy Kelly – It was moved and seconded to approve Dr. Nancy Kelly, Superintendent, Upland Unified School District, as the At-Large Area Representative to the Executive Committee for the 2019-2020 and 2020-2021 school years. The motion carried 18-0-0.

F. Approval of Minutes Approved 18-0-0 1F1

There was a motion and a second to approve the minutes of the May 8, 2019 Executive Committee meeting. The minutes were approved 14-0-4.

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. Releaguing Appeal Hearing

A. Northern Area

1. Lompoc HS (Football Only) Not Approved 1-18-1 3B1A1

Claudia Terrones, Athletic Director from Lompoc High School, presented the case for Lompoc High School's request to change their area releaguig for football only. The request was to keep the status quo and to not be moved to the new configuration. After the presentation and several questions from the Executive Committee, it was determined the biggest concern was travel as Lompoc feels they can compete in the new configuration but would lose class time and fan support travelling to away games.

Dave Hess, Athletic Director of Ventura High School and Northern Area Releaguig Chairman, distributed additional information regarding the league alignments and fielded questions from the Executive Committee.

B. SOUTHERN SECTION ACTION ITEMS (Cont.)

1. Releaguings Appeal Hearing (Cont.)

A. Northern Area (Cont.)

1. Lompoc HS (Football Only)

After the presentations, Monica Colunga called for and received a motion and a second to approve the appeal. There was a discussion regarding clarifying what was being voted on and the steps to follow if the vote was to approve or not approve the appeal. Following discussion, there was a call to vote. The motion failed 1-18-1 and the appeal was denied.

4. NON-ACTION ITEMS

A. STATE FEDERATED COUNCIL NON-ACTION ITEMS

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

Mike West reviewed the proposal. This is a Central Section proposal for 2020-21 to be held one week after Section Finals. Chris Calderwood reported that no one in his area wants this and Paul Lopez and Todd Arrowsmith agreed. Terry Barnum asked if it would be double elimination, and if so, would this affect Section Championships. Thom Simmons commented that both the Baseball and Softball Advisory Committees are against this proposal as there is no desire to extend the season that was just shortened. Mike Middlebrook added that although it is easier for softball because of the difference in pitching rules from baseball, the advisory committee is still opposed to the proposal. Thom Simmons said that our Baseball Championships are the toughest tournament in the country. Jim Perry stated that this has been on the back burner for 8 to 10 years now.

B. SOUTHERN SECTION NON-ACTION ITEMS

- | | | |
|---|------------|--------|
| 1. Proposed Bylaw Revision 32.B.4.B -
Releaguings Procedures | Non-Action | SS 594 |
|---|------------|--------|

Monica Colunga reviewed the proposal to reconfigure every year rather than every two years for associations/conferences. The original rules were written when we did playoff groupings every two years. Now playoff divisions are aligned by individual schools rather than by league, so changing every year makes sense. Maybe need to change Blue Book for associations having to be by competitive equity.

- | | | |
|---|------------|--------|
| 2. Proposed Bylaw Revisions Sports Sections -
Summer Dead Period | Non-Action | SS 595 |
|---|------------|--------|

Monica Colunga reviewed the proposal regarding a change in the summer dead period timing and length. Dave Hess stated that we need to protect ourselves from ourselves. This is moving in wrong direction going from three weeks to two weeks. Terry Barnum feels this proposal discourages

4. NON-ACTION ITEMS (Cont.)

B. SOUTHERN SECTION NON-ACTION ITEMS (Cont.)

2. Proposed Bylaw Revisions Sports Sections - Summer Dead Period (Cont.)

professionals from having discussions with their staff and puts the onus on the CIF rather than being professional and taking responsibility for the safety of their students. Jim Perry commented that research shows students are more likely to be injured because they are overworked at an early age. Carter Paysinger reminded that the multi-sport athletes are not getting a break if the sports are staggered. There is a need to communicate with our administrators that the coach does not make the final decision. Even professional athletes are taking time out to recover. Dave Hess would be in favor of this proposal if it were for three weeks.

5. NEW BUSINESS (5A1 and 5A2 were moved to the top of Item 1F1)

A. Appointments for 2019-2020 Executive Committee

Action

1. Orange County Area Representative

5A1

2. At-Large Representative

5A2

B. 2019-2020 CIF Southern Section Goals

5B

Rob Wigod distributed and reviewed the 2019-2020 Southern Section Goals that appear at the end of these minutes. He highlighted the new officials recruiting program, Scorebook Live replacing MaxPreps, updated features in CIFSSHOME. There will be a new championship event this year with Boys and Girls Lacrosse Championships. There are new rules such as the VCR checklist and the requirement of AED's on campuses. Many opportunities for professional growth including the Administrative Summit, CIFSSHOME and Eligibility Workshops and the MVP AD program. Financially, Rob Wigod pointed out that revenue share under CIF Sports Properties should start this year, online ticket sales opportunities for schools will increase and our special events are using online ticketing as well. Broadcast rights fees have increased, as there is increased demand, including a new agreement that has been reached with KDOC, and that rights fees monies go back to member schools. The Public/Private Committee will be focusing on CIF Bylaw 510.1 as it relates to incoming 9th graders, following coaches, etc. State/Section relationships are the best they have been. Kristine Palle is still the chair of the NFHS Water Polo Rules Committee.

