



Meeting of the Executive Committee

January 25, 2022

1:00 p.m.

Webinar/Teleconference

Minutes

Consistent with the orders of the Governor of California related to maintaining public health and safety at this time and in accordance with Government Code section 54953(e), as amended by Assembly Bill 361, Chapter 165 of the Statutes of 2021, this special meeting of the Executive Committee of the California Interscholastic Federation, Southern Section will convene via Microsoft Teams video and telephonic conference using the links and/or numbers listed below. Members of the public may comment during the meeting by using either the meeting Microsoft Teams link or telephone number listed below.

Microsoft Teams meeting

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[+1 559-825-3592,,513055056#](#) United States, Fresno

Phone Conference ID: 513 055 056#

The CIF 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 Christina Shannon, Executive Assistant, at sharonh@cifss.org.

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

Meeting was called to order by President West at 1:03 pm. President West welcomed everyone to the meeting and apologized that the meeting could not be held in person.

B. Pledge of Allegiance

C. Roll Call

All members were present, except for Todd Arrowsmith, Cleveland Johnson, Michelle Spencer and Reggie Thompkins.

D. Introduction of Guests

Eric Sondheimer – Los Angeles Times

James Escarcega – Southern California News Group

1. OPENING BUSINESS (Cont.)

E. Adopt Agenda

Approved 17-0-0

There was a motion by Dr. Monica Colunga and a second by Chris Calderwood to adopt the revised agenda. The revised agenda moved item 5.A. New Business, AB 361 Resolution, SS 640 to the beginning of the Executive Committee meeting. There being no discussion, the motion was approved to adopt the revised agenda **17-0-0**.

There was a motion by Dr. Paula Rodas and a second by Chris Calderwood to adopt Action Item SS 640. There being no discussion, the motion was approved **17-0-0**.

F. Approval of Minutes

Approved 17-0-0

There was a motion by Geniel Moon and a second by Kai Lyles to adopt the minutes of the Executive Committee meeting held on September 23, 2021 as written. There being no discussion, the motion was approved **17-0-0**.

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

1. Proposed Revision to Bylaw 70.D

Approved 17-0-0 STATE 629

President-Elect Jim Perry presented this proposal regarding terms of office for the CIF Executive Committee. The proposal would balance the number of Executive Committee positions up for election each year. The revisions focused on the number of people elected and in what years alternating between even and odd numbered years.

There was a motion by Paula Rodas and a second by Geniel Moon to adopt the motion as written. The motion passed **17-0-0**.

2. Proposed Revision to Bylaw 70.E

Approved 17-0-0 STATE 630

President-Elect Jim Perry presented this proposal from the CIF Nominating Committee. This proposal would allow the CIF Nominating Committee to nominate a minimum of five nominees instead of the current seven nominees for each open position on the CIF Executive Committee.

There was a motion by Dr. Paula Rodas and a second by Steve Miller to adopt the motion as written. The motion passed **17-0-0**.

3. ACTION ITEMS (Cont.)

B. SOUTHERN SECTION ACTION ITEMS

1. Proposed Revision to Bylaw 1203.1 – Proposal #1 Failed 0-17-0 SS 627

President Mike West reviewed SS 627. This proposal would allow for any recognized accredited officials organization to be allowed to service CIF Southern Section schools regardless if they are in good standing with the overall official's association for each sport.

There was a motion by Dave Reid and a second by Dave Hess to adopt the motion as written. The motion failed **0-17-0**.

2. Proposed Revision to Bylaw 1203.1 – Proposal #2 Failed 0-17-0 SS 628

President Mike West reviewed SS 628. This proposal would remove Southern Section Bylaw 1203 entirely. The proposal would allow all accredited officials associations to service CIF Southern Section member schools regardless if they are in good standing with the overall official's association for each sport.

There was a motion by Dave Reid and a second by Dr. Alexis Barile to adopt the motion as written. The motion failed **0-17-0**.

4. NON-ACTION ITEMS

A. STATE FEDERATED COUNCIL NON-ACTION ITEMS

1. Proposed 2022-23 CIF State Budget Non-Action STATE 634

President-Elect Jim Perry presented the 2022-2023 proposed budget highlighted by projected income of \$6.68 million and expenses at \$6.61 million. Highlights included increased income based on marketing partnership with PlayFly and increased expenses based on marketing partnerships, contracts, and CIF Home. The full budget proposal with additional information can be reviewed at the conclusion of these minutes.

2. CIF State Executive Committee Nominations Non-Action STATE 635

President-Elect Jim Perry presented this proposal which calls for the following candidates to place their name for consideration to serve as President-Elect: John Becker, Sac Joaquin Section and Natalie Thorne, Central Coast Section.

President-Elect Jim Perry also announced that the following candidates have been nominated and have agreed to place their name for consideration to serve a two-year term on the CIF Executive Committee: Catherine Arenson, San Francisco Section, Scott Giusti, San Diego Section, Marybeth Ortiz, CAPSO, Cris Oseguera, Northern Section, Louie Rocha, North Coast Section, Natalie Thorne, Central Coast Section and Mike West, Southern Section.

