



Meeting of the Executive Committee

August 12, 2021

1:00 p.m.

SoFi Stadium, Inglewood, CA

Agenda

1. OPENING BUSINESS	DISPOSITION	ITEM
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A. Call to order by Mike West, President of the Council

The meeting was called to order at 1:00 pm. Mike West welcomed everyone back and proceeded with introductions.

B. Pledge of Allegiance

C. Roll Call

The following members of the Executive Committee were not present: Mary Jane Hibbard, Geniel Moon, Paula Rodas, Reggie Thompkins, Jeff Williams. Mike Middlebrook, Southern Section staff member, was also absent.

D. Introduction of Guests:

There were no guests. Those guests present for the Releaguings Appeals will be identified at the appropriate time.

E. Adopt Agenda

Action

Mike West requested a motion to move Items 5A1 and 5A2 before Item 3A in order to approve the appointment of 2 members to the Executive Committee. There was a motion and a second to adopt the revised agenda. The motion carried unanimously.

F. Approval of Minutes

1. Minutes of the May 13, 2021, Executive Committee Meeting

Action

1F1

There was a motion and second to approve the minutes of the May, 2021 Executive Committee Meeting. The motion carried unanimously.

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 for Public Comment.

3. ACTION ITEMS

A. STATE FEDERATED COUNCIL ACTION ITEMS

There are no CIF State Federated Council action items at this time.

B. SOUTHERN SECTION ACTION ITEMS

1. Releaguings Appeal Hearings

A. Coast Area

1. Wiseburn DaVinci High School	Action	3B1A1
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Present: Chief Administrative Officer Vicente Bravo and Athletic Director D.R. Moreland, Wiseburn Da Vinci High School

Releaguings Chair Representative: Steve Shevlin, El Segundo High School

The Releaguings Plan was approved by the Coast Area who followed their processes.

The Bay League averages D2 representation in most sports; this is where Wiseburn DaVinci (D5 average representation) was placed. The Wiseburn DaVinci athletic program is about five years old including the COVID year and doesn't field many sports the other schools in the Bay League field. The plan that carried in the area passed 13-6 among its voting members. Steve Shevlin stated, "The league receiving Wiseburn DaVinci will get an extra playoff spot and the voting members felt the Bay League was the most deserving of that extra spot." SBAA contains the Bay, Ocean and Pioneer Leagues. Wiseburn DaVinci wishes to go to the Ocean League based on competitive equity where they believe they are a better fit. The sentiment of the Executive Committee was that Wiseburn DaVinci was placed in the Bay League solely to give them an extra playoff spot and not placed in the interest of competitive equity.

There was a motion and a second to support the appeal of Wiseburn DaVinci. The motion carried unanimously 16-0-0.

B. Orange County Area

1. St. Margaret's High School	Action	3B1B1
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Present: Principal Jeneen Graham and Athletic Director Chris Nordstrom, St. Margaret's High School

Releaguings Chair Representative: Joel Hartmann, Servite High School

The Releaguings Plan was approved by the Orange County Area who followed their processes.

St. Margaret's moved out of the Small Schools Area and originally solicited the Pacific Coast League, Orange Coast League and Coast View Conference for information to explore which league would be the best fit. Currently the Orange Coast League is where they would like to land. They were placed in the Coast View Conference (CVAA). Chris Nordstrom reported the average enrollment of the CVAA is 2,800 students. There is a better balance for them in terms of competitive equity in the Orange Coast League as they will have teams in the top, middle and bottom across the board.

There was a motion and a second to support St. Margaret's move to the Orange Coast League. Motion fails 6-9-1

3. ACTION ITEMS (Cont.)

B. SOUTHERN SECTION ACTION ITEMS (Cont.)

1. Releaguings Appeal Hearings (Cont.)

C. Parochial Area

1. Paraclete High School

Action

3B1C1

Present: Athletic Director Margaret Neill and Associate Athletic Director Amy Pierson,
Paraclete High School

Releaguings Chair Representative: Steve Miller, Bishop Montgomery High School

The Releaguings Plan was approved by the area who followed their processes.

Paraclete wishes to be placed in the Camino Del Rey Association (CDR) for all sports except football (where they are currently placed in the LAAA). Enrollment-wise Paraclete is in line with the average of the CDR schools and about half the average of the LAAA schools. Paraclete is a geographic outlier regardless of league placement and accepts the travel which is inevitable in either league. Competitive equity-wise, Paraclete excels in softball but falls in the middle of the CDR in all other sports. In the LAAA, Paraclete is not competitive in any sports.

There was a motion and a second to move Paraclete into the Camino Del Rey Association in all sports except football (where they will remain in the LAAA). The motion carried 15-0-1.

4. NON-ACTION ITEMS

A. STATE FEDERATED COUNCIL NON-ACTION ITEMS

There are no CIF State Federated Council non-action items at this time.

B. SOUTHERN SECTION NON-ACTION ITEMS

There are no CIF Southern Section Council non-action items at this time.