Monica Colunga asked for a motion to accept the goals as presented and there was a first and second. The motion carried 18-0-0. Monica Colunga thanked Rob Wigod for his work in creating the goals.

C. Financial Report

Mitch Carty

Mitch Carty reviewed the handouts that he distributed to the Executive Committee and appear at the end of these minutes, highlighting various items. Mike West commended Mitch Carty for a job well done in bringing us to a profitable year. Rob Wigod also thanked Mitch Carty for his hard work and dedication in what was a challenging year. To be where we are, the staff rolled up their sleeves and did an outstanding job.

D. Marketing Report

Thom Simmons/Jackie Gibson

Jackie Gibson gave a PowerPoint presentation that appears at the end of these minutes.

5. NEW BUSINESS (Cont.)

E. Communications Report

Thom Simmons/Chelsea Heyward

Chelsea Heyward gave a PowerPoint presentation that appears at the end of these minutes. Thom Simmons discussed the drop-down menu that will appear on our website regarding how to use Scorebook Live in videos and these videos will be sent out to our member schools.

6. REPORTS

A. NFHS Summer Meeting Reports

Dr. Monica Colunga
Carter Paysinger
Mike West

Carter Paysinger relayed information regarding dead periods across other states and student safety and emergency plans, especially for after school programs, with schools practicing these plans. Even though the students and administration are trained, the parents are not, and they need to be educated. If something happens, parents must listen to school personnel.

Mike West commented that this was his first one and it was the NFHS Summer Meeting's 100th Anniversary. Our state is so different from the other states. He attended a panel discussing social media rules as they relate to ad hoc committee membership and asked if this is something we should discuss. Another panel discussed the disabled student that wants to play and are they being excluded because of their disability? Can accommodations be made for these students and does it open the school or district up to a lawsuit? 70% of high school sports officials quit after three years due to verbal abuse. ESports is growing, with ten states already having ESports programs. It is exciting as this is bringing in students that are not already involved in athletics.

Monica Colunga remarked about Jim Perry presenting a workshop on competitive equity and he did an excellent job. The board members meeting showed that the other states are now taking a look at what we are doing rather than looking at us like we are out on a limb. Issues such as club sports, officials, etc., are not specific to Southern Section or California. Women in leadership is a movement across the nation, but still very slow moving for women to move into leadership positions in athletics. The same is true with minority groups.

Jim Perry talked about the successes in California and stated that others are looking to us for ideas and support. With doing the competitive equity presentation, California has opened the door for the rest of the country to see a better way to implement competitive equity.

B. President's Report

Dr. Monica Colunga

Monica Colunga distributed a document containing the duties of the Commissioner from the Blue Book with suggested edits. This would become a Non-Action Item for the September meeting and an Action Item in January for the 2020-2021 school year. Mike West clarified that with these being in the Blue Book, this is what the Commissioner's evaluation should be based on and with making these edits, it will streamline the evaluation process.

C. Treasurer's Report

Dr. Jeff Jordan

The Section is down three schools this year to 567 member schools. Sports Fees are due October 1. The office has done some upgrades with two new copiers, new computers and a new phone system.

6. REPORTS (Cont.)

D. Commissioner's Report

Rob Wigod

Thank you to those that attended the National Federation Summer Meeting. Thank you to the Transfer Rules Committee, some who are in this room, for looking at and opening up the discussion regarding transfer rules and coming to the conclusion the implementing the VCR checklist seems to have addressed the major changes that might have needed to be made. The Transfer Rules Committee will meet again in January. Transfer numbers are down from last year. The annual media interviews have taken place over the last week. Eligibility Workshops are almost done with our office seeing 270 – 300 of our member schools this year. The New Principal/AD Workshops are coming in September.

E. Executive Committee Member Reports

Monica Colunga opened the floor to those that would like to address the Executive Committee rather than going around the table.

CSADA Representative, Dave Reid - Talked about a Roosevelt High School football game that had lightning. There was a coaches' conference held in his area and over 200 coaches attended. The Athletic Director at Roosevelt did a great job organizing this two-day event.

President Elect, Mike West – Discussed the definition of the heat illness bylaw, emphasizing that heat cramps are a part of heat illness and if an athlete suffers from heat illness, that athlete must be cleared by a doctor to return to play. Perhaps there needs to be a Q&A added to the Blue Book. Heat cramps alone are a symptom of heat illness but are not an issue on their own.

CAPSO Representative, Terry Barnum – CIF Executive Director Ron Nocetti recently called Terry asking CAPSO to partner with the CIF State Office. Great to get a call within a month of Ron taking office as the new CIF State Executive Director. There is a need to educate member schools as to who CAPSO is and work toward getting a database for contacts.