4. NON-ACTION ITEMS (Cont.)

B. SOUTHERN SECTION NON-ACTION ITEMS

1. Proposed 2022-23 CIF Southern Section Budget Non-Action SS 633

President Mike West turned the budget presentation over to Chief Financial Officer Mitch Carty. Mr. Carty outlined the changes in the budget for the 2022-2023 school year highlighting the changes in revenue, expenses, GoFan revenue, COLA increase and health benefits. Mr. Carty also stated that a balanced budget will be presented along with no membership sports fee increases, ticket price increases or assessments. Additional details of the proposed budget can be found at the conclusion of these minutes.

2. CIF Southern Section Executive Committee Nominations Non-Action SS 631

President West reviewed the CIF Southern Section Nominating Committees slate of candidates for the 2022-2023 CIF Southern Section Executive Committee. Candidates included:

President Elect – Dr. Paula Rodas, Principal, Lawndale High School and Mr. Jeff Williams, District Athletic Director, Antelope Valley Union High School District.

Citrus Belt Area Representative – Mr. Darel Hanson, Principal, Riverside Poly High School and Mr. Kai Lyles, Athletic Director, Desert Hot Springs High School.

Mt. SAC Area Representative – Mr. Mitch Brunyer, Principal, Rowland High School and Mrs. Monica Principe, Director of Secondary Education, Pomona Unified School District.

3. Proposed Revision to Bylaw 510.1 Non-Action SS 632

President West reviewed Non-Action item SS 632 which was authored by the Private / Public Committee. This proposal would remove the bylaw limiting incoming 9th grade students who have participated in club/travel programs coached by high school coaches to enrollment in the public school attendance area they live in. The proposal will allow students and families to freely choose a youth program, club, etc. they wish to participate in regardless of the coaching staffs' affiliation with a high school.

4. Officials Fees Proposal Non-Action SS 636

Assistant Commissioner Thom Simmons addressed the Executive Committee and informed them that a full proposal would be delivered within the next few days. The proposal will be a paradigm shift toward how officials are compensated for working with our Southern Section member schools.

5. Proposed Revisions to Bylaws 3419.7 & 3420.3 Non-Action SS 637

President Mike West presented and reviewed the details of SS 637. This proposal would align 8-Man Football with the current competitive equity-based system of 11-Man Football playoff divisions. 8-Man Football playoff divisions are currently based on school enrollment and this proposal would now place teams in a respective division based on current year (regular season) data at the conclusion of the season.

4. NON-ACTION ITEMS (Cont.)

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

6. Proposed Addition of Girls Flag Football Non-Action SS 638

President Mike West relinquished the presentation of this proposal to the author, Executive Committee member Dr. Paula Rodas. Dr. Rodas stated that the proposal would add the sport of Girls Flag Football to the list of CIF-approved sports in CIF Bylaw 1200, revise Article 120 and Bylaw 2100 and would renumber the remaining Articles related to CIF-approved sports. The implementation date of the sport would be July 1, 2023. Girls Flag Football would be played in the Spring season starting with the 2023-2024 school year. Dr. Rodas informed the Executive Committee that currently the Los Angeles Chargers and the Los Angeles Rams are financially supporting the growth of Girls Flag Football and currently eight Los Angeles area high schools are participating in a pilot season during the months of January and February 2022.

7. Proposed Revisions to Bylaw 2419 Non-Action SS 639

President Mike West reviewed SS 639 along with Assistant Commissioner Thom Simmons. The proposal calls to align Girl's Lacrosse with Boys and Girls Soccer regarding the issuing of two yellow cards during a contest. Currently in the sport of Girls Lacrosse, two yellow cards received by the same player warrants removal (ejection) from the current contest. CIF Southern Section Bylaw 1224 calls for the player to receive a subsequent game suspension due to the ejection from the last contest. The Girls Lacrosse Advisory Committee is proposing that when a player receives two yellow cards during a contest they are simply "fouling out" of that contest and they are not ejected. If they are not ejected, then they are not required to serve a subsequent game suspension. No Ejection Report would be filed by the game officials. The USA Lacrosse/ NFHS Rule Book has two clear definitions for what is a suspension penalty (yellow card) and what is an ejection (red card) so officials can clearly decide what needs to be reported and what does not.

5. NEW BUSINESS

A. AB 361 Resolution Approved 17-0-0 SS 640

AB 361 Resolution was moved to the start of the Executive Committee meeting. This step was necessary in order to have the Executive Committee meeting and upcoming Southern Section Council meeting take place virtually.

There was a motion by Dr. Paula Rodas and a second by Chris Calderwood to adopt Action Item SS 640. There being no discussion, the motion was approved **17-0-0**.

B. Financial Report Mitch Carty

Chief Financial Officer Mitch Carty focused his report on the conclusion of the 2021-2022 Fall Playoffs. The report highlighted an increase in net revenue for Football, Girls Volleyball and Boys Water Polo. In addition, because of the GoFan partnership, we saw an increase in revenue of more than \$126,000 along with the swift completion of all Fall Playoff Reports by our member schools.