5. NEW BUSINESS

A. Appointment for 2021-2022 Executive Committee

Action

1. Citrus Belt Area Representative

5A1

There was a motion and second to approve the appointment of Kai Lyles, Assistant Principal/Athletic Director, Desert Hot Springs High School as the Citrus Belt Area Representative for the 2021-2022 school year. The motion carried unanimously 16-0-0.

2. Mt. SAC Area Representative

5A2

There was a motion and second to approve the appointment of Dr. Monica Principe, Director of Secondary Education, Pomona Unified School District as the Mt. Sac Area Representative for the 2021-2022 school year. The motion carried unanimously 16-0-0.

5. NEW BUSINESS (Cont.)

B. 2021-2022 CIF Southern Section Goals

Action

5B1

Commissioner Rob Wigod presented the 2021-2022 Southern Section Goals that are included in the minutes of this meeting. There was a motion and a second to approve the Southern Section Goals for the 2021-2022 school year. The motion carried unanimously.

C. Financial Report

Mitch Carty

Chief Financial Officer Mitch Carty gave an update on the current financial position of the Southern Section. The section was able to get our first PPP loan forgiven and is in the process of seeking application for forgiveness of the second PPP loan. Should that loan be forgiven, the amount will be applied to the fiscal year in which it is forgiven. Mitch shared the pre-audit P&L report that indicates a pre-audit surplus for the 2020-2021 school year at approximately \$119,000. The pre-audit P&L is included in the minutes of this meeting. The official audit will take place in October.

D. Marketing Report

Jackie Gibson

Marketing Director Jackie Gibson reported that within a span of 4 weeks we had 19 sports, 2,077 playoff games and crowned 106 Divisional Champions. All sports were featured on our social media platforms with tremendous growth in followers on all of them. Local dealer participation from our Ford sponsorship at games was fantastic and very energized. Ford is looking forward to partnering with high schools to award scholarships and other potential gifts to local schools directly. Executive Committee participation in the Athletic Administrators Summit is free of charge, so all members are invited to attend.

E. Communications Report

Thom Simmons

Ballys Sports West is planning to do more Olympic Sport livestreams in their 50 allowable events as this was an Olympic year. By cutting down on some football coverage weekly, they will be able to include others. The CIF-SS is working with the NFHS Network to increase the number of Pixellot units in schools. NFHS Network is offering 2 units per school, free installation and immediate revenue share from subscriptions rather than the 5-year waiting period in previous years. CIF-SS Office will be sending more information out on this in the near future. Jackie Gibson and Thom Simmons are working on the redesign of the Southern Section website and are currently talking to potential design groups. Meeting with National Association of Sports Officials (NASO) and NFHS on potential new officials recruiting PSA's that would be plugged into contractual spots we have with Ballys Sports, NFHS Network and any secondary broadcast groups. Working on new school-based campaign to partner with member schools in identifying potential new officials from their graduating student-athlete ranks. Doing interviews with the Commissioner over the next two weeks with various media outlets discussing the upcoming 2021-22 school year.

6. REPORTS

A. NFHS Summer Meeting Reports

Monica Colunga

Jim Perry

Dr. Monica Colunga – Attended the NFHS Summer Meeting in Orlando, Florida. Dr. Colunga went to a Women’s Leadership Summit which was an interview session with 3 female State Executive Directors and women of color. Monica thought the information resonated and while women have come a long way professionally, there is still a long way to go. She attended a session on Transgender Sport Participation where the presenters explored the impact of transgender participation in championship events. Finally, there was a mention of the need to educate parents on the benefit of education-based athletics, in that they are an extension of the school day.

Jim Perry – Echoed Monica’s sentiments about attending the transgender participation break out. Stated there is the need for more research and understanding of how participation is affecting high school results. Currently there is not a lot of data out there with most references being made to one court case involving Track and Field. Jim mentioned his support of our competitive equity model as the rest of the country is still using antiquated methods of placement. Jim stated the need for help from school leadership in educating parents on the benefits of high school-based athletics. He reminded the group of the misinformation parents pick up from other athletic entities where much of the motivation to retain students is monetarily based (collecting club dues) with the promise of college scholarships (of which there are not that many).

B. President’s Report

Mike West

President Mike West was complimentary of the organization’s accomplishments over the past school year. He was proud of what was able to be done and reflected on how fortunate we are under normal circumstances in our schools and this year drove that home. We are not through the woods of COVID challenges yet and we must be leaders and examples to not digress.

C. Treasurer’s Report

Chris Calderwood

Treasurer Chris Calderwood reported that the 2020-2021 audit will be starting in October. GoFan partnership is growing with over 201,000 tickets sold in the last school year and we will be going solely to GoFan for all events in the upcoming year. Schools are using it for sports and other ticketed events (dances) on campus. Membership sport fees are due on October 1 and over 100 schools are paid to date.