State Federated Council President, Jim Perry – After 5 ½ years of being in his district, there are now full-time athletic trainers at every high school with six athletic trainers classified with benefits and increased hours.

Coast Area Representative, Paula Rodas – Our district now has three full-time athletic trainers for our high schools. Thanks to the work of this body and the information provided that pushed our district to hire full-time athletic trainers to protect our students.

7. ADVANCE PLANNING

A. DATES

1. September 23, 2019 – Champions for Character Award Dinner, The Grand, Long Beach, California, 6:00 p.m.
2. September 26, 2019 – Executive Committee Meeting, CIF Southern Section Office, Los Alamitos, California, 1:00 p.m.
3. October 1, 2019 – CIF Southern Section Council Meeting, The Grand, Long Beach, California, 9:00 a.m.
4. October 7, 2019 – Athletic Administrators Summit, Sheraton Fairplex Hotel and Conference Center, Pomona, California, 7:30 a.m.
5. October 16, 2019 – CIF Southern Section Hall of Fame/Distinguished Service Luncheon, The Grand, Long Beach, California, 11:00 a.m.

7. ADVANCE PLANNING (Cont.)

B. SUGGESTED AGENDA ITEMS

There were no suggested agenda items for the next meeting.

8. ADJOURNMENT

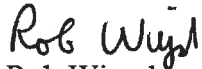
There was a motion and a second to adjourn the meeting. By unanimous voice vote, the meeting was adjourned at 3:18 p.m.

Submitted By:



Sharon Hodge
Executive Assistant

Approved By:



Rob Wigod
Commissioner of Athletics

Adopt Agenda

Todd Arrowsmith	Yes	Terry Barnum	Yes	Chris Calderwood	Yes	Monica Colunga	Yes
Ann Fitzgerald	Yes	Dave Hess	Yes	Mary Jane Hibbard	Abstain	Jeff Jordan	Yes
Ed Kearby	Yes	Nancy Kelly		Paul Lopez	Yes	Jill Matyuch	
Steve Miller	Yes	Geniel Moon	Yes	John Norman		David Parkes	Yes
Carter Paysinger	Yes	Jim Perry	Yes	Dave Reid	Yes	Paula Rodas	
Reggie Thompkins	Yes	Mike West	Yes	Jeff Williams		Participant 198393	

Motion Carried 17 Yes 0 No 1 Abstain

ITEM 5A1

Appointment of Orange County Area Representative

Todd Arrowsmith	Yes	Terry Barnum	Yes	Chris Calderwood	Yes	Monica Colunga	Yes
Ann Fitzgerald	Yes	Dave Hess	Yes	Mary Jane Hibbard	Abstain	Jeff Jordan	Yes
Ed Kearby	No	Nancy Kelly		Paul Lopez	Yes	Jill Matyuch	
Steve Miller	Yes	Geniel Moon	Yes	John Norman		David Parkes	Yes
Carter Paysinger	Yes	Jim Perry	Yes	Dave Reid	Yes	Paula Rodas	
Reggie Thompson	Yes	Mike West	Yes	Jeff Williams		Participant 198393	

Motion Carried 16 Yes 1 No 1 Abstain

ITEM 5A2

Appointment of At-Large Representative

Todd Arrowsmith	Yes	Terry Barnum	Yes	Chris Calderwood	Yes	Monica Colunga	Yes
Ann Fitzgerald	Yes	Dave Hess	Yes	Mary Jane Hibbard	Yes	Jeff Jordan	Yes
Ed Kearby	Yes	Nancy Kelly		Paul Lopez	Yes	Jill Matyuch	
Steve Miller	Yes	Geniel Moon	Yes	John Norman		David Parkes	Yes
Carter Paysinger	Yes	Jim Perry	Yes	Dave Reid	Yes	Paula Rodas	
Reggie Thompson	Yes	Mike West	Yes	Jeff Williams		Participant 198393	

Motion Carried 18 Yes 0 No 0 Abstain

Approval of Minutes

Minutes of the May 8, 2019 Executive Committee Meeting

Todd Arrowsmith	Yes	Terry Barnum	Yes	Chris Calderwood	Yes	Monica Colunga	Yes
Ann Fitzgerald	Yes	Dave Hess	Abstain	Mary Jane Hibbard	Abstain	Jeff Jordan	Yes
Ed Kearby	Yes	Nancy Kelly		Paul Lopez	Yes	Jill Matyuch	
Steve Miller	Yes	Geniel Moon	Yes	John Norman		David Parkes	Abstain
Carter Paysinger	Yes	Jim Perry	Yes	Dave Reid	Yes	Paula Rodas	
Reggie Thompsons	Abstain	Mike West	Yes	Jeff Williams		Participant 198393	

