



Meeting of the Executive Committee

September 24, 2020

1:00 p.m.

Webinar/Teleconference Agenda

The CIF Southern Section will be respecting recent orders from the Governor of California related to maintaining public health and safety at this time. Consistent with Executive Order N-29-20, Executive Committee members will attend this regular meeting via webinar and/or telephone. Members of the public will have access to the meeting through these same means. The required webinar link and/or conference call number will be published on this agenda and posted on the CIF Southern Section Office website (www.cifss.org) and at the CIF Southern Section Office (10932 Pine Street, Los Alamitos, CA 90720) no later than 72 hours prior to this meeting. The CIF Southern Section is committed to ensuring that all meetings are accessible regardless of an individual's ability or access method. If you need a reasonable accommodation, please contact Sharon Hodge, Executive Assistant, at sharonh@cifss.org by 4:00 pm on September 22, 2020.

1. OPENING BUSINESS	DISPOSITION	ITEM
A. Call to order by Mike West, President of the Council		
The meeting was called to order by President Mike West at 1:01 pm. Mr. West welcomed everyone and thanked the Southern Section staff for their attendance.		
B. Pledge of Allegiance		
C. Roll Call		
D. Introduction of Guests		
James Escarcega from the Southern California News Group.		
E. Adopt Agenda	Action	
There was a motion by Dr. Monica Colunga and a second by Geniel Moon to adopt the agenda. There being no discussion, the motion was approved to adopt the agenda as written.		
Motion Carried: 21-0-0		

1. OPENING BUSINESS (Cont.)

F. Approval of Minutes

- | | | |
|--|--------|-----|
| 1. Minutes of the August 13, 2020, Executive Committee Meeting | Action | 1F1 |
|--|--------|-----|

There was a motion by Dr. Paula Rodas and a second by Dave Reid to approve the minutes of the August 13, 2020 Executive Committee meeting. The minutes were approved as written.

Motion Carried: 21-0-0

2. PUBLIC COMMENT

- A. Recognition of anyone wishing to address the Executive Committee. Speakers must limit their remarks to three minutes.

None.

3. ACTION ITEMS

A. STATE FEDERATED COUNCIL ACTION ITEMS

There are no State Federated Council Action items currently.

B. SOUTHERN SECTION ACTION ITEMS

- | | | |
|---|--------|--------|
| 1. Proposed Bylaw 2513 and 2516 Revision - Soccer Player Ejection | Action | SS 613 |
|---|--------|--------|

There was a motion by Chris Calderwood and a second by Alexis Barile to approve the motion as written. There being no discussion, the motion carried.

Motion Carried: 21-0-0

4. NON-ACTION ITEMS

A. STATE FEDERATED COUNCIL NON-ACTION ITEMS

- | | | |
|---|------------|-----------|
| 1. Proposed Sport Addition – Beach Volleyball | Non-Action | STATE 618 |
|---|------------|-----------|

The proposal would add Beach Volleyball to the list of CIF-approved sports. This addition would be for girls only and it would take place in the Spring sport season. The format would call for pairs to compete as a school team.

- | | | |
|---|------------|-----------|
| 2. Proposed Bylaw 504.M Revision – Sunday Cheer Competition | Non-Action | STATE 619 |
|---|------------|-----------|

This proposal would be an exception to CIF Bylaw 504.M. to allow Traditional Competitive Cheer teams to compete on a Sunday at the NHSCC event. This exception may be used one-time per school year for the above-named event only.

4. NON-ACTION ITEMS (Cont.)

A. STATE FEDERATED COUNCIL NON-ACTION ITEMS (Cont.)

3. Proposed Bylaw 1206 Revision - Allowable Contacts Baseball/Softball Non-Action STATE 620

This proposal sets the number of allowable contacts for these two sports at 28 and states that tournament games will be counted as one (1) contact for each tournament game. Implementation would be for the 2021-2022 school year. This proposal brings softball and baseball into alignment with other CIF Regional and CIF State Championship sports in regard to the maximum number of allowable contacts.