D. Commissioner’s Report

Rob Wigod

Commissioner Rob Wigod was thankful for this special day at SoFi Stadium and appreciative of being able to be with the Executive Committee in person. We are starting the year on track with the regular sports calendar being observed. We are experienced in masking, testing and other protective protocols on campuses to allow sports to happen, if circumstances change. CIF-SS Home trainings have already taken place and Fall Eligibility Workshops are ongoing. New Principal and AD trainings are also coming in September. Commissioner Wigod thanked everyone for their support of our office and thanked the CIF-SS staff for their excellent work. He expressed how proud he is of our member schools and teams who remained focused on staying the course and was pleased with all that was accomplished at the end of the 2021-2022 school year.

6. REPORTS (Cont.)

D. Executive Committee Member Reports

CSADA Representative – Dave Reid – CSADA Conference will be in San Diego on April 21-24, 2022.

Activities Director Representative – Todd Arrowsmith – CADA Conference will be held in Reno, March 2-5, 2022.

At-Large Representative – Alexis Barile – Currently experiencing the challenge of putting teams into quarantine (ASB, Volleyball, Football, Link Crew, etc). Be aware of how devastating that is to students and their families. Have a process at school and be ready.

Assistant Commissioner – Rainer Wulf – Thanks to those who covered awards at the end of the year at our Championship events.

President-Elect – Jim Perry – Would like to attend the 8-Man Football Championship Game on November 27, 2021 to award the championship and runner-up plaques.

7. ADVANCE PLANNING

A. DATES

1. September 23, 2021 – CIF Southern Section Executive Committee Meeting, CIF Southern Section Offices, Los Alamitos, CA, 1:00 p.m.
2. September 30, 2021 – CIF Southern Section Council Meeting, The Grand, Long Beach, CA, 9:00 a.m.
3. October 4, 2021 – Athletic Administrators Summit, Riverside Convention Center, Riverside, CA, 8:00 a.m.
4. October 13, 2021 – CIF Southern Section Hall of Fame/Distinguished Service Luncheon, The Grand, Long Beach, CA, 11:30 a.m.

B. SUGGESTED AGENDA ITEMS

There were no items suggested for the next agenda.

8. ADJOURNMENT

A. Time of Adjournment: 3:38 pm

Submitted by:



Kristine Palle
Assistant Commissioner

Approved by:



Rob Wigod
Commissioner of Athletics

Agenda			
MEMBER	YES	NO	ABSTAIN
Todd Arrowsmith	YES		
Alexis Barile	YES		
Chris Calderwood	YES		
Monica Colunga	YES		
Ann Fitzgerald	YES		
Dave Hess	YES		
Mary Jane Hibbard			
Rich Imbriani	YES		
Cleveland Johnson	YES		
Kai Lyles			
Steve Miller	YES		
Geniel Moon			
David Parkes	YES		
Jim Perry	YES		
Monica Principe			
Dave Reid	YES		
Paula Rodas			
Michelle Spencer	YES		
Reggie Thompson			
Mike West	YES		
Jeff Williams			
	14	0	0

Minutes - May 13, 2021

MEMBER	YES	NO	ABSTAIN
Todd Arrowsmith	YES		
Alexis Barile	YES		
Chris Calderwood	YES		
Monica Colunga	YES		
Ann Fitzgerald	YES		
Dave Hess	YES		
Mary Jane Hibbard			
Rich Imbriani	YES		
Cleveland Johnson	YES		
Kai Lyles			
Steve Miller	YES		
Geniel Moon			
David Parkes	YES		
Jim Perry	YES		
Monica Principe			
Dave Reid	YES		
Paula Rodas			
Michelle Spencer	YES		
Reggie Thompson			
Mike West	YES		
Jeff Williams			

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**Item 3B1A1 - Releaguings Appeal - Coast Area
Wiseburn DaVinci High School**

MEMBER	YES	NO	ABSTAIN
Todd Arrowsmith	YES		
Alexis Barile	YES		
Chris Calderwood	YES		
Monica Colunga	YES		
Ann Fitzgerald	YES		
Dave Hess	YES		
Mary Jane Hibbard			
Rich Imbriani	YES		
Cleveland Johnson	YES		
Kai Lyles	YES		
Steve Miller	YES		
Geniel Moon			
David Parkes	YES		
Jim Perry	YES		
Monica Principe	YES		
Dave Reid	YES		
Paula Rodas			
Michelle Spencer	YES		
Reggie Thompkins			
Mike West	YES		
Jeff Williams			

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**Item 3B1B1 - Releaguings Appeal
Orange County Area - St. Margaret's High School**

MEMBER	YES	NO	ABSTAIN
Todd Arrowsmith		NO	
Alexis Barile		NO	
Chris Calderwood		NO	
Monica Colunga			ABSTAIN
Ann Fitzgerald	YES		
Dave Hess		NO	
Mary Jane Hibbard			
Rich Imbriani		NO	
Cleveland Johnson		NO	
Kai Lyles		NO	
Steve Miller		NO	
Geniel Moon			
David Parkes	YES		
Jim Perry	YES		
Monica Principe	YES		
Dave Reid	YES		
Paula Rodas			
Michelle Spencer		NO	
Reggie Thompkins			
Mike West	YES		
Jeff Williams			