5. NEW BUSINESS (Cont.)

C. Marketing Report

Jackie Gibson

Marketing Director Jackie Gibson reviewed the Athletic Administrator Summit from October 4, 2021. The event was a huge success, and she thanked the Executive Committee members who participated. She also announced that ETeam Sponsor has signed a new title sponsorship agreement for the next five years. Mrs. Gibson then reviewed the new look Fall Championship programs which can be found on the CIFSS.org web site. She continued by showing some examples of new marketing materials at the Cross-Country Championships and the Football Championships. To conclude Mrs. Gibson showed several examples of the Southern Section social media presence through the Fall and Winter season.

D. Communications Report

Thom Simmons

Assistant Commissioner Thom Simmons updated the Executive Committee members with a report on current broadcast rating numbers, KDOC television demographic share ratings, followed by an update from Ballys Sports and the football viewership ratings from this past Fall season. Last, Mr. Simmons stated that currently 224 member schools have an active NFHS Pixellot system. Our goal is to have 100% of our member schools have this system and the NFHS Network is still offering two free cameras to each member school to achieve this goal.

6. REPORTS

A. President's Report

Mike West

President Mike West reported he was very thankful to be able to attend so many Fall Sports championships and present championship plaques unlike last year. He encouraged Executive Committee members to attend championship events as well. President West announced he will be attending the Team Up for Sports Safety meeting on February 24th in Sacramento sponsored by the National Athletic Trainers Association, the NFL and the Korey Stringer Institute. The purpose and focus of the summit will be Emergency Action Plans, Cold Water Immersion, Environmental Conditions, and access to Athletic Trainer Services.

B. Treasurer's Report

Chris Calderwood

Treasurer Chris Calderwood announced that the 2020-2021 Audit is complete, and the findings will be presented at our next meeting. In addition, the request for forgiveness of PPP Loan #2 is still pending and he hopes to have a final announcement of that outcome at the next meeting.

C. Commissioner's Report

Rob Wigod

Commissioner Rob Wigod began by thanking all the Executive Committee members, school personnel and student-athletes for their ability to adapt with the ongoing COVID-19 pandemic. Schools have done a great job in keeping their sports programs going and giving an opportunity for students to compete. Commissioner Wigod reminded the Executive Committee that we have made some adjustments to the end dates of our Winter Sports season and the start of the playoffs are coming soon. He also reminded the group that over a two-day span, February 25 and 26, we will host 34 Championship Finals and he would like to see Executive Committee members present to help with the awards ceremonies. Commissioner Wigod announced that the Academic Awards program and Champions for Character Program and Golf Tournament are back for this school year. In addition, the Hall of Fame/Distinguished Service nominations will open next week and close May 1st. Finally, Commissioner Wigod announced that the Spring Sports calendar is on track to begin as scheduled.

6. REPORTS (Cont.)

D. Executive Committee Member Reports

Coast Area Representative – Dr. Paula Rodas reported that a competitive equity format will be used for Relegating in her area starting with the 2023-2024 school year. This system will rank the 19 schools by individual sports in order to place them in competitive leagues.

CADA Representative – Geniel Moon announced that the CADA Conference in Reno, Nevada will once again take place during the first week of March, 2022. She encouraged all schools to participate and extended an invitation to members of the Executive Committee.

Mt. SAC Area Representative – Mrs. Monica Principe stated she was thankful to be able to attend in person the Foothill/Citrus Athletic Directors Association Awards Luncheon held on Monday, January 24, 2022. Commissioner Wigod, who was also in attendance at that event, announced to the Executive Committee that Mrs. Principe was recognized for her dedicated service by the Foothill/Citrus Athletic Directors Association.

7. ADVANCE PLANNING

A. DATES

1. February 1, 2022 – CIF Southern Section Council Meeting, (Virtual) 9:00 a.m.
2. March 31, 2022 – CIF Southern Section Executive Committee Meeting, CIF Southern Section Offices, Los Alamitos, CA 1:00 p.m.
3. April 5, 2022 – CIF Southern Section Council Meeting, The Grand, Long Beach, CA 9:00 a.m.
4. May 12, 2022 – CIF Southern Section Executive Committee Meeting, CIF Southern Section Offices, Los Alamitos, CA 1:00 p.m.

B. SUGGESTED AGENDA ITEMS

There were no suggested agenda items for the next meeting.

8. ADJOURNMENT

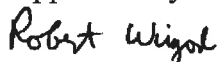
There was a motion and a second to adjourn the meeting. By unanimous voice vote, the meeting was adjourned at 3:04 p.m.