4. Review of 2020-21 Weighted Voting Informational 4A4

This item requires no action by the Federated Council as per Bylaw 103. It is for information only. The number of weighted votes by the Southern Section remains unchanged from the 2019-2020 school year and remains at a total of 34 votes.

B. SOUTHERN SECTION NON-ACTION ITEMS

1. Proposed Bylaw 166.1 and 166.3 Revision - Hall of Fame/Distinguished Service Award Non-Action SS 616

The proposal establishes benchmarks and criteria for election into the CIF Southern Section Hall of Fame.

2. Proposed Bylaw 126 – Altercation Plan Non-Action SS 617

This proposal calls for the implementation of a mandatory Altercation Plan that would be for all sports at all levels. This Altercation Plan would be placed into the Blue Book as a new bylaw if adopted. The plan calls for the training of coaches and athletes to listen for key or code words if an altercation were to happen with the intent that an automatic response would de-escalate the situation.

5. NEW BUSINESS

- A. Financial Report Mitch Carty

Chief Financial Officer Mitch Carty shared an overview of our current quarterly budget rather than a yearly budget to show our current profit and loss vs. actuals for Quarter 3. Please see the attached budget for review.

5. NEW BUSINESS (Cont.)

B. Marketing Report

Jackie Gibson

Marketing Manager Jackie Gibson reported that she is currently working on new ball contracts and that schools were sent surveys asking what ball or balls they currently use for each sport. She is contacting possible new partners and requesting RFP's from each of the companies. A plan has not been determined as of now to use one company for all our official championship balls or go with individual ball contracts for each sport.

Assistant Commissioner Thom Simmons reported that we have agreed in principle on terms with Fox Sports West for an additional three years. That full agreement will be available shortly and will begin with the current 2020-2021 school year. In addition, an agreement with the NFHS Network will be finalized soon.

C. Communications Report

Chelsea Heyward

Digital Media Coordinator Chelsea Heyward reported that *CIF Southern Section This Week* launched on September 9, and they have aired three episodes as of today. Social media numbers are continuing to increase with each episode being accessible on our YouTube channel.

6. REPORTS

A. President's Report

Mike West

Mr. West has been invited to Team Up for Sports Safety in California. The goal of the program is to focus in on 4 or 5 key areas which include trainers, air quality, strength and conditioning and cold-water immersion for student athletes. Mr. West also attended the NFHS 7/8 Section meeting that was held online September 2st and 22nd. He was pleased to be a part of the discussion and gained valuable feedback from the other states involved.

B. Treasurer's Report

Chris Calderwood

Mr. Calderwood announced that the annual audit had been completed for 2019-2020 school year. As of the date of this meeting, 298 member schools have paid their membership dues. At this time last year, 473 members had paid. Currently 94% of the member schools have created an invoice for this year so additional membership dues payments should be arriving over the next few weeks. The deadline for payment is October 1, 2020.

C. Commissioner's Report

Rob Wigod

Commissioner Wigod will continue to send out periodic updates to schools as needed and if you have missed any they may be found on our web site at www.CIFSS.org. Commissioner Wigod reminded the Executive Committee that we have begun the Area Placement process this year in advance of Relegating. Area Placement Requests Forms from each member school are due by October 9, 2020. Commissioner Wigod reminded everyone that our sports calendars are in place and will not be changed. The thought process was that it was set up for a December start so schools could have the maximum amount of time possible to schedule and get organized. Commissioner Wigod thanked Jackie Gibson and Thom Simmons for their hard work regarding the new ball contracts and working with each company in this task.

6. REPORTS (Cont.)

D. Executive Committee Member Reports

Each Executive Committee member gave an informal report on the progress of its school/area with regards to student athlete activity levels. Below are those responses.

