



# *Meeting of the Executive Committee*

*September 22, 2022*

*1:00 p.m.*

*CIF Southern Section Offices, Los Alamitos*  
*Minutes*

<b><u>1. OPENING BUSINESS</u></b>	<b><u>DISPOSITION</u></b>	<b><u>ITEM</u></b>
-----------------------------------	---------------------------	--------------------

- A. Call to order by Jim Perry, President of the Council

The meeting was called to order at 1:02 pm. Jim Perry thanked Sharon Hodge for lunch.

- B. Pledge of Allegiance

- C. Roll Call

All members were present except for Dr. Paula Hart Rodas and Cleveland Johnson. Also, CIF Southern Section staff member Jacquelyn Gibson was not in attendance.

- D. Introduction of Guests

There were no guests present.

- E. Adopt Agenda

Adopted

There was a motion and a second to adopt the agenda. The motion carried 18-0-0.

- F. Approval of Minutes

Approved

There was a motion and second to approve the minutes of the August 11, 2022 Executive Committee Meeting. The motion carried 17-0-1.

## **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.

CIF Southern Section Chief Financial Officer Mitch Carty gave the Financial Report at this time as he needed to depart early. His report appears at the end of these minutes.

There was a quick break to allow for the taking of the annual Executive Committee Team Picture.

### **3. NON-ACTION ITEMS**

#### **A. STATE FEDERATED COUNCIL NON-ACTION ITEMS**

1. Bylaw 103 – Weighted Voting – Information Only 3A1

President Jim Perry reviewed the information only item from the CIF State regarding Weighted Voting, showing the adjustments to the CIF State Federated Council votes by Section. Southern Section now has 36 votes at the CIF State Federated Council, an increase of 2 votes from the 2021-2022 school year.

2. Proposed Addition of Girls Flag Football Non-Action STATE 643  
(Non-Action if passed by CIF Southern Section)

President Jim Perry reviewed the proposal stating that if this proposal passes the CIF Southern Section Council on September 29, it will be forwarded to the CIF State as a non-action item on the CIF State Federated Council agenda for October 7. There are several schools in the Southern Section currently playing Girls Flag Football. Passage of this proposal will allow for implementation in the 2023-2024 school year.

3. Proposed Amendment to Article 22 - Non-Action STATE 644  
Membership/Conditions of Membership

President Jim Perry reviewed the proposal regarding member schools being required to complete the CIF State Annual Census and the consequences if a school does not comply, up to and including loss of CIF membership.

#### **B. SOUTHERN SECTION NON-ACTION ITEMS**

1. Proposed Revision Bylaw 1222 – Non-Action SS 641  
Boys Lacrosse Officials Fees

President Jim Perry reviewed the proposed revision of official's fees for Boys Lacrosse. This proposal is asking for an increase of 30 minutes from 2.25 hours to 2.75 hours per game. The proposed increase of 30 minutes per game would cost an additional \$180.00 per school, representing 10 home matches at \$18.00 each, for schools that participate in Boys Lacrosse.

2. Proposed Revision Bylaw 1222 – Non-Action SS 642  
Beach Volleyball Official Fees

President Jim Perry reviewed the proposed addition of official's fees for Beach Volleyball to CIF Southern Section Bylaw 1222. For Beach Volleyball, officials are called Monitors and are encouraged, but not required, at matches. Monitors will be used at all CIF Southern Section Beach Volleyball Team Championships contests in every round. Commissioner Rob Wigod reviewed what the CIF Southern Section Championship format is going to look like for this year's inaugural events. There will be a CIF Southern Section Beach Volleyball Team Championship and a CIF Southern Section Beach Volleyball Individual Pairs Championship. Five members of the Executive Committee indicated their schools field Beach Volleyball and they are able to play on beaches near their schools.