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**Item 3B1C1 - Releaguings Appeal - Parochial Area
Paraclete High School**

MEMBER	YES	NO	ABSTAIN
Todd Arrowsmith	YES		
Alexis Barile	YES		
Chris Calderwood	YES		
Monica Colunga	YES		
Ann Fitzgerald	YES		
Dave Hess	YES		
Mary Jane Hibbard			
Rich Imbriani	YES		
Cleveland Johnson	YES		
Kai Lyles	YES		
Steve Miller			ABSTAIN
Geniel Moon			
David Parkes	YES		
Jim Perry	YES		
Monica Principe	YES		
Dave Reid	YES		
Paula Rodas			
Michelle Spencer	YES		
Reggie Thompkins			
Mike West	YES		
Jeff Williams			

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Item 5A1 - Citrus Belt Area Representative

MEMBER	YES	NO	ABSTAIN
Todd Arrowsmith	YES		
Alexis Barile	YES		
Chris Calderwood	YES		
Monica Colunga	YES		
Ann Fitzgerald	YES		
Dave Hess	YES		
Mary Jane Hibbard			
Rich Imbriani	YES		
Cleveland Johnson	YES		
Kai Lyles			
Steve Miller	YES		
Geniel Moon			
David Parkes	YES		
Jim Perry	YES		
Monica Principe			
Dave Reid	YES		
Paula Rodas			
Michelle Spencer	YES		
Reggie Thompson			
Mike West	YES		
Jeff Williams			

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Item 5A2 - Mt. SAC Area Representative

MEMBER	YES	NO	ABSTAIN
Todd Arrowsmith	YES		
Alexis Barile	YES		
Chris Calderwood	YES		
Monica Colunga	YES		
Ann Fitzgerald	YES		
Dave Hess	YES		
Mary Jane Hibbard			
Rich Imbriani	YES		
Cleveland Johnson	YES		
Kai Lyles			
Steve Miller	YES		
Geniel Moon			
David Parkes	YES		
Jim Perry	YES		
Monica Principe			
Dave Reid	YES		
Paula Rodas			
Michelle Spencer	YES		
Reggie Thompson			
Mike West	YES		
Jeff Williams			

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**Item 5B1 - CIF Southern Section
2021-2022 Goals**

MEMBER	YES	NO	ABSTAIN
Todd Arrowsmith	Yes		
Alexis Barile	Yes		
Chris Calderwood	Yes		
Monica Colunga	Yes		
Ann Fitzgerald	Yes		
Dave Hess	Yes		
Mary Jane Hibbard			
Rich Imbriani	YES		
Cleveland Johnson	YES		
Kai Lyles	YES		
Steve Miller	YES		
Geniel Moon			
David Parkes	YES		
Jim Perry	YES		
Monica Principe	YES		
Dave Reid	YES		
Paula Rodas			
Michelle Spencer	YES		
Reggie Thompkins			
Mike West	YES		
Jeff Williams			

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C.I.F. SOUTHERN SECTION
Profit & Loss Budget vs. Actual
July 2020 through June 2021

	Jul '20 - Jun 21	Budget	+ OR -
Ordinary Income/Expense			
Income			
BASEBALL	60,527.00	63,000.00	-2,473.00
BASKETBALL	453,954.00	440,000.00	13,954.00
CHEER	0.00	25,000.00	-25,000.00
CROSS COUNTRY	0.00	99,000.00	-99,000.00
FOOTBALL	0.00	750,000.00	-750,000.00
GOLF	76,467.00	80,000.00	-3,533.00
LACROSSE	32,421.00	15,000.00	17,421.00
SOCCER	92,411.00	75,000.00	17,411.00
SOFTBALL	33,250.00	24,000.00	9,250.00
SWIMMING	0.00	59,000.00	-59,000.00
TRACK & FIELD	100,169.00	119,000.00	-18,831.00
VOLLEYBALL	111,541.00	149,000.00	-37,459.00
WATER POLO	0.00	49,000.00	-49,000.00
WRESTLING	64,945.00	123,000.00	-58,055.00
APPAREL	40,561.25	142,000.00	-101,438.75
FRIENDS OF GOLF	23,500.00	47,000.00	-23,500.00
INTEREST	280,253.79	45,000.00	235,253.79
PUBLICATIONS	28,617.80	77,000.00	-48,382.20
SPORTS FEES	718,525.00	735,000.00	-16,475.00
SUPPORT INCOME	1,120,413.00	1,100,000.00	20,413.00
TV -WEB - RADIO RIGHTS	418,260.59	425,000.00	-6,739.41
CHAMPIONS FOR CHARACTER	22,085.00	81,000.00	-58,915.00
SPECIAL EVENTS	0.00	69,000.00	-69,000.00
OTHER INCOME	0.00	39,000.00	-39,000.00
Total Income	3,677,901.43	4,830,000.00	-1,152,098.57
Cost of Goods Sold			
Cost of Goods Sold	23,616.27	64,000.00	-40,383.73
Total COGS	23,616.27	64,000.00	-40,383.73
Gross Profit	3,654,285.16	4,766,000.00	-1,111,714.84
Expense			
BADMINTON EXPENSE	0.00	100.00	-100.00
BASEBALL EXPENSE	37,991.40	52,000.00	-14,008.60
BASKETBALL EXPENSE	331,585.15	155,000.00	176,585.15
CHEER EXPENSE	0.00	14,000.00	-14,000.00
CROSS COUNTRY EXPENSE	0.00	55,000.00	-55,000.00
FOOTBALL EXPENSE	0.00	79,000.00	-79,000.00
GOLF EXPENSE	81,047.42	77,000.00	4,047.42
LACROSSE EXPENSE	10,041.60	15,000.00	-4,958.40
SOCCER EXPENSE	23,452.54	32,000.00	-8,547.46
SOFTBALL EXPENSE	19,852.72	21,000.00	-1,147.28
SWIMMING EXPENSE	22,359.82	48,000.00	-25,640.18
TENNIS EXPENSE	8,748.17	16,000.00	-7,251.83
TRACK & FIELD EXPENSE	76,057.07	94,000.00	-17,942.93
VOLLEYBALL EXPENSE	83,748.64	51,000.00	32,748.64
WATER POLO EXPENSE	0.00	26,000.00	-26,000.00