Informal Survey of CIFSS Exec Comm members' schools concerning RTP 9 24 20

School/area	county	Already going	Starting this week	10/1	No set date	Phase	Notes
Whittier	LA		X			1	
St. Bernard (South Bay)	LA			X		1	
High Desert	LA	X				1	
South Bay	LA				X		Schools covered by ASKIP not covered for COVID related issues
Harvard-Westlake (private)	LA	X				1	10 programs to start...looking to start more programs
Santa Clarita	LA		X			1	Fall Sports...spring sports soon
Ontario Christian (Private)	LA	X				1	
Huntington Beach	Orange	X				1	All sports
Irvine	Orange	X				1	Looking at Phase 2
Garden Grove	Orange	X				1	
Corona Norco	Riv			X		1	Had mandatory coaches meeting for ALL coaches in district
MLK	Riv			X		1	
Coachella Valley	Riv				X		Proposed to mirror CNUSD plan. Xavier (private) started last week with non sport specific cohorts
Southwestern League	Riv	X				1	
Beaumont	Riv			X (10/5)		1	Fall sports only
SBCUSD	San Bernardino				X		Proposed to mirror CNUSD plan
Redlands	San Bernardino			X		1	
Ventura	Vent	X	X			1	Fall Sports Only - Spring to start 11/2

7. ADVANCE PLANNING

A. DATES

1. October 1, 2020 – CIF Southern Section Council Meeting, Virtually, 9:00 a.m.
2. January 14, 2021 – Executive Committee Meeting, CIF Southern Section Office, Los Alamitos, California, 1:00 p.m.
3. February 2, 2021 – CIF Southern Section Council Meeting, The Grand, Long Beach, California, 9:00 a.m.
4. March 18, 2021 – Executive Committee Meeting, CIF Southern Section Office, Los Alamitos, California, 1:00 p.m.

7. ADVANCE PLANNING (Cont.)

B. SUGGESTED AGENDA ITEMS

There were no suggested agenda items for the next meeting.

8. ADJOURNMENT

A. Time of Adjournment: 3:00pm

Submitted By:



Mike Middlebrook
Assistant Commissioner

Approved By:



Rob Wigod
Commissioner of Athletics

Agenda			
MEMBER	YES	NO	ABSTAIN
Todd Arrowsmith	Yes		
Alexis Barile	YES		
Terry Barnum	YES		
Chris Calderwood	YES		
Monica Colunga	YES		
Ann Fitzgerald	YES		
Dave Hess	YES		
Mary Jane Hibbard	YES		
Rich Imbriani	YES		
Cleveland Johnson			
Ed Kearby	YES		
Paul Lopez			
Steve Miller	YES		
Geniel Moon	YES		
David Parkes	YES		
Carter Paysinger	YES		
Jim Perry	YES		
Dave Reid	YES		
Paula Rodas	YES		
Michelle Spencer	YES		
Reggie Thompson	YES		
Mike West	YES		
Jeff Williams	YES		
	21	0	0

Minutes - August 13, 2020

MEMBER	YES	NO	ABSTAIN
Todd Arrowsmith	Yes		
Alexis Barile	YES		
Terry Barnum	YES		
Chris Calderwood	YES		
Monica Colunga	YES		
Ann Fitzgerald	YES		
Dave Hess	YES		
Mary Jane Hibbard	YES		
Rich Imbriani	YES		
Cleveland Johnson			
Ed Kearby	YES		
Paul Lopez			
Steve Miller	YES		
Geniel Moon	YES		
David Parkes	YES		
Carter Paysinger	YES		
Jim Perry	YES		
Dave Reid	YES		
Paula Rodas	YES		
Michelle Spencer	YES		
Reggie Thompkins	YES		
Mike West	YES		
Jeff Williams	YES		

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Item SS 613 - Bylaw 2513 & 2516			
MEMBER	YES	NO	ABSTAIN
Todd Arrowsmith	Yes		
Alexis Barile	YES		
Terry Barnum	YES		
Chris Calderwood	YES		
Monica Colunga	YES		
Ann Fitzgerald	YES		
Dave Hess	YES		
Mary Jane Hibbard	YES		
Rich Imbriani	YES		
Cleveland Johnson			
Ed Kearby	YES		
Paul Lopez			
Steve Miller	YES		
Geniel Moon	YES		
David Parkes	YES		
Carter Paysinger	YES		
Jim Perry	YES		
Dave Reid	YES		
Paula Rodas	YES		
Michelle Spencer	YES		
Reggie Thompkins	YES		
Mike West	YES		
Jeff Williams	YES		