#### **4. ACTION ITEMS**

##### **A. STATE FEDERATED COUNCIL ACTION ITEMS**

1. Ratification of Executive Committee Action of Bylaw 210 - Approved 20-0-0 STATE 645  
Physical Assault of Game Officials

President Jim Perry stated that the vote of the CIF State Executive Committee regarding CIF Bylaw 210 was done by emergency action and now needs to be ratified to be permanently added to the CIF Constitution and Bylaws. This bylaw gives schools and administrators the ability to be proactive when it comes to the physical assault of game officials and empowers schools to file reports if situations like this arise. Spectators can now be banned for life from attending any further CIF athletic events if such a situation occurs. Immediate Past President Mike West emphasized that the rule states that the intent of physical assault is all that is required for this bylaw to take effect. Commissioner Rob Wigod stated that the CIF State Executive Committee approved this proposal back in August and it is in place right now. This vote will place it permanently into the CIF Constitution and Bylaws. There was a motion and a second to send delegates with an approval vote to CIF State Federated Council. Past President Monica Colunga added that this bylaw came about because of an incident that occurred in another section. The motion carried 20-0-0.

##### **B. SOUTHERN SECTION ACTION ITEMS**

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

#### **5. NEW BUSINESS**

##### **A. Financial Report**

Mitch Carty

Report given earlier in meeting. See above for details.

##### **B. Marketing Report**

Jackie Gibson

Director of Marketing Jackie Gibson was unable to attend the meeting, and therefore, Assistant Commissioner Thom Simmons gave the Marketing Report on her behalf. The Athletic Administrators Summit is scheduled for October 3, and at this time we have over 700 registered guests across all tracks. The vendor booths are all sold out. Athletic Trainers that attend the first-ever Athletic Trainers Track can earn up to two (2) hours of Category D Hours/CEUs training credit. Thom showed the Executive Committee some of the items that will be given to attendees at the event. We are working with Playfly to develop a scoring app that will talk across all platforms.

##### **C. Communications Report**

Thom Simmons

Assistant Commissioner Thom Simmons presented a PowerPoint presentation that is available at the end of these minutes.

#### **6. CLOSED SESSION**

Closed Session began at 2:11 p.m.

##### **A. Commissioner of Athletics Vacancy**

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

Closed Session concluded at 2:35 p.m. There was no action taken.

## **8. REPORTS**

### **A. President's Report**

Jim Perry

President Jim Perry talked about his experience at the NFHS Section 7/8 meeting held this past week. Commissioner Rob Wigod and staff put on a phenomenal presentation on competitive equity and it was interesting to watch the reactions of the other states. It appeared the other states are starting to wrap their heads around the concept. A great update from Diane Marshall-Freeman regarding legal issues going on around the states. Nevada's problem is parents with "powerful people in their back pocket." Much can be said for talking to the other states in an environment such as this conference.

Past President Monica Colunga added information she received at the conference regarding NIL (Name, Image, Likeness). The National Federation will be providing tool kits addressing benching bad behavior and recruiting officials. It is interesting to listen to what is happening in other states and it is like comparing apples and oranges. We are ahead of the curve on many issues. Our section would benefit from the presentation given by our staff at the conference for clarity on the competitive equity playoffs.

### **B. Treasurer's Report**

Chris Calderwood

Treasurer Chris Calderwood reviewed the Treasurer's Report which appears at the end of these minutes, highlighting a couple of items including the annual audit and Arbiter Pay.

### **C. Commissioner's Report**

Rob Wigod

Commissioner of Athletics Rob Wigod acknowledged how great it is to have everyone back at the CIF Southern Section Offices. It was exciting to present our competitive equity model to the Section 7/8 states, and they are continuing to evolve and improve. Expressed appreciation to our staff for a successful presentation. In the next 20 days there are many events occurring that we hope you will be involved with. Our Champions for Character dinner is on Monday. Please be sure to RSVP immediately to Sharon Hodge. The first CIF Southern Section Council meeting of the year is on Thursday, September 29. The Athletic Administrators Summit follows on Monday, October 3, and your name tag will be there waiting for you. The CIF State Federated Council meeting is on October 7, with the CIF southern Section Hall of Fame Luncheon on October 12. Again, please RSVP to Sharon Hodge if you are planning to attend. Girls Volleyball kicks off the Fall Playoff season with the release of brackets on Saturday, October 15.