C.I.F. SOUTHERN SECTION
Profit & Loss Budget vs. Actual
July 2020 through June 2021

	Jul '20 - Jun 21	Budget	+ OR -
WRESTLING EXPENSE	33,984.57	107,000.00	-73,015.43
AREA LIAISONS	23,223.67	43,000.00	-19,776.33
AUDITOR	20,000.00	17,000.00	3,000.00
AWARDS	24,969.23	39,000.00	-14,030.77
BAD DEBT	1,035.70	0.00	1,035.70
BANK SERVICE CHARGES	2,011.53	2,500.00	-488.47
BUILDING MAINTENANCE	18,454.03	27,000.00	-8,545.97
COUNCIL	2,461.85	59,000.00	-56,538.15
DEPRECIATION EXPENSE	73,022.33	71,000.00	2,022.33
DONATIONS	23,874.00	50,000.00	-26,126.00
GENERAL OFFICE	16,731.35	28,000.00	-11,268.65
INSURANCE	45,064.18	29,500.00	15,564.18
INVESTMENT EXPENSE	4,300.00	3,600.00	700.00
LEGAL EXPENSE	1,439.10	2,200.00	-760.90
MAJOR MEDICAL	326,903.93	426,807.00	-99,903.07
MISCELLANEOUS EXPENSE	-888.82	1,032.00	-1,920.82
OFFICE SUPPLIES	18,822.61	33,000.00	-14,177.39
OFFICE TRAVEL	7,332.84	41,000.00	-33,667.16
PAYROLL TAXES	598,643.05	620,499.00	-21,855.95
POSTAGE/UPS	6,437.10	14,000.00	-7,562.90
PRESS/MEDIA	3,564.10	10,000.00	-6,435.90
PRINTING/DUPLICATING	18,605.78	20,000.00	-1,394.22
PROFESSIONAL GROWTH	239.96	750.00	-510.04
PROGRAM EXPENSE	474.00	500.00	-26.00
PUBLICATIONS EXPENSE	23,745.94	25,500.00	-1,754.06
PUBLICATIONS WASTE	2,631.99	4,200.00	-1,568.01
SALARIES	1,723,477.70	1,888,512.00	-165,034.30
SALES/USE TAX EXPENSE	2,050.33	1,600.00	450.33
SECRETARIAL/ADMIN. ASSISTANCE	0.00	300.00	-300.00
SPECIAL EVENTS EXPENSE	0.00	69,000.00	-69,000.00
SUPPORT/MARKETING EXPENSE	130,961.82	177,000.00	-46,038.18
TAXES - GENERAL	1,493.12	2,300.00	-806.88
TICKETS	0.00	200.00	-200.00
TV TO SCHOOLS	78,650.00	69,000.00	9,650.00
UTILITIES	9,567.31	18,900.00	-9,332.69
CHAMPIONS FOR CHARACTER EXPENSE	0.00	67,000.00	-67,000.00
WEBSITE TECHNOLOGY	52,917.11	61,000.00	-8,082.89
Total Expense	3,991,085.94	4,766,000.00	-774,914.06
Net Ordinary Income	-336,800.78	0.00	-336,800.78
Other Income/Expense			
Other Income			
PPP LOAN #1 FORGIVENESS	456,100.00	0.00	456,100.00
Total Other Income	456,100.00	0.00	456,100.00
Net Other Income	456,100.00	0.00	456,100.00
Net Income	119,299.22	0.00	119,299.22

C. I. F. SOUTHERN SECTION
Treasurer's Report
Executive Committee Meeting
August 12, 2021

I. CIF-SS ANNUAL AUDIT (2020-21):

- A. Audit firm Harrington Group will be on site for fieldwork in October.
- B. Mitch shared "pre-audit" profit & loss earlier.