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C.I.F. SOUTHERN SECTION
Profit & Loss Budget vs. Actual
 July through September 2020

	TOTAL		
	Q3 Actuals	Q3 Budget	+ / -
Revenue			
SPORTS INCOME	0.00	0.00	0.00
APPAREL	0.00	0.00	0.00
FRIENDS OF GOLF	0.00	0.00	0.00
INVESTMENT INCOME	88,699.29	11,250.00	77,449.29
PUBLICATIONS	17,840.80	19,250.00	-1,409.20
SPORTS FEES	393,285.00	420,000.00	-26,715.00
SUPPORT INCOME	4,000.00	249,000.00	-245,000.00
TV -WEB - RADIO RIGHTS	0.00	130,000.00	-130,000.00
CHAMPIONS FOR CHARACTER	20,435.00	6,500.00	13,935.00
SPECIAL EVENTS	0.00	46,000.00	-46,000.00
OTHER INCOME	0.00	0.00	0.00
Total Revenue	524,260.09	882,000.00	-357,739.91
Cost of Goods Sold			
Cost of Goods Sold	14,638.37	16,000.00	-1,361.63
Total COGS	14,638.37	16,000.00	-1,361.63
Gross Profit	509,621.72	866,000.00	-356,378.28

C.I.F. SOUTHERN SECTION
Profit & Loss Budget vs. Actual
 July through September 2020

	TOTAL		
	Q3 Actuals	Q3 Budget	+ / -
Expense			
SPORTS EXPENSE	242.83	0.00	242.83
AREA LIAISONS	0.00	0.00	0.00
AUDITOR	0.00	0.00	0.00
AWARDS	14,462.29	13,000.00	1,462.29
BAD DEBT	0.00	0.00	0.00
BANK SERVICE CHARGES	300.00	625.00	-325.00
BUILDING MAINTENANCE	4,039.45	6,750.00	-2,710.55
COUNCIL	885.78	0.00	885.78
DEPRECIATION EXPENSE	0.00	0.00	0.00
DONATIONS	0.00	0.00	0.00
GENERAL OFFICE	4,256.18	2,333.33	1,922.85
INSURANCE	13,282.49	13,079.00	203.49
INVESTMENT EXPENSE	0.00	900.00	-900.00
LEGAL EXPENSE	683.29	0.00	683.29
MAJOR MEDICAL	67,767.98	104,448.00	-36,680.02
MISCELLANEOUS EXPENSE	0.00	0.00	0.00
OFFICE SUPPLIES	4,303.87	7,000.00	-2,696.13
OFFICE TRAVEL	2,849.39	0.00	2,849.39
PAYROLL TAXES	124,767.12	155,126.00	-30,358.88
POSTAGE/UPS	2,186.82	3,500.00	-1,313.18
PRESS/MEDIA	1,711.98	2,500.00	-788.02
PRINTING/DUPLICATING	4,854.30	5,000.00	-145.70
PROFESSIONAL GROWTH	179.97	187.50	-7.53
PROGRAM EXPENSE	474.00	500.00	-26.00
PUBLICATIONS EXPENSE	7,628.24	5,500.00	2,128.24
PUBLICATIONS WASTE	0.00	0.00	0.00
SALARIES	152,942.59	471,081.00	-318,138.41
SALES/USE TAX EXPENSE	0.00	400.00	-400.00
SECRETARIAL/ADMIN. ASSISTANCE	0.00	75.00	-75.00
SPECIAL EVENTS EXPENSE	0.00	23,700.00	-23,700.00
SUPPORT/MARKETING EXPENSE	1,361.60	1,900.00	-538.40
TAXES - GENERAL	0.00	575.00	-575.00
TICKETS	0.00	200.00	-200.00
TV TO SCHOOLS	0.00	0.00	0.00
UTILITIES	1,646.98	3,900.00	-2,253.02
CHAMPIONS FOR CHARACTER EXPENSE	0.00	16,000.00	-16,000.00
WEBSITE TECHNOLOGY	14,183.72	15,250.00	-1,066.28
Total Expense	425,010.87	853,529.83	-428,518.96
Net Income	84,610.85	12,470.17	72,140.68