Motion Carried 14 Yes 0 No 4 Abstain

ITEM 3B1A1

Northern Area Releaguings Proposal

Todd Arrowsmith	No	Terry Barnum	No	Chris Calderwood	No	Monica Colunga	No
Ann Fitzgerald	No	Dave Hess	Abstain	Mary Jane Hibbard	No	Jeff Jordan	No
Ed Kearby	No	Nancy Kelly		Paul Lopez	Yes	Jill Matyuch	
Steve Miller	No	Geniel Moon	No	John Norman	No	David Parkes	No
Carter Paysinger	No	Jim Perry	No	Dave Reid	Abstain	Paula Rodas	No
Reggie Thompson	No	Mike West	No	Jeff Williams		Participant 198393	

Motion Lost 1 Yes 17 No 2 Abstain

ITEM 5B

2019-2022 CIF Southern Section Goals

Todd Arrowsmith	Yes	Terry Barnum	Yes	Chris Calderwood	Yes	Monica Colunga	Yes
Ann Fitzgerald	Yes	Dave Hess	Yes	Mary Jane Hibbard	Yes	Jeff Jordan	Yes
Ed Kearby	Yes	Nancy Kelly		Paul Lopez	Yes	Jill Matyuch	
Steve Miller	Yes	Geniel Moon	Abstain	John Norman	Abstain	David Parkes	Yes
Carter Paysinger	Yes	Jim Perry	Yes	Dave Reid	Yes	Paula Rodas	Yes
Reggie Thompson	Yes	Mike West	Yes	Jeff Williams		Participant 198393	

Motion Carried 18 Yes 0 No 2 Abstain



To: CIF Southern Section Executive Committee Members
From: Rob Wigod, Commissioner of Athletics
Subject: 2019-2020 Southern Section Goals
Date: August 15, 2019

- 1. Continue to Enhance Communication Between the CIF Southern Section Office, Member Schools and the Executive Committee**
 - a. Expand the use of social media in communications with member schools, the public and media outlets.
 - b. Continue to develop enhanced mobile version of the website including links with social media platforms.
 - c. Initiate Street Team to be present at CIF Southern Section regular season and championship events to promote Southern Section branding through social media.
 - d. Publish periodic Messages from the Commissioner on Section website.
 - e. Prepare and distribute frequent Executive Committee Updates.
 - f. Utilize CIFSSHome to directly communicate information by email to selected groups.
 - g. Offer opportunities and conduct personal interviews with media members from throughout the various geographic areas of the section.
 - h. Conduct Fall Workshops at various geographic locations throughout the Southern Section.
 - i. Introduce video tutorials on various subjects utilizing section website and social media platforms.
 - j. Launch official's recruitment program utilizing section website and social media platforms.
 - k. Incorporate Scorebook Live as Official Digital Media Partner.
- 2. Implement Year 8 of CIFSSHome for CIF Southern Section Member Schools**
 - a. Activate CIFSSHome for the 2019-20 school year.
 - b. Along with staff, facilitate numerous training sessions for member schools.
 - c. Along with staff, provide ongoing training and assistance to member schools on a daily basis.
 - d. Continue to develop and expand features of CIFSSHome.
 - e. Increase mobile version capabilities of CIFSSHome to include Transfers and ScorePoster.
- 3. Launch New Championship Event**
 - a. Inaugural Boys and Girls Lacrosse Championships.
- 4. Implement New Rules Changes**
 - a. Valid Change of Residence Documentation Checklist.
 - b. Emergency Action Plans and AED's.
 - c. Heat Illness Protocols/ Coaching Education.
- 5. Provide Professional Growth Opportunities for Member Schools**
 - a. Launch Year 5 of the MVP AD Program.
 - b. Conduct CIF Southern Section Athletic Administrator Summit.
- 6. Financial Matters**
 - a. Expand CIF Southern Section investment opportunities under approved CIF Southern Section Investment Policy.
 - b. Along with CIF Sports Properties, achieve revenue share in Year 3 of the CIF Marketing Plan.
 - c. Increase online ticketing opportunities for Southern Section member schools, including Southern Section special events.
 - d. Secure additional partnerships for broadcast rights.
 - e. Secure partnership for a Lacrosse ball.

7. Examine and Explore Issues Involving Public and Private Schools

- a. Continue to work with the CIF Southern Section Public/Private Committee on an ongoing basis.
- b. Continue to work with the Private School Leadership Advisory Committee on an ongoing basis.
- c. Continue to engage in a constructive dialogue with member schools, both public and private, on public/private issues.
- d. Serve as a resource for member schools, leagues and areas of the CIF Southern Section by attending league meetings, area meetings and athletic director association meetings.
- e. Continue to emphasize adherence to current CIF State Constitution and Bylaws and CIF Southern Section Blue Book rules that apply to all schools.
- f. Implement and evaluate new CIF Bylaw 510 interpretations and recommend modifications, as needed.
- g. Examine Southern Section Bylaw 510.1 and recommend clarifications/modifications to existing Bylaw, including new Q and A's.