II. OTHER 2020-21 FINANCIAL NOTES

- A. GoFan partnership
 - 1. 2019-20 online tickets sold = 33,098 (\$13,239 revenue share).
 - 2. 2020-21 online tickets sold = 201,839 (\$56,155 revenue share).
 - 3. 2021-22 online tickets sold = ??? (should be huge with ALL sports back).

III. MEMBERSHIP SPORTS FEES 2021-22

- A. 567 total Member schools
 - 1. 144 paid (25%)
 - 2. Sports Fees due annually on October 1.
 - 3. "Race for the Dues" shows an early lead for Rich Shearer/Susan Miller with 47 paid!!!

IV. FORECAST FOR 2021-22

- A. Athletic Administrators Summit registration now open.
- B. Ongoing push for schools to adopt online ticketing (GoFan) for regular season & playoffs.
- C. Seeking forgiveness of PPP Loan #2.

Prepared by:
MITCH CARTY, Chief Financial Officer

MARKETING REPORT



WITHIN 4 WEEKS...

19 SPORTS

2,077 POST SEASON GAMES

106 TEAMS CROWNED

CHAMPIONS 2021
CIF Southern Section CHAMPIONSHIPS

ALBA 4

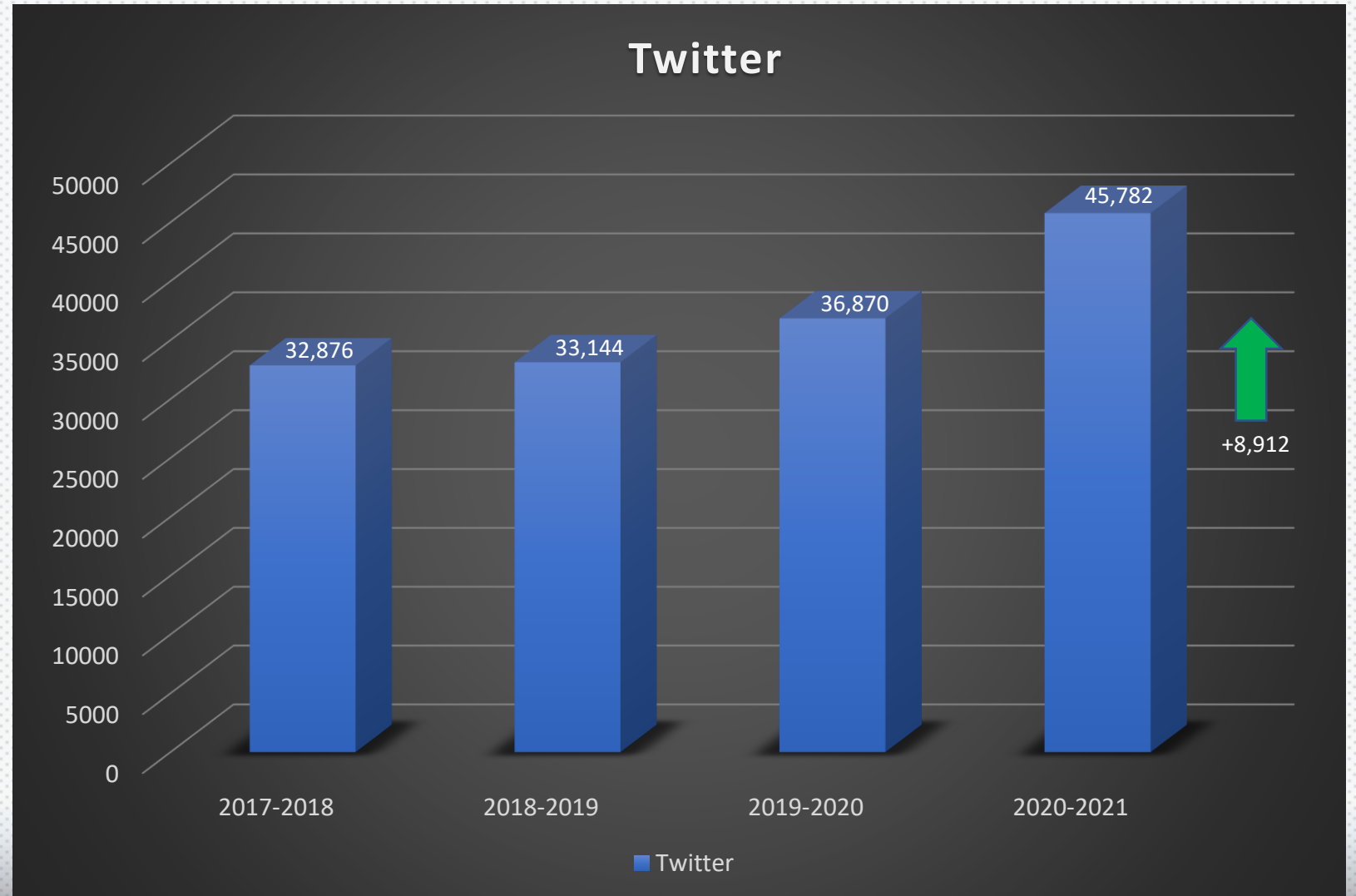
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2020-2021 CHAMPIONSHIPS AT A GLANCE