Submitted By:



Mike Middlebrook
Assistant Commissioner

Approved By:



Rob Wigod
Commissioner of Athletics

RESOLUTION NO. 1
RESOLUTION OF THE EXECUTIVE COMMITTEE OF
THE CIF SOUTHERN SECTION
RATIFYING THE PROCLAMATION OF
A STATE OF EMERGENCY BY GOVERNOR NEWSOM DATED MARCH 4, 2020,
AND AUTHORIZING REMOTE TELECONFERENCE MEETINGS
FOR THE PERIOD JANUARY 25, 2022 THROUGH FEBRUARY 25, 2022

WHEREAS, the California Interscholastic Federation-Southern Section ("CIF-SS") is committed to preserving and nurturing public access and participation in meetings of its Executive Committee and Board of Managers; and

WHEREAS, all meetings of the CIF-SS legislative bodies are open and public as required by the Ralph M. Brown Act (Gov. Code, §§ 54950 – 54963), so that any member of the public may attend, participate, and watch the CIF-SS legislative bodies conduct their business; and

WHEREAS, the Brown Act, Government Code section 54953 subdivision (e), as amended by Assembly Bill 361, Chapter 165 of the Statutes of 2021, makes provisions for remote teleconferencing participation in meetings by members of a legislative body without compliance with the requirements of Government Code section 54953 subdivision (b)(3), subject to the existence of certain conditions; and

WHEREAS, a required condition is that a state of emergency is declared by the Governor pursuant to Government Code section 8625, proclaiming the existence of conditions of disaster or of extreme peril to the safety of persons and property within the state caused by conditions as described in Government Code section 8558; and

WHEREAS, it is further required that state or local officials have imposed or recommended measures to promote social distancing or that the legislative body meeting in person would present imminent risks to the health and safety of attendees; and

WHEREAS, such conditions now exist in the CIF-SS, specifically, a State of Emergency has been proclaimed by the Governor on March 4, 2020, based on an outbreak of respiratory illness due to COVID-19; and

WHEREAS, the World Health Organization, the United States Centers for Disease Control and Prevention, the State of California including the California Department of Public Health, and the County of Los Angeles Department of Public Health have recognized that the country, state, and county, face a life-threatening pandemic caused by the COVID-19 virus; and

WHEREAS, with the continuing presence of COVID-19 and the recent surge of the highly contagious Omicron variant, opening a physical meeting location to the public to hold in-person Executive Committee meeting, Board of Managers meeting, and standing committees meetings would present an imminent risk to the health and safety of attendees given that members of the public are not required to be vaccinated to attend Executive Committee and Board of Managers meetings, and

WHEREAS, the Executive Committee does hereby find that the Governor’s March 4, 2020, State of Emergency proclamation due to the continuing presence of COVID-19 and its extremely contagious recent Omicron variant has caused, and will continue to cause, conditions of peril to the safety of persons within the CIF-SS that are likely to be beyond the control of services, personnel, equipment, and facilities of the CIF-SS; and

WHEREAS, as a consequence of the state of emergency, the Executive Committee does hereby find that the legislative bodies of the CIF-SS, shall conduct their meetings without compliance with paragraph (3) of subdivision (b) of Government Code section 54953, as authorized by subdivision (e) of section 54953, and that such legislative bodies shall comply with the requirements to provide the public with access to the meetings as prescribed in paragraph (2) of subdivision (e) of section 54953; and

WHEREAS, to ensure the public has access to the CIF-SS legislative meetings on Zoom, telephonic, or on-line platform, the CIF-SS has posted and will continue to post the login information on its website and meeting agendas, and the public has and will continue to have the opportunity to provide live public comments during the virtual meeting.

NOW, THEREFORE, THE EXECUTIVE COMMITTEE OF THE CIF-SS DOES HEREBY RESOLVE AS FOLLOWS:

Section 1. Recitals. The Recitals set forth above are true and correct and are incorporated into this Resolution by this reference.

Section 2. Risk to Health and Safety. The Executive Committee hereby proclaims that opening a physical meeting location to the public to hold in-person legislative meetings would present an imminent risk to the health and safety to attendees due to the continuing presence of COVID-19 and its extremely contagious Omicron variant.

Section 3. Ratification of Governor’s Proclamation of a State of Emergency. The Executive Committee hereby ratifies the Governor of the State of California’s Proclamation of a State of Emergency, effective as of its issuance date of March 4, 2020.

Section 4. Remote Teleconference Meetings. The Commissioner and Executive Committee of the CIF-SS are hereby authorized and directed to take all actions necessary to carry out the intent and purpose of this Resolution including, conducting open and public meetings in accordance with Government Code section 54953 subdivision (e) and other applicable provisions of the Brown Act.

Section 5. Effective Date of Resolution. This Resolution shall take effect January 25, 2022, and shall be effective until the earlier of (i) February 25, 2022, or such time the Executive Committee adopts a subsequent resolution in accordance with Government Code section 54953 subdivision (e)(3) to extend the time during which the legislative bodies of the CIF-SS may continue to teleconference without compliance with paragraph (3) of subdivision (b) of section 54953.