8. Work Cooperatively with the CIF State Office and the Other 9 Sections

- a. Generate a sectional identity that provides leadership, along with being cooperative and sensitive to the needs of the CIF and the other sectional organizations.
- b. Develop strategies that recognize and support the needs of the CIF and the other sections without sacrificing the strengths and interests of the CIF Southern Section.
- c. Serve as a resource, along with members of the CIF Southern Section Staff, to the CIF State Office in the management and conducting of CIF State Regional and CIF State Championship events.
 - 1) Rob Wigod – Event Manager, CIF State Football Championships.
 - 2) Rob Wigod – Member, CIF Constitution and Bylaws Editorial Committee.
 - 3) Kristine Palle – Member, CIF Constitution and Bylaws Editorial Committee.
 - 4) Thom Simmons – Director, CIF Southern Regional Basketball Championships.

9. Expand Relationships with the National Federation of State High School Associations

- a. Along with staff, serve on various national committees affiliated with the National Federation of State High School Associations.
- b. Along with Fox Sports, offer increased opportunities for member schools to participate in the NFHS Network Student Broadcast Program.
- c. NFHS Network – Increase participation of member schools in the Pixellot program.
- d. Rob Wigod – Presenter, NFHS Section 7/8 Meeting, September 15-17, 2019, Seattle Washington, “Competitive Equity Playoffs”.
- e. Kristine Palle – Chair, NFHS Water Polo Rules Committee.

Key

Denotes Existing/Ongoing Goals

Denotes New Goals for 2019-2020

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

	Pre-Audit 6/30/19	Budget	\$ + - Budget
Income			
BASEBALL	81,818.01	59,000.00	22,818.01
BASKETBALL	411,771.69	649,000.00	-237,228.31
CHEER	23,210.00	10,000.00	13,210.00
CROSS COUNTRY	93,272.00	99,000.00	-5,728.00
FOOTBALL	723,063.05	875,000.00	-151,936.95
GOLF	75,000.00	74,000.00	1,000.00
SOCCER	92,021.00	77,500.00	14,521.00
SOFTBALL	23,420.00	26,000.00	-2,580.00
SWIMMING	61,048.54	59,000.00	2,048.54
TRACK & FIELD	119,843.00	139,000.00	-19,157.00
VOLLEYBALL	146,177.82	169,000.00	-22,822.18
WATER POLO	42,896.00	47,000.00	-4,104.00
WRESTLING	124,983.00	149,000.00	-24,017.00
APPAREL	151,943.75	139,000.00	12,943.75
FRIENDS OF GOLF	47,000.00	47,000.00	0.00
INTEREST INCOME	90,672.69	25,000.00	65,672.69
PROGRAMS	0.00	100.00	-100.00
PUBLICATIONS	78,074.18	79,000.00	-925.82
SPORTS FEES	491,700.00	489,000.00	2,700.00
SUPPORT INCOME	1,131,272.60	1,065,100.00	66,172.60
TV -WEB - RADIO RIGHTS	315,625.00	289,000.00	26,625.00
CHAMPIONS FOR CHARACTER	83,464.00	74,000.00	9,464.00
SPECIAL EVENTS	75,445.00	49,000.00	26,445.00
OTHER INCOME	56,708.80	35,000.00	21,708.80
Total Income	4,540,430.13	4,723,700.00	-183,269.87
Cost of Goods Sold			
Cost of Goods Sold	64,129.92	64,470.00	-340.08
Total COGS	64,129.92	64,470.00	-340.08
Gross Profit	4,476,300.21	4,659,230.00	-182,929.79
Expense			
BADMINTON EXPENSE	47.31	0.00	47.31
BASEBALL EXPENSE	52,269.83	41,000.00	11,269.83
BASKETBALL EXPENSE	128,566.41	195,000.00	-66,433.59
CHEER EXPENSE	12,244.72	15,000.00	-2,755.28
CROSS COUNTRY EXPENSE	50,251.33	46,000.00	4,251.33
FOOTBALL EXPENSE	79,424.57	50,000.00	29,424.57
GOLF EXPENSE	76,529.43	71,000.00	5,529.43
LACROSSE EXPENSE	188.71	150.00	38.71
SOCCER EXPENSE	30,458.49	36,000.00	-5,541.51
SOFTBALL EXPENSE	18,081.61	23,000.00	-4,918.39
SWIMMING EXPENSE	46,688.62	48,000.00	-1,311.38
TENNIS EXPENSE	15,627.63	16,000.00	-372.37
TRACK & FIELD EXPENSE	93,070.26	86,000.00	7,070.26