### **D. Executive Committee Member Reports**

Treasurer – Chris Calderwood reported that he highly recommends the NFHS Book Study on diversity.

CADA Representative – Geniel Moon reported that she is the current President of CADA, and their events are in full swing. Exciting to be back together in person and handed out postcards on their conferences on leadership. These are open to all leaders including athletics, clubs, etc. on campus and this will be her last year.

## **9. ADVANCE PLANNING**

### **A. DATES**

1. September 26, 2022 – Champions for Character Awards Dinner, The Grand Conference Center, Long Beach, CA 6:00 p.m.
2. September 29, 2022 – CIF Southern Section Council Meeting, The Grand Conference Center, Long Beach, CA 9:00 a.m.
3. October 3, 2022 – Athletic Administrators Summit, Sheraton Fairplex Hotel & Conference Center, Pomona CA 7:30 a.m.
4. October 12, 2022 – CIF Southern Section Hall of Fame/Distinguished Service Awards Luncheon, The Grand Conference Center, Long Beach CA 11:30 a.m.
5. January 13-15, 2023 – CIF Southern Section Executive Committee Meeting/Retreat, Westin South Coast Plaza, Costa Mesa CA, 9:30 a.m.
6. January 31, 2023 – CIF Southern Section Council Meeting, The Grand Conference Center, Long Beach CA 9:00 a.m.

### **B. SUGGESTED AGENDA ITEMS**

There were no items suggested for the next agenda.

## **10. ADJOURNMENT**

There was a motion and a second to adjourn the meeting. By unanimous voice vote, the meeting was adjourned at 3:00 p.m.

Submitted by:



Sharon Hodge  
Executive Assistant

Approved by:



Rob Wigod  
Commissioner of Athletics

# Adopt Agenda

Todd Arrowsmith	Yes	Alexis Barile	Yes	Patrick Bendzick	Yes	Mitch Brunyer	Yes
Chris Calderwood	Yes	Monica Colunga	Yes	Ann Fitzgerald	Yes	Paula Hart Rodas	
Blank		Dave Hess	Yes	Mary Jane Hibbard	Yes	Rich Imbriani	Yes
Cleveland Johnson		Brent Kuykendall	Yes	Kai Lyles	Yes	Steve Miller	Yes
Geniel Moon		David Parkes	Yes	Jim Perry	Yes	Alicia Seevers	Yes
Reggie Thompkins	Yes	Mike West	Yes	Jeff Williams			

**Motion Carried    18 Yes    0 No    0 Abstain**

# Approval of Minutes

## Minutes of the August 11, 2022 Executive Committee Meeting

Todd Arrowsmith	Yes	Alexis Barile	Yes	Patrick Bendzick	Yes	Mitch Brunyer	Yes
Chris Calderwood	Yes	Monica Colunga	Yes	Ann Fitzgerald	Yes	Paula Hart Rodas	
Blank		Dave Hess	Yes	Mary Jane Hibbard	Abstain	Rich Imbriani	Yes
Cleveland Johnson		Brent Kuykendall	Yes	Kai Lyles	Yes	Steve Miller	Yes
Geniel Moon		David Parkes	Yes	Jim Perry	Yes	Alicia Seevers	Yes
Reggie Thompson	Yes	Mike West	Yes	Jeff Williams			

**Motion Carried    17 Yes    0 No    1 Abstain**

# STATE 645

## Ratification of EC Action – Physical Assault of Game Officials

Todd Arrowsmith	Yes	Alexis Barile	Yes	Patrick Bendzick	Yes	Mitch Brunyer	Yes
Chris Calderwood	Yes	Monica Colunga	Yes	Ann Fitzgerald	Yes	Paula Hart Rodas	
Blank		Dave Hess	Yes	Mary Jane Hibbard	Yes	Rich Imbriani	Yes
Cleveland Johnson		Brent Kuykendall	Yes	Kai Lyles	Yes	Steve Miller	Yes
Geniel Moon	Yes	David Parkes	Yes	Jim Perry	Yes	Alicia Seevers	Yes
Reggie Thompkins	Yes	Mike West	Yes	Jeff Williams	Yes		