PASSED AND ADOPTED by the Executive Committee of the California Interscholastic Federation-Southern Section, this 25th day of January 2022, by the following vote:

AYES: 17

NOES: 0

ABSENT: 4

ABSTAIN: 0

Revised Agenda

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

17

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Minutes - September 23, 2021

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

17

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State 629 - Revision to Bylaw 70.D

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

17

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State 630 - Revision to Bylaw 70.E

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

17

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SS 627 - Revision to Bylaw 1203.1 Proposal #1

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

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17

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SS 628 - Revision to Bylaw 1203.1 Proposal #2

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

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17

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AB 361 Resolution

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

17

0

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C.I.F. SOUTHERN SECTION FALL PLAYOFFS - 2021

Net Income/Loss			
Summary			
	2021-22	2019-20	Diff.
Football	\$933,595.88	\$746,421.77	\$187,174.11
Girls Volleyball	\$107,133.69	\$74,929.32	\$32,204.37
Cross Country	\$29,263.91	\$52,476.98	(\$23,213.07)
Boys Water Polo	\$19,410.75	\$16,494.23	\$2,916.52
Girls Golf	(\$2,626.54)	\$2,042.59	(\$4,669.13)
Girls Tennis	(\$7,087.30)	(\$6,074.58)	(\$1,012.72)
FALL SPORTS TOTALS	\$1,079,690.39	\$886,290.31	\$193,400.08
GoFan share (\$0.40 x tickets sold)	\$126,072.40	\$3,000.00	\$123,072.40
FALL GRAND TOTAL	\$1,205,762.79	\$889,290.31	\$316,472.48

Ticket Sales			
Summary			
	2021-22	2019-20	Diff.
Football	260,000	229,442	30,558
Girls Volleyball	39,691	37,575	2,116
Cross Country	10,212	10,515	(303)
Boys Water Polo	3,282	3,579	(297)
FALL SPORTS TOTALS	313,185	281,111	32,074