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

	Pre-Audit 6/30/19	Budget	\$ + - Budget
VOLLEYBALL EXPENSE	48,719.82	55,000.00	-6,280.18
WATER POLO EXPENSE	23,940.23	26,000.00	-2,059.77
WRESTLING EXPENSE	108,932.43	134,000.00	-25,067.57
AREA LIAISONS	41,784.29	43,000.00	-1,215.71
AUDITOR	17,000.00	16,000.00	1,000.00
AWARDS	37,396.03	57,000.00	-19,603.97
BAD DEBT	5,550.00	0.00	5,550.00
BANK SERVICE CHARGES	2,441.73	2,000.00	441.73
BUILDING MAINTENANCE	26,658.60	34,000.00	-7,341.40
COUNCIL	57,697.36	58,000.00	-302.64
DEPRECIATION EXPENSE	69,856.35	82,000.00	-12,143.65
DONATIONS	52,358.00	49,000.00	3,358.00
GENERAL OFFICE	27,900.20	28,900.00	-999.80
INSURANCE	29,424.42	32,000.00	-2,575.58
INVESTMENT EXPENSE	3,600.00	3,800.00	-200.00
LEGAL EXPENSE	1,503.94	5,000.00	-3,496.06
MAJOR MEDICAL	379,324.72	386,999.00	-7,674.28
MISCELLANEOUS EXPENSE	548.48	975.00	-426.52
OFFICE SUPPLIES	32,778.51	35,000.00	-2,221.49
OFFICE SUPPLIES - SMALL EQUIP.	0.00	3,000.00	-3,000.00
OFFICE TRAVEL	32,262.72	43,500.00	-11,237.28
PAYROLL EXPENSES	0.00	96.00	-96.00
PAYROLL TAXES	508,642.47	517,078.00	-8,435.53
POSTAGE/UPS	13,574.93	17,500.00	-3,925.07
PRESS/MEDIA	8,993.60	7,000.00	1,993.60
PRINTING/DUPLICATING	27,437.85	38,500.00	-11,062.15
PROFESSIONAL GROWTH	719.88	750.00	-30.12
PROGRAM EXPENSE	474.00	500.00	-26.00
PUBLICATIONS EXPENSE	25,234.35	25,000.00	234.35
PUBLICATIONS WASTE	4,112.57	3,500.00	612.57
SALARIES	1,736,304.07	1,813,182.00	-76,877.93
SALES/USE TAX EXPENSE	1,411.35	2,000.00	-588.65
SECRETARIAL/ADMIN. ASSISTANCE	0.00	500.00	-500.00
SPECIAL EVENTS EXPENSE	59,763.56	70,000.00	-10,236.44
SUPPORT/MARKETING EXPENSE	170,130.01	175,000.00	-4,869.99
TAXES - GENERAL	1,776.83	2,300.00	-523.17
TICKETS	0.00	1,100.00	-1,100.00
TV TO SCHOOLS	129,500.00	135,000.00	-5,500.00
UTILITIES	18,740.83	18,900.00	-159.17
CHAMPIONS FOR CHARACTER EXPENSE	53,162.21	54,000.00	-837.79
WEBSITE TECHNOLOGY	57,133.24	55,000.00	2,133.24
Total Expense	4,420,238.50	4,659,230.00	-238,991.50
Net Income	56,061.71	0.00	56,061.71

REGISTRATION: OPEN NOW

Early Bird Registration: \$65
Breakfast & Lunch Included

Conference Center
Welcome to the
Athletic Administrators Summit

BREAKOUT TOPICS:

- CIF-SS Eligibility Seminar
- Pro's & Con's of Forming an Athletic Conference
- Transitioning from Max Preps to Scorebook Live
- Creating a Student-Athlete Leadership Academy
- Dealing with Sports Parents and their Conduct
- Post Season Coaches Evaluation
- CIF-SS Home and Home Campus
- Social Media as a Branding Tool

& MORE!

2019

CIF SOUTHERN SECTION

ATHLETIC ADMINISTRATOR'S SUMMIT

PRESENTED BY **ETS** eTeamSponsor.com

OCTOBER 7TH • 7 AM - 3 PM

REGISTER HERE: cifss.org/summit/registration/

SHERATON FAIRPLEX HOTEL & CONFERENCE CENTER
601 W McKinley Ave, Pomona, CA 91768



REGISTRATION: OPEN NOW

Early Bird Registration: \$65
Breakfast & Lunch Included





12524
LIKES



11236
FOLLOWERS



36926
FOLLOWERS



MESSAGE FROM THE COMMISSIONER

Transfer Rules Committee Today And Tomorrow

COMMISSIONER'S MESSAGES 7 hours ago

Commissioner's Message #2 – August 15, 2019



2019 Athletic Administrator's Summit Presented By eTeamSponsor

CIF-SS 5 days ago

QUICK LINKS



Schedule & Results



Coaches Wanted



Games Wanted



Blue Book



School Directory



Record Book



STREAM ON FOX GO



CIF Southern Section
9 minutes ago



New Commissioner's Message!
<https://t.co/dZ9v9bo4VI>

2019 CIF-SS Athletic Administrators Summit: Attendee Registration

2019 Athletic Administrators Summit: Attendee Registration

Primary Contact Name *

First

Last

Primary Email *

The email confirmation/receipt will be sent to this email address.

Primary School Affiliation *

Attendees

FULL NAME	POSITION	
There are no attendees.		