Marketing & Communications Report



September 24th 2020



Official Ball Program

OFFICIAL BALL PROGRAM – MANDATORY USE IN PLAYOFFS 2020-2021

Official Ball per sport:

• Baseball:	Rawlings CIF-SS Rawlings RCIF-SS	Must be CIFSS/NOCSAE stamped ball; not an alternative Rawlings ball Must be CIFSS/NOCSAE stamped ball; not an alternative Rawlings ball
• Boys Basketball:	Spalding TF1000 NFHS Classic NFHS Spalding TF1000 Legacy NFHS Spalding TF-1000 Platinum ZK NFHS 29.5 <i>(Used in the CIF-SS Championship game)</i>	
• Girls Basketball:	Spalding TF1000 NFHS Classic 28.5 NFHS Spalding TF1000 Legacy 28.5 NFHS Spalding TF-1000 Platinum ZK NFHS 28.5 <i>(Used in the CIF-SS Championship game)</i>	
• Football:	Spalding ball with NFHS Spalding Alpha ball with NFHS	any Spalding model with NFHS stamp <i>(Used in the CIF-SS Championship game)</i>
• Lacrosse:	Champion Sports NOCSAE Balls	(White LBWNOCSAE, Yellow LBYNOCSAE, Orange LBO, Lime Green LBG)
• Soccer:	Spalding TF-SC5 NFHS Spalding TF-SC3 NFHS Spalding TF5000 NFHS	for both boys and girls use. for both boys and girls use. for both boys and girls use.
• Softball:	Dudley CFP12Y NFHS	<i>(Used in the CIF-SS Championship game)</i>
• Tennis:	Penn ATP World Tour Pro Penn Marathon	<i>(Used in the CIF-SS Championship game)</i>
• Volleyball:	Spalding with NFHS stamp: TF-VB5, TF-VB3	
• Boys Water Polo:	KAP7 model 105 with NFHS stamp	<i>(Used in the CIF-SS Championship game)</i>
• Girls Water Polo:	KAP7 model 104 with NFHS stamp	<i>(Used in the CIF-SS Championship game)</i>

*Highlighted sports are set to expire June 30th 2021

Our official ball program is responsible for over half a million dollars in support income revenue each fiscal year.



Official Ball Program

- With ball agreements expiring, what does this mean?
 - Include our member schools
 - Individual bids
 - Enhance current relationships
 - Form new relationships
 - Maximize revenue



Official Ball Program

- What are we looking for when it comes to selecting an official ball?
 - Great quality product
 - Distribution model
 - Outstanding customer service for our member schools
 - Ways to enhance the championship experience
 - Monetary investment that benefits all parties



Official Ball Program



Autograph balls

Official Ball Program

- **What does the bidding process look like?**
 - Request for proposals (RFP's) (Went out August 1st)
 - Submission Deadline (October 30th)
 - Negotiating window (October 30th – February 1st)
 - Release date (February 15th)
- New adoptions will start July 1st, 2021



Broadcast Partners

- Fox Sports West
- NFHS Network
- KDOC
- Others





EXECUTIVE COMMITTEE UPDATE

SOCIAL MEDIA 2020

8/1 - 8/31 ANALYTIC UPDATE

TOTAL-AUGUST

BENCHMARK	5/1-8/31	THIS MONTH
Engagement Rate	7.90%	6.87%
Follower Growth	6,789	35
Reach	1,057,679	137,322
Impressions	4,341,648	526,156
Top Performing Platform	Twitter	Twitter

CIFSS THIS WEEK



ANALYTICS

9991
VIEWS

98,351
IMPRESSIONS

741
YOUTUBE SUBSCRIBERS

CIFSS THIS WEEK



ANALYTICS

9,991
VIEWS

98,351
IMPRESSIONS

741
YOUTUBE SUBSCRIBERS