**Motion Carried    20 Yes    0 No    0 Abstain**





# **C.I.F. SOUTHERN SECTION**

FINANCIAL REPORT

SEPTEMBER 2022

# PROFIT & LOSS

## Last 4 Fiscal years

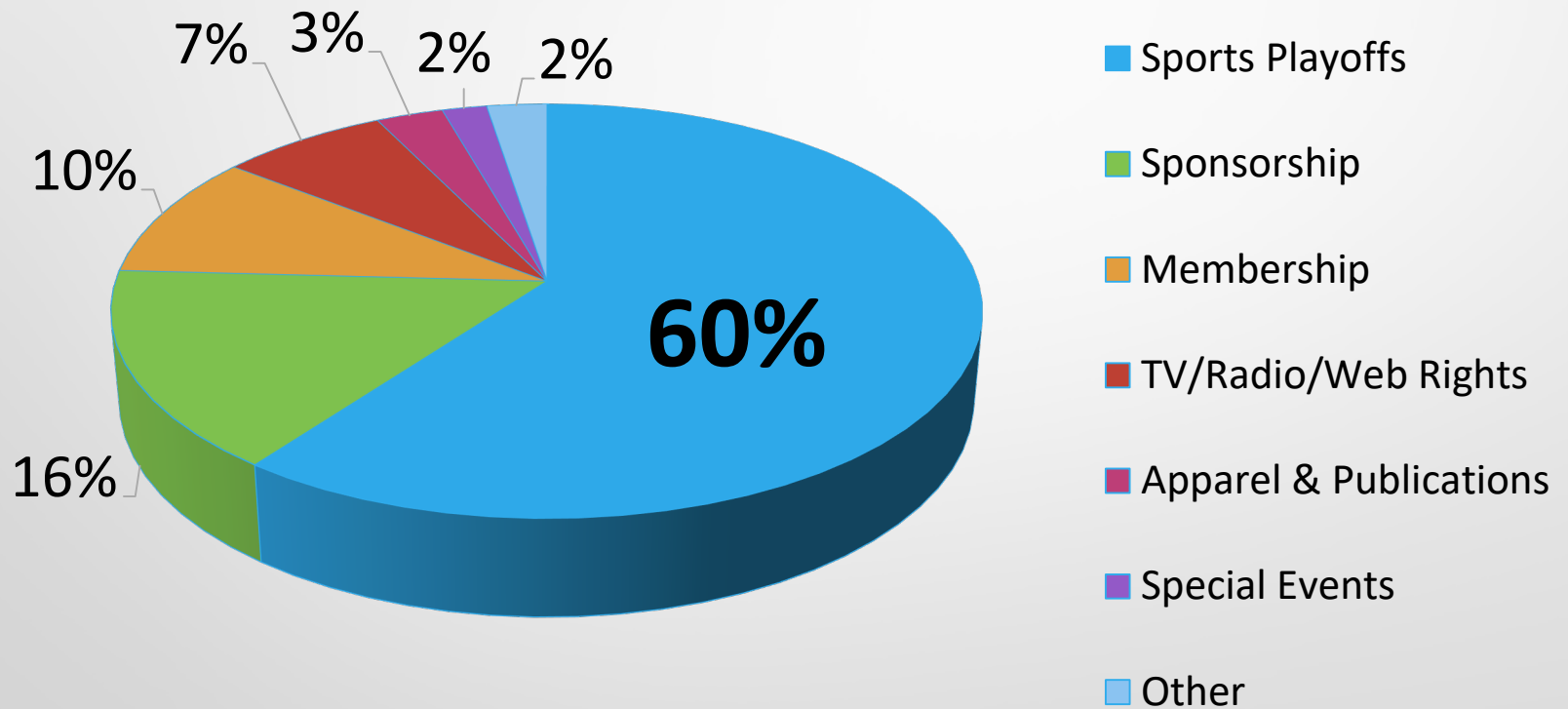
	2018-19	2019-20	2020-21	2021-22
REVENUE	\$4,536,105	\$4,423,261	\$4,107,917	\$7,704,287
EXPENSES	(\$4,486,402)	(\$4,304,633)	(\$4,027,356)	(\$6,713,511)
SPORT FEE REFUND	(\$0)	(\$0)	(\$0)	(\$744,225)
NET PROFIT/LOSS	\$49,703*	\$118,628*	\$80,561*	\$246,551*