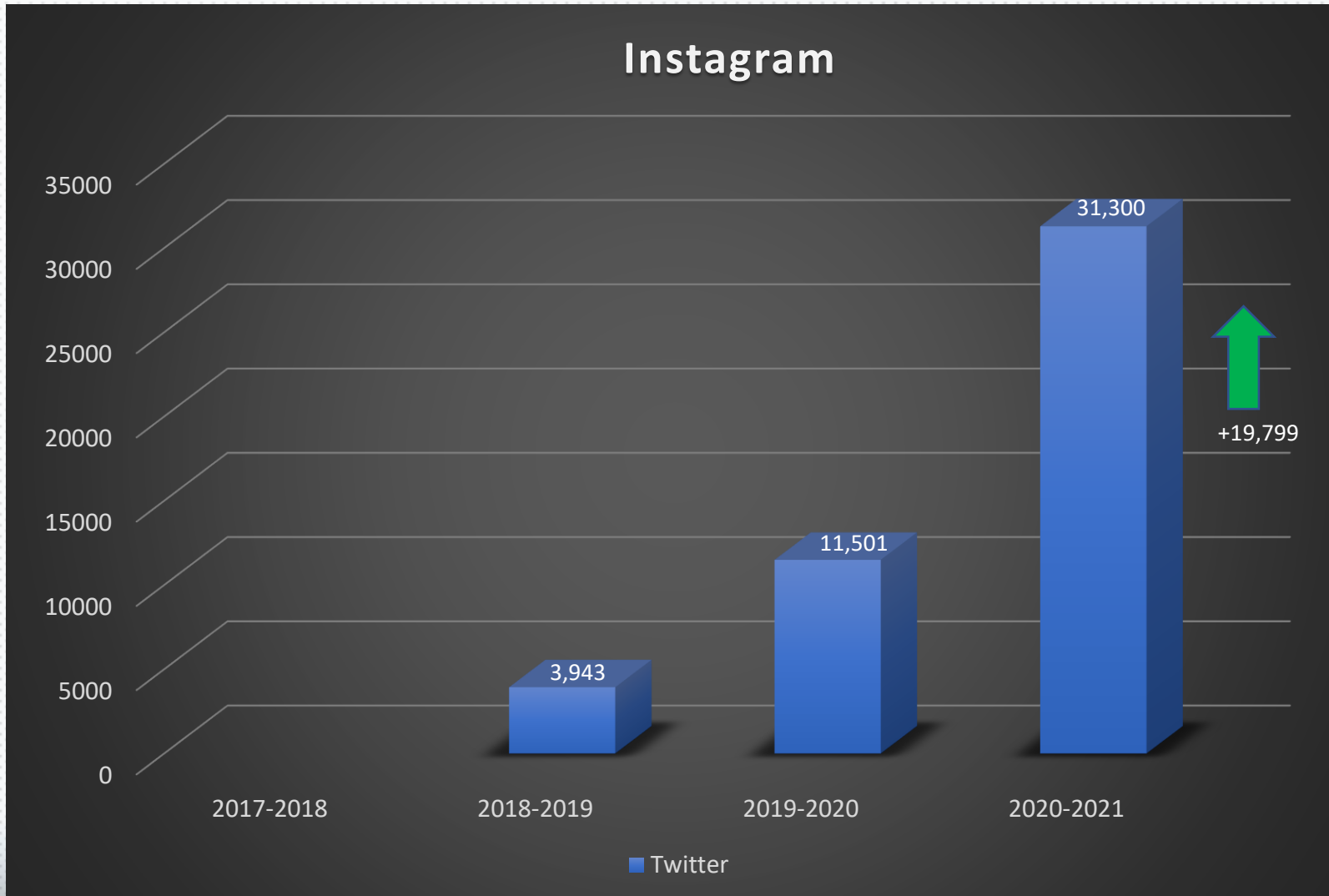




Social Media - Twitter



Social Media - Instagram



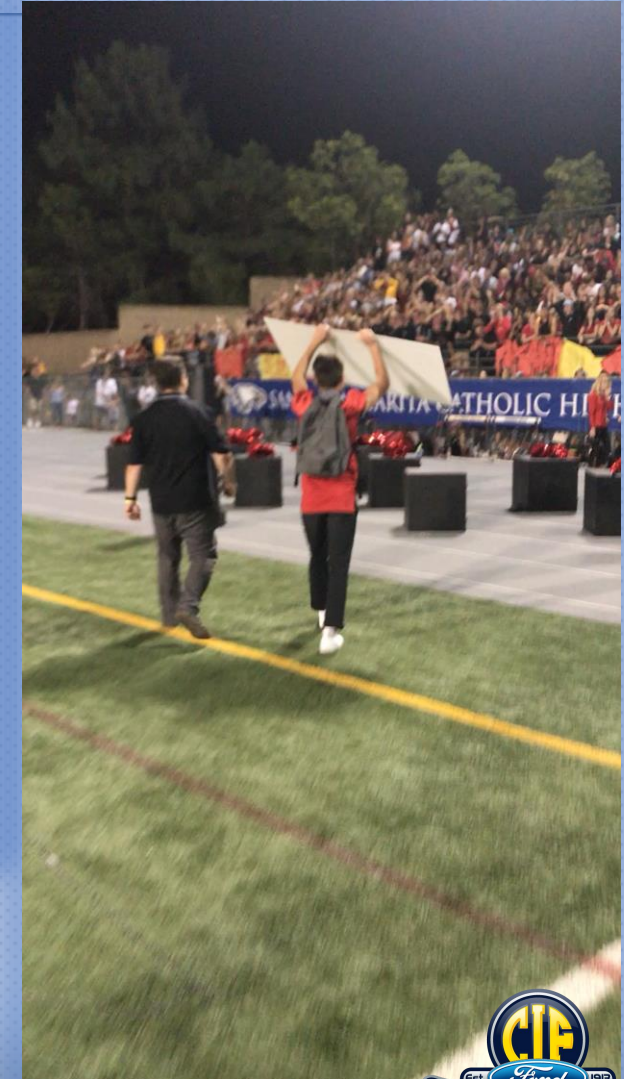
2021 - 2022



ON SITE- Local Dealer Activation

Santa Margarita FORD

- Pass, Punt, Kick Halftime Promotion
- \$500 scholarship awarded to the winner
- Two car display at main entrance
- Multiple local dealer branded PA's read throughout the game



ON SITE- Local Dealer Activation



Script for the PA Announcer (at the start of halftime):

Ladies and Gentlemen, it's time for the **SANTA MARGARITA FORD PUNT, PASS OR KICK CHALLENGE**. Contestants will have :30 seconds to PUNT, PASS OR KICK a football through the uprights from 10, 20 and 30 yards out. The contestant who completes the most attempts will win a \$500 scholarship generously donated by your hometown Ford Dealer!

Introduce Contestants:

Let's meet tonight's Contestants

From Mission Viejo High School we have _ **Kaan** _ (First Name)

& From Santa Margarita we have _ **Jack** _ (First Name)

On your Mark, Get Set, GO!

Script for the PA Announcer (after the contest):

Congratulations to _____ (first name) from _____. You have won a \$500 scholarship thanks to Santa Margarita Ford, your hometown Ford Dealer!

Let's give both contestants a huge round of applause for competing in tonight's Santa Margarita Ford Punt, Pass, Kick Challenge.

Santa Margarita Ford proudly supports our local high schools.