PREPARED BY:
MITCH CARTY, CHIEF FINANCIAL OFFICER

MARKETING REPORT

1.25.2022



MARKETING REPORT

- ATHLETIC ADMINISTRATOR'S SUMMIT
- FALL RECAP
- SOCIAL MEDIA



ATHLETIC ADMINISTRATOR'S SUMMIT



ATHLETIC ADMINISTRATOR'S SUMMIT



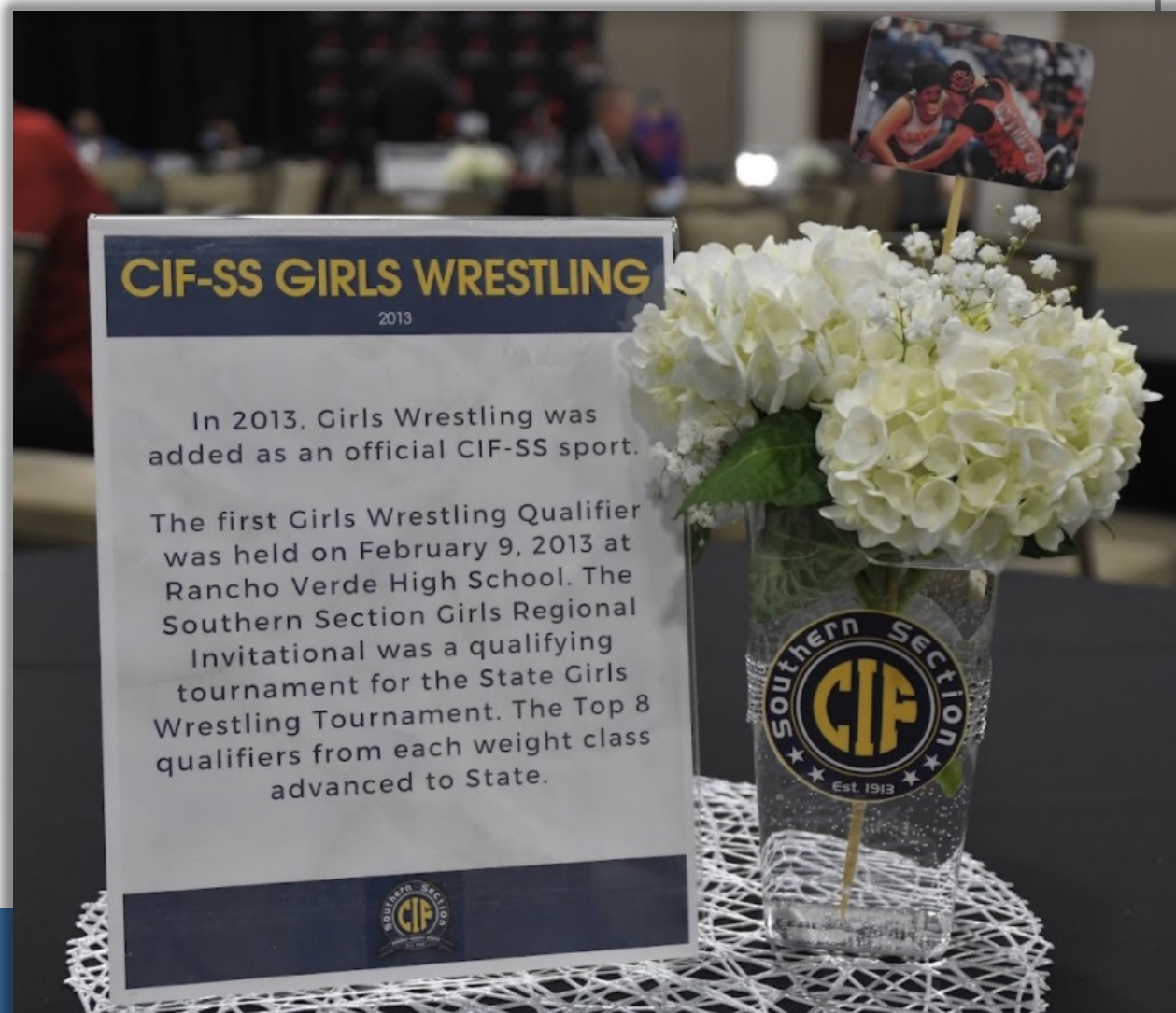
ATHLETIC ADMINISTRATOR'S SUMMIT



ATHLETIC ADMINISTRATOR'S SUMMIT



ATHLETIC ADMINISTRATOR'S SUMMIT



ATHLETIC ADMINISTRATOR'S SUMMIT

	2021
TOTAL SIGNED UP ATTENDEES	431
ATHLETIC ADMINISTRATOR TRACK	309
LEADERSHIP TRACK	122

ATHLETIC ADMINISTRATOR'S SUMMIT

	2021	2019
TOTAL SIGNED UP ATTENDEES	431	624
ATHLETIC ADMINISTRATOR TRACK	309	481
LEADERSHIP TRACK	122	143

ATHLETIC ADMINISTRATOR'S SUMMIT

	2021
TOTAL SIGNED UP ATTENDEES	431
SPEAKERS	12
VENDORS	92
STAFF	16
SPECIAL GUESTS – EXECUTIVE COMMITTEE/STATE OFFICE	29
TOTAL ATTENDANCE	580

ATHLETIC ADMINISTRATOR'S SUMMIT

	2021	2019
TOTAL SIGNED UP ATTENDEES	431	624
SPEAKERS	12	15
VENDORS	92	79
STAFF	16	16
SPECIAL GUESTS – EXECUTIVE COMMITTEE/STATE OFFICE	29	39
TOTAL ATTENDANCE	580	773

ATHLETIC ADMINISTRATOR'S SUMMIT

Presented by: **eTS** eTeamSponsor.com



ATHLETIC ADMINISTRATOR'S SUMMIT

Presented by: **eTS** eTeamSponsor.com



5-YEAR EXTENSION - 2026-2027

FALL RECAP

FALL RECAP

FALL RECAP



FALL RECAP



FALL RECAP



FALL RECAP



FALL RECAP



FALL RECAP



FALL RECAP



FALL RECAP



MAVERICK Giveaway Sweepstakes

ENTER BELOW FOR YOUR CHANCE TO WIN A 3-YEAR LEASE FOR THE
ALL-NEW 2022 FORD MAVERICK



Hurry! The Maverick Giveaway Sweepstakes ends 11/15.
Winner will be announced at the CIF-SS Championships.



SoCalFordDealers.com



CIF Southern Section @CIFSS · Nov 3, 2021

ENTER NOW!

Our partners at the Southern California Ford Dealers are giving away a 3-year lease on a BRAND NEW 2022 FORD MAVERICK 🙌🙌🙌🙌🙌

Winner will be announced at our CIF-SS FORD FOOTBALL CHAMPIONSHIP GAME! 🏈

Head to our website to enter!!

cifss.org/2021-ford-give...



0:22 672 views

FALL RECAP



FALL RECAP



FALL RECAP

CIF
EST. 1963
Ford
Southern Section
CHAMPIONSHIPS

VIP CANIAC CABANA CONTEST

ENTER TO WIN 2 FIELD PASSES AND A FULLY CATERED DINNER
PROVIDED BY RAISING CANE'S FOR THE
DIVISION 1 FOOTBALL CHAMPIONSHIP GAME ON
FRIDAY, NOVEMBER 26TH!

MATER DEI
CENTENNIAL/
CORONA*
SERVITE
ST. JOHN
BOSCO*

Raising Cane's
CHICKEN FINGERS

OFFICIAL CHICKEN OF CIF-SS

*DENOTES HOST SCHOOL.



OFFICIAL CHICKEN OF CIF-SS

FALL RECAP



OFFICIAL CHICKEN OF CIF-SS



FALL RECAP

Vote for Coach of the Week



Chargers Coach of the Year -- Los Angeles County

Congratulations Coach Lawrence Sarenana our 2021 Los Angeles County Coach of the Year!

This poll is now closed.



Chargers Coach of the Year -- San Diego County

Congratulations Coach Casey Ash our 2021 San Diego County Coach of the Year!

This poll is now closed.



Chargers Coach of the Year -- Orange County

Congratulations Coach Dan Davidson our 2021 Orange County Coach of the Year!

This poll is now closed.