[ADD ATTENDEE](#)

Payment Method *

<input type="radio"/> Credit Card	<input type="radio"/> Check
-----------------------------------	-----------------------------

Total (\$65 per person) **Price: \$0.00**



eTeamSponsor.com

Presented By eTeamSponsor

Monday, October 7, 2019 — 7:30am to 3:00pm
Sheraton Fairplex Hotel and Conference Center
601 W. McKinley Ave., Pomona, CA 91768

The cost of this CIF-SS Athletic Administrators Summit is \$65.00 (early bird until September 13th). After September 13th, the fee will increase to \$75.00. Your Registration fee includes a continental breakfast and boxed lunch

RESERVATION CLOSED & PAYMENT DUE:

October 5, 2019 (your space is not reserved until your payment is received)

HOTEL ROOM INFORMATION:

The Sheraton is providing rooms at a 10% Discount.

[Reserve a Room →](#)

The CIF-SS Summit is an education gathering of Athletic Director's, Principals, Superintendent's and Athletic Administrator's from around the 560+ member schools for a day of training and discussion about the issues and challenges facing high school administration today in Southern California. The single-day event will offer a series of discussion sessions along with breaks between these sessions. Registration/vendor lobby will be open at 7am; the event shall begin at 8am and conclude by 3pm.



Attendee
sign ups as
of this
morning

☐ 234 Registered Attendees

☐ 166 Athletic Administrator track

☐ 68 Principal, Superintendent,
Head of Schools track

☐ 24 Registered Vendors

☐ Early Bird Registration ends
September 13th

☐ If you would like to attend
please sign up through cifss.org
and click “CHECK” for method
of payment.



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2019 Athletic Administrators Summit: Attendee Registration

Primary Contact Name *

First

Last

Primary Email *

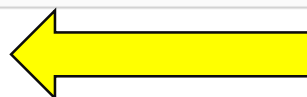
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Add Attendee



Full Name *

School Affiliation *

Position *

Example: Superintendent, Principal, Athletic Director, Coach

Which track will attendee be attending? *

- ☐ Athletic Administrator
- ☐ Superintendent / Principal / Head of School

Email *

SUBMIT

Add Attendee



Full Name *

School Affiliation *

Affiliation *

Position *

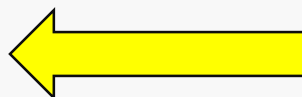
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SUBMIT



2019 CIF-SS Athletic Administrators Summit: Attendee Registration



eTeamSponsor.com

Presented By eTeamSponsor

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Primary Contact Name *

First

Last

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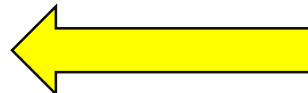
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Attendees

FULL NAME	POSITION	
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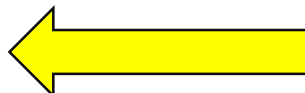
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Official Lacrosse Ball
of the
CIF Southern Section

Champion
SPORTS

KAP **K7** **SEVEN**

AMTRAK
PACIFIC
SURFLINER
HIGH SCHOOL BASKETBALL
GAME OF THE WEEK

NEW BROADCAST PARTNER

☐ **BROADCAST:** Live, Linear, Regional Cable

☐ **TERM:** 3 Years (*July 1, 2019- June 30, 2022*)