1. Santa Margarita Ford is proud to help our local schools and athletes go further. Visit Santa Margarita Ford dot com to find the Ford of your dreams.
2. Santa Margarita Ford is proud to sponsor both Santa Margarita and Mission Viejo High School. When the community works together as a team, great things happen for our students. Stop by to see the entire Ford line up.
3. Santa Margarita Ford is proud to support South Orange County High Schools.
4. Santa Margarita Ford is proud to support our local schools and athletes in South Orange County.



Date August 30th, 2019

\$ **500.00**

Pay to the
Order of _____

Five Hundred and

00/100 Dollars

Pass, Punk, Kick Challenge Winner;
Memo Presented by Santa Margarita Ford

Signature James Graham
General Manager, Santa Margarita Ford





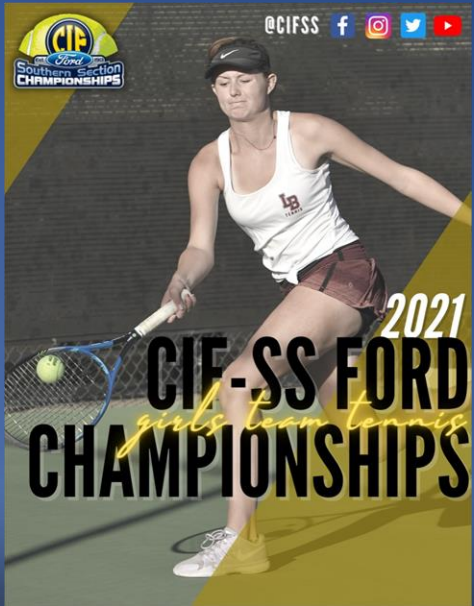
SAVE THE DATE

MONDAY, OCTOBER 4TH, 2021

2021 CIF SOUTHERN SECTION
ATHLETIC ADMINISTRATORS
SUMMIT

PRESENTED BY  eTeamSponsor.com

RIVERSIDE CONVENTION CENTER - 3637 5TH ST, RIVERSIDE





MARKETING REPORT



COMMUNICATIONS REPORT



CALLING ALL STUDENT ATHLETE FRIENDS AND FAMILY!

HIGH SCHOOL OFFICIALS WANTED

We're looking to recruit 250
new officials for this year
across all sports!



FOR MORE INFORMATION VISIT THE
OFFICIALS TAB ON WWW.CIFSS.ORG

Our student athletes need new refs and umps!
Submit an application today!