FALL RECAP



CIF Southern Section @CIFSS · Oct 27, 2021

⚡ A HUGE congratulations to Coach Sean Curtis from Capistrano Valley High School on being named the Los Angeles Chargers - Orange County Coach of the Week! 🏈

@chargers @capofootball

#chargers #coachoftheweek #boltup ⚡ #CIFSSFootball
#CapoValleyFootball



CIF Southern Section @CIFSS · Nov 17, 2021

A HUGE congratulations to @CoachDavidsonWH of @WHSPios on being named @Chargers Orange County Coach of the YEAR! 🏈

Coach Davidson was recognized at this past Sunday's Chargers vs Vikings home game. He was presented with a personalized Chargers jersey! 🏈

Congratulations Coach! 🏈



Chargers Community

SOCIAL MEDIA

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CIF Southern Section
@CIFSS

Let's meet the teams! Here are your 2021 CIFSS FORD D4 Football Finalist! @SoCaliFord



: TONIGHT!



: 7:00pm



St. Francis High School



: gofan.co/app/events/469...



Livestream: ballysports.com/watch/live/pre...



Program: issuu.com/cifsouthernsec...

Division Four Finalists

LONG BEACH POLY
Jackrabbits



Player	Jersey	Player	Jersey	Player	Jersey
1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	18
19	20	21	22	23	24
25	26	27	28	29	30
31	32	33	34	35	36
37	38	39	40	41	42
43	44	45	46	47	48
49	50	51	52	53	54
55	56	57	58	59	60
61	62	63	64	65	66
67	68	69	70	71	72
73	74	75	76	77	78
79	80	81	82	83	84
85	86	87	88	89	90
91	92	93	94	95	96
97	98	99	100	101	102

Head Coach: [Name]
Assistant Coach: [Name]
Manager: [Name]

Division Four Finalists

ST. FRANCIS
Golden Knights



Player	Jersey	Player	Jersey	Player	Jersey
1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	18
19	20	21	22	23	24
25	26	27	28	29	30
31	32	33	34	35	36
37	38	39	40	41	42
43	44	45	46	47	48
49	50	51	52	53	54
55	56	57	58	59	60
61	62	63	64	65	66
67	68	69	70	71	72
73	74	75	76	77	78
79	80	81	82	83	84
85	86	87	88	89	90
91	92	93	94	95	96
97	98	99	100	101	102

Head Coach: [Name]
Assistant Coach: [Name]
Manager: [Name]

L.B. Poly Athletics and 3 others



CIF Southern Section @CIFSS · Nov 12, 2021

Boys Water Polo Championship Info

PARKING UPDATE: All spectator parking for the CIF-SS FORD Boys Water Polo Championships on Saturday, November 13th, will be at Heritage Park (Adjacent to the aquatics center)

14361 YALE AVENUE, IRVINE

Please share with your community



CIF Southern Section @CIFSS · Dec 13, 2021
Ready?! OK!

The 2022 CIF-SS FORD Traditional Competitive Cheer Championships Information is now LIVE!

Click the link below or shimmy on over to our website to view the entire Championship Bulletin and Tentative schedule!

cifss.org/wp-content/upl...



CIF Southern Section @CIFSS

Heading to Woollett this Wednesday to watch some BWP Semi Final games?!

Click the link below to buy your tickets today! (Open Division, D1 & D2 ONLY)

gofan.co/app/events/442...



**2021 CIF-SOUTHERN SECTION
BOYS WATER POLO SEMI-FINALS**
Wednesday, November 10

Spectator Doors will open @ 3:00 p.m.

Division 2 – Right Course @ 3:30 p.m. – * Redlands East Valley vs Servite
Division 2 – Left Course @ 3:30 p.m. – * Yorba Linda vs San Juan Hills
Division 1 – Left Course @ 5:00 p.m. – * Santa Barbara vs Oaks Christian
OPEN Division Right Course @ 5:30 p.m. – * Mater Dei vs Newport Harbor
Division 1 – Left Course @ 6:30 p.m. – * Loyola vs Wilson/ Long Beach
OPEN Division – Right Course @ 7:00 p.m. – * Huntington Beach vs Harvard-Westlake

TICKET PRICES
\$12.00 General Admission
\$5.00 High School Students (with HS ID) & Children (13 and under)

Through the CIF-SS partnership with **GO FAN**, ALL CHAMPIONSHIP TICKETS will be available online for digital purchase and presented electronically at the event gate for entry.

SOCIAL MEDIA



CIF Southern Section @CIFSS · Nov 15, 2021
GIRLS SOCCER PRESEASON WATCHLIST 📅

Girls Soccer season is just around the corner! Here are the teams to look out for this upcoming season!

🏆 As selected by the CIF-SS Girls Soccer Advisory Committee

📅 November 15, 2021

#CIFSSoccer



CIF Southern Section @CIFSS · 19h
This week's Top 10 just dropped! 🏆

📅 1.24.22

🏆 As selected by the CIF-SS Soccer Advisory Committee

🔗 Click the link below to see this week's polls! 📢

Boys 🏆: cifss.org/wp-content/upl...


Girls 🏆: cifss.org/wp-content/upl...