☐ *Year 1 → \$1,500 per game x 10 events (\$15,000 Minimum)*

☐ *Year 2 → \$1,750 per game x 12 events (\$21,000 Minimum)*

☐ *Year 3 → \$2,000 per game x 15 events (\$30,000 Minimum)*

☐ *3 year total revenue → \$66,000 (Minimum)*



CIF-SS FOOTBALL 2019

APRIL 3, 2019



OFFICIAL CHICKEN OF CIF-SS





Oversized Window Clings



Double Door Setup



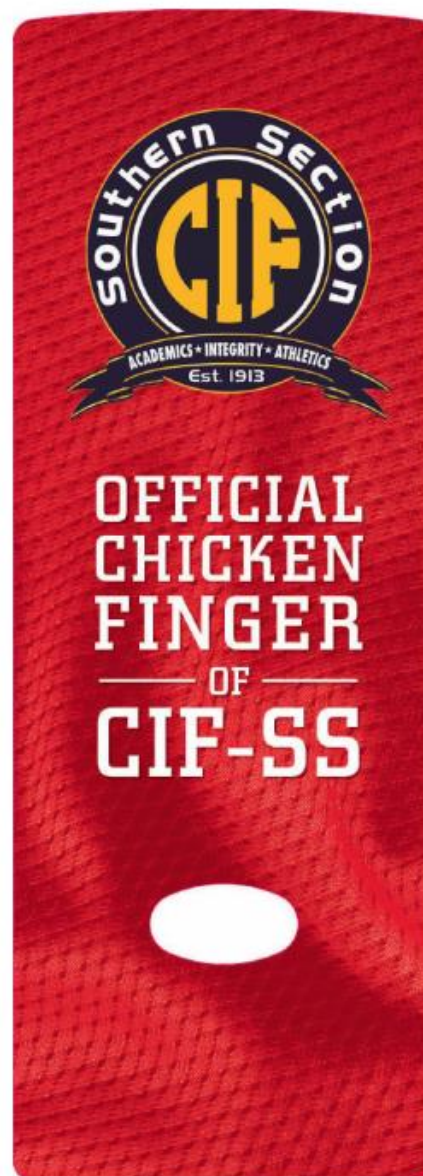
Single Door Setup
Matching Windows



Single Door Setup
Small Middle Window

ENTRANCE DOOR & OVERSIZED WINDOW CLING

CIF-SS FOOTBALL 2019 | APRIL 3, 2019



BATHROOM MIRROR CLING + NAPKIN SKINS

CIF-SS FOOTBALL 2019 | APRIL 3, 2019

3 OF 10





3 -Panel Interior



4 -Panel Interior Menu Panels - Split panel, Tailgate panel, Full panel

INTERIOR MENU PANELS

CIF-SS FOOTBALL 2019 | APRIL 3, 2019

4 OF 10





OFFICIAL CHICKEN FINGER OF CIF-SS



OFFICIAL CHICKEN FINGER OF CIF-SS

OFFICIAL CHICKEN
FINGER OF CIF-SS

REGISTER WRAP

CIF-SS FOOTBALL 2019 | APRIL 3, 2019

5 OF 10





SPEAKER POST & YARD SIGN

CIF-SS FOOTBALL 2019 | APRIL 3, 2019

6 OF 10





JUG LABEL

CIF-SS FOOTBALL 2019 | APRIL 3, 2019

7 OF 10





CREW T-SHIRT SHORT SLEEVE

CIF-SS FOOTBALL 2019 | APRIL 3, 2019

8 OF 10





CREW T-SHIRT LONG SLEEVE

CIF-SS FOOTBALL 2019 | APRIL 3, 2019

9 OF 10





Koozie Side 1



Koozie Side 2

KOOZIE

CIF-SS FOOTBALL 2019 | APRIL 3, 2019



EXECUTIVE COMMITTEE UPDATE

SOCIAL MEDIA **2019**

2019 GOALS

DEFINE, HUMANIZE, IDENTIFY, INNOVATE & DEVELOP
COLLABORATE, EXTEND, ESTABLISH, INNOVATE & DEVELOP



ONE

Collaborate with the state offices, partners, and our member schools, deepening our digital relationships but also strengthening and legitimizing our own

TWO

Extend our digital footprint beyond social media, in a way that maximizes efficiency and ease for coaches and administrators

THREE

Continue **establishing** the CIF-SS as a section worth being proud of and worth praising to others

FOUR

Continue to have the CIF-SS be recognized as an **innovator** in the social and digital space

FIVE

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

2019 OGSMS

OBJECTIVES, GOALS, STRATEGIES, & MEASURES



OBJECTIVE (TO)

Proactively utilizing digital media as a full extension and support system of our office as well as a platform for driving revenue, both alternative and existing for the CIFSS.

GOALS

Engagement Rate

X

Followers

X

Reach

X

Impressions

X

Sentiment

X%

STRATEGIES (GROWTH)

ONE

Begin hosting social media best practices seminars and creating tutorial overview videos that extending our support and expertise to the membership

TWO

Continue engaging student's through fan/pride focused campaigns

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 (& extend to videos)

PEOPLE

Utilize our membership, corporate partners, and the state office for outreach, content, and innovations

(FROM)

Reactively utelizing digital media



Commissioner Duties

1. Act as ~~Secretary of the Council~~ and as an ex-officio member of all standing committees.
2. Oversees ~~Manages~~ the Southern Section Championships in all lines of sports in which championships are authorized by the Council.
3. Oversees the ~~and be responsible for~~ distribution of courtesy cards.
3. ~~Is governed in the management of each championship by the rules of the CIF-SS.~~
4. Interprets all rules and regulations of the organization and these interpretations are final until such time as the Executive Committee rules otherwise.
5. A Bulletin is issued periodically during the school year covering the work of the CIF Southern Section. This bulletin shall contain the current Executive Committee meeting minutes, the Council meeting minutes and committee reports.
6. ~~Either attend or designate a representative to attend the regular meetings of the Officials' Association of Southern California, or otherwise keep in touch with their work~~
6. Oversees the Officials Associations Presidents Committee, the Officials Fees/Relations Committee.
7. May investigate all violations of CIF Southern Section rules and policies by a league, school or individual, that comes to the attention of the office. The commissioner may determine whether to apply sanctions/penalties and/or submit a report of the findings to the Executive Committee.
8. With approval of the Administrative Committee may act for the Southern Section Council when necessary. This action will be communicated to the Executive Committee prior to enactment, whenever possible (in emergency situations).
9. Shall establish yearly Southern Section goals with clearly measurable objectives that also incorporates involvement with section membership, the State CIF Office, and the NFHS.