**P&L since 2018-19...kept financial “head above water”  
through COVID years and big rebound in 2021-22.**

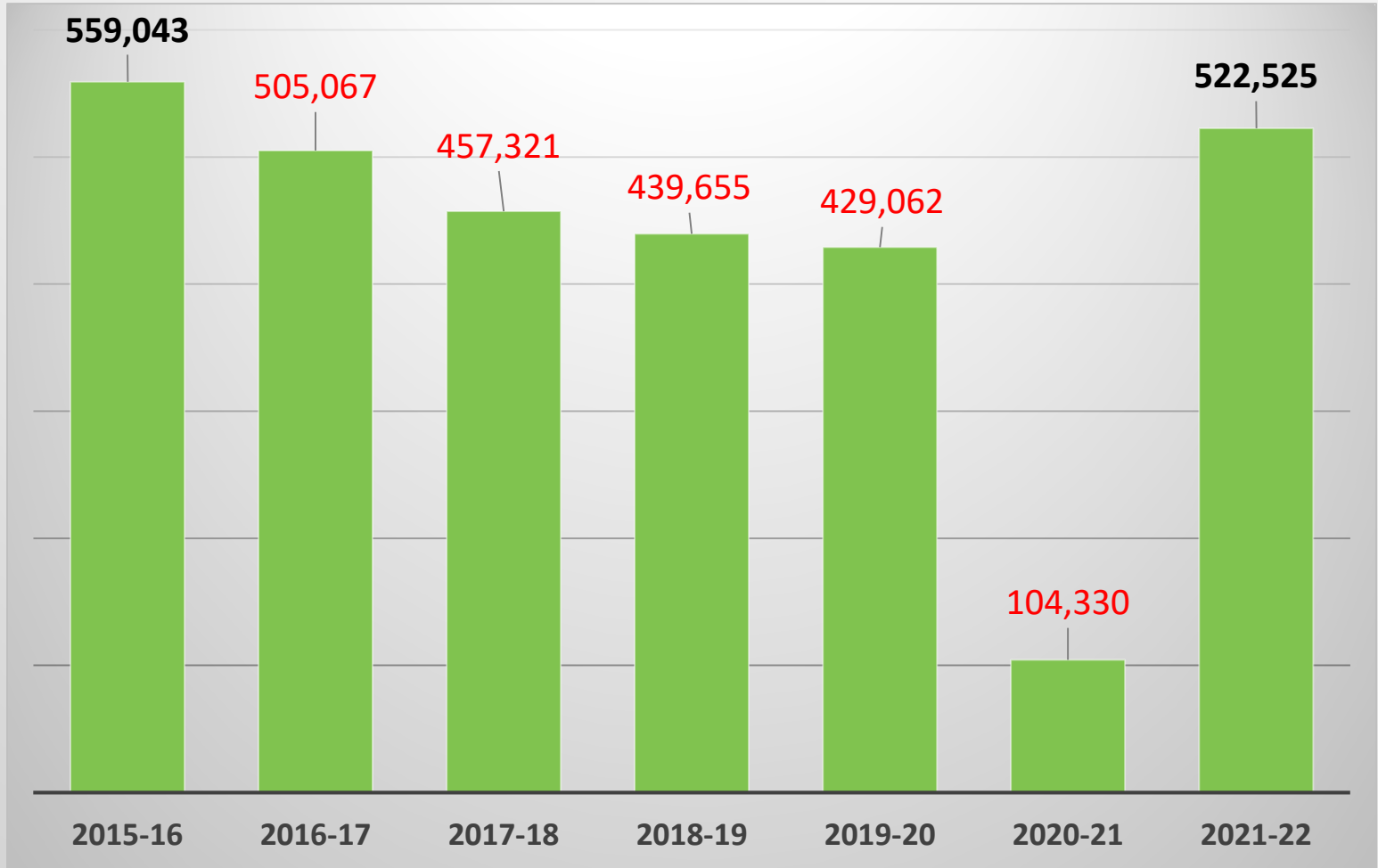
\*Numbers reported exclude annual pension expense entries.

# CIF-SS REVENUE 2021-22

## \$7,704,287



# TICKET SALES (last 7 years)



**Strong recovery post COVID.  
GoFan 100% implementation in Spring, 2021.**

# ACCOUNTING LESSON

## PROFIT & LOSS STATEMENT...

- Summary of revenues, costs and expenses.
- Measured OVER specific time period.
- Fiscal year reporting (July 1 to June 30)

## BALANCE SHEET...

- Statement of ASSETS (what we own) and LIABILITIES (what we owe) to determine financial position.
- Measured AT a specific point in time.
- Generally the end date of a fiscal period (June 30).

# ASSETS

## ASSETS INCLUDE...

- Money in the bank (cash).
- Long term investments value.
- Accounts Receivable (\$ owed).
- Value of inventory.
- Fixed assets (COST).
  - Building
  - Building improvements
  - Furniture & Fixtures
  - Office Equipment

# LIABILITIES

## LIABILITIES INCLUDE...

- Current Liabilities
  - Accounts payable (\$ owed).
  - Credit card payable.
  - Accrued staff vacations.
  - Sales Tax.
  - Grants (State of California advance).
- Long Term Liabilities
  - Loans.
  - Pension commitments.

# CIF-SS BALANCE SHEET

## June 30, 2022

### ASSETS

- \$7,273,565

### LIABILITIES

- \$7,812,685

### EQUITY

- (\$539,120)



# CIF-SS BALANCE SHEET

## June 30, 2022

### NOT TO WORRY...

ASSETS FIGURES REFLECT THE COST AT THE DATE OF PURCHASE AND NOT PRESENT VALUE. FOR EXAMPLE...COST OF OUR BUILDING IN 2002 IS NOT THE SAME AS THE VALUE IN 2022. ALSO, LONG TERM INVESTMENTS COMING OFF OF WORST ANNUAL PERFORMANCE IN A DECADE.

60% OF CIF-SS LONG TERM LIABILITIES ARE CONSERVATIVE PENSION COMMITMENT FORECASTS FOR CURRENT AND FUTURE RETIREES AND FIGURED 40+ YEARS IN THE FUTURE.

# STATE OF CALIFORNIA GRANT

## CIF-SS RECEIVED \$2,712,150...

- Distribution of Grant \$ for the purposes of the CIF Southern Section Mission and Program.
- Sunset date is June 30, 2024.

## PLAN FOR DISTRIBUTION YEAR 1 (2022-23)...

- Membership Sport Fee “HOLIDAY” (\$750,000).
- Waive Athletic Admin Summit fees (\$75,000).
- Support of Athletic Director organizations (\$30,000).
- Waive Golf playoff entry fees (\$80,000).
- Playoff venues (\$50,000).
- Playoff event equipment (\$20,000).

# STATE OF CALIFORNIA GRANT

## PLAN FOR DISTRIBUTION YEAR 2 (2023-24)...

- Likely similar fees waived as prior year.
- More to come!!!

**AS A NON-PROFIT BUSINESS, THE CIF SOUTHERN SECTION REMAINS COMMITTED TO OPERATING CONSERVATIVELY AND IN A FINANCIALLY RESPONSIBLE MANNER WHICH KEEPS IT'S MEMBERSHIP, MISSION AND PROGRAM AS THE PRIMARY FOCUS WHILE REMAINING STEADFAST AND MINDFUL OF LONG TERM OBLIGATIONS.**



# **C.I.F. SOUTHERN SECTION**

FINANCIAL REPORT

SEPTEMBER 2022



THE HIGH SCHOOL SPORTS  
**NETWORK**

*Bally*  
**SPORTS**  
**WEST**  
**SOCAL**

BROADCAST PARTNERS