SOCIAL MEDIA



CIF SOUTHERN SECTION - FORD CHAMPIONSHIPS TOP 10 POLLS
2021-22 GIRLS SOCCER
As Selected by the CIF-SS Girls Soccer Advisory Committee
(As of JANUARY 24, 2022)



<p>DIVISION 1</p> <ol style="list-style-type: none"> 1 Santiago (Corona) 2 Temecula Valley 3 Harvard Westlake 4 Los Alamitos 5 Millikan 6 Villa Park 7 Capistrano Valley 8 San Clemente 9 Etiwanda T10 Mater Dei T10 San Juan Hills <p>Others: Aliso Niguel, Claremont ML King</p>	<p>DIVISION 2</p> <ol style="list-style-type: none"> 1 Westlake 2 Tesoro 3 Oaks Christian 4 Oxnard 5 Palos Verdes 6 Corona Del Mar 7 Cypress 8 Orange Lutheran 9 Redondo Union T10 Troy T10 Vista Murrieta <p>Others: Crescenta Valley, Downey, Roosevelt, Woodbridge</p>	<p>DIVISION 3</p> <ol style="list-style-type: none"> 1 West Torrance 2 Portola 3 Flintridge Prep 4 Apple Valley 5 Notre Dame (SO) 6 La Habra 7 La Serna 8 Sonoma 9 Poly (Riverside) T10 San Dimas T10 Thousand Oaks <p>Others: Beckman, Canyon/CC, San Marcos</p>
<p>DIVISION 4</p> <ol style="list-style-type: none"> 1 Mayfield 2 Paraclete 3 Granite Hills 4 Sierra Canyon 5 Shadow Hills 6 Palm Desert 7 Bloomington 8 El Rancho 9 Beaumont T10 Temple City T10 Westminster <p>Others: California, St. Joseph</p>	<p>DIVISION 5</p> <ol style="list-style-type: none"> 1 Marshall 2 San Geronio 3 Western Christian 4 Hemet 5 Patriot 6 University Prep 7 Tahquitz 8 Carritos 9 La Quinta 10 Monrovia <p>Others: Arlington, Segerstrom, St. Genevieve, Whittier</p>	<p>DIVISION 6</p> <ol style="list-style-type: none"> 1 Arrowhead Christian Academy 2 Webb 3 Grace Brethren 4 J.W. North 5 Ramona Convent 6 Sage Hill 7 Santa Clara 8 Cathedral City 9 Ganesha 10 Miller <p>Others: Pacifica Chr./OC, Ramona, Xavier Prep</p>
<p>DIVISION 7</p> <ol style="list-style-type: none"> 1 Thacher 2 Garrey 3 Indio 4 San Gabriel 5 Aquinas 6 Capistrano Valley Christian 7 La Puente 8 Santa Rosa Academy 9 Bishop Diego 10 New Roads <p>Others: Cobalt Institute, Edgewood, Laguna Blanca</p>		

SOCIAL MEDIA



SOCIAL MEDIA



CIF Southern Section
@CIFSS

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CONGRATULATIONS @ethschargers - your 2021
CIF Southern Section @SoCaliFord Division 3
Champions!

#CIFSSVolleyball



CIF Southern Section @CIFSS · Nov 13, 2021

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Congratulations to @creanlutheranhs ! Your 2021 CIF-SS FORD Division
6 Boys Water Polo Champions!! #CIFSSWaterPolo



SOCIAL MEDIA



CIF Southern Section @CIFSS · Nov 16, 2021

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CONGRATULATIONS @sunnyhillshs - your 2021 CIF Southern Section @SoCalFord Girls Team Golf Division 3 Champions! 🏆

#CIFSSGolf



CIF Southern Section @CIFSS · Nov 22, 2021

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A HUGE congratulations to Cate High School! Your 2021 CIF-SS Ford 8-Man Division 1 Football champions! 🏈



MARKETING REPORT

1.25.2022



C. I. F. SOUTHERN SECTION
Treasurer's Report
Executive Committee Meeting
January 25, 2022

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

- A. Harrington Group concluded audit.
 - 1. Preparing final financial statements, audit report and tax return.
 - 2. Proposal for audit acceptance at next Executive Committee meeting, following Audit Committee meeting.

II. CALPERS ANNUAL FINANCIAL REPORT (2020-21):

- A. CalPERS overall investment return of 21% reported.
- B. Pension valuation report for CIF-SS to depict a more positive outlook for long-term liability on our balance sheet.
- C. For our financial reporting, we're always a year behind as CalPERS report isn't in time for our financial closing.

III. PROFIT & LOSS FOR 2021-22 (as of 1/25/2022):

- A. Revenue: \$5,011,975
- B. Expense: \$3,587,674
- C. **Net Income:** \$1,424,301
- D. NOTE: Fall is where we are generally ahead of fiscal year budget total targets. More to come following winter playoff financials.

IV. MEMBERSHIP SPORTS FEES 2021-22:

- A. 561 total Member schools.
 - 1. 553 paid (98.5%).
 - 2. Sports Fees due annually on October 1.

V. OTHER NOTES FOR 2021-22

- A. Still in the process of seeking forgiveness of PPP Loan #2.
- B. Goal is to book forgiveness amount at "Other Income" in fiscal 2021-22.
- C. Amounts not forgiven will be paid from cash reserve asset accounts.

Prepared by:
MITCH CARTY, Chief Financial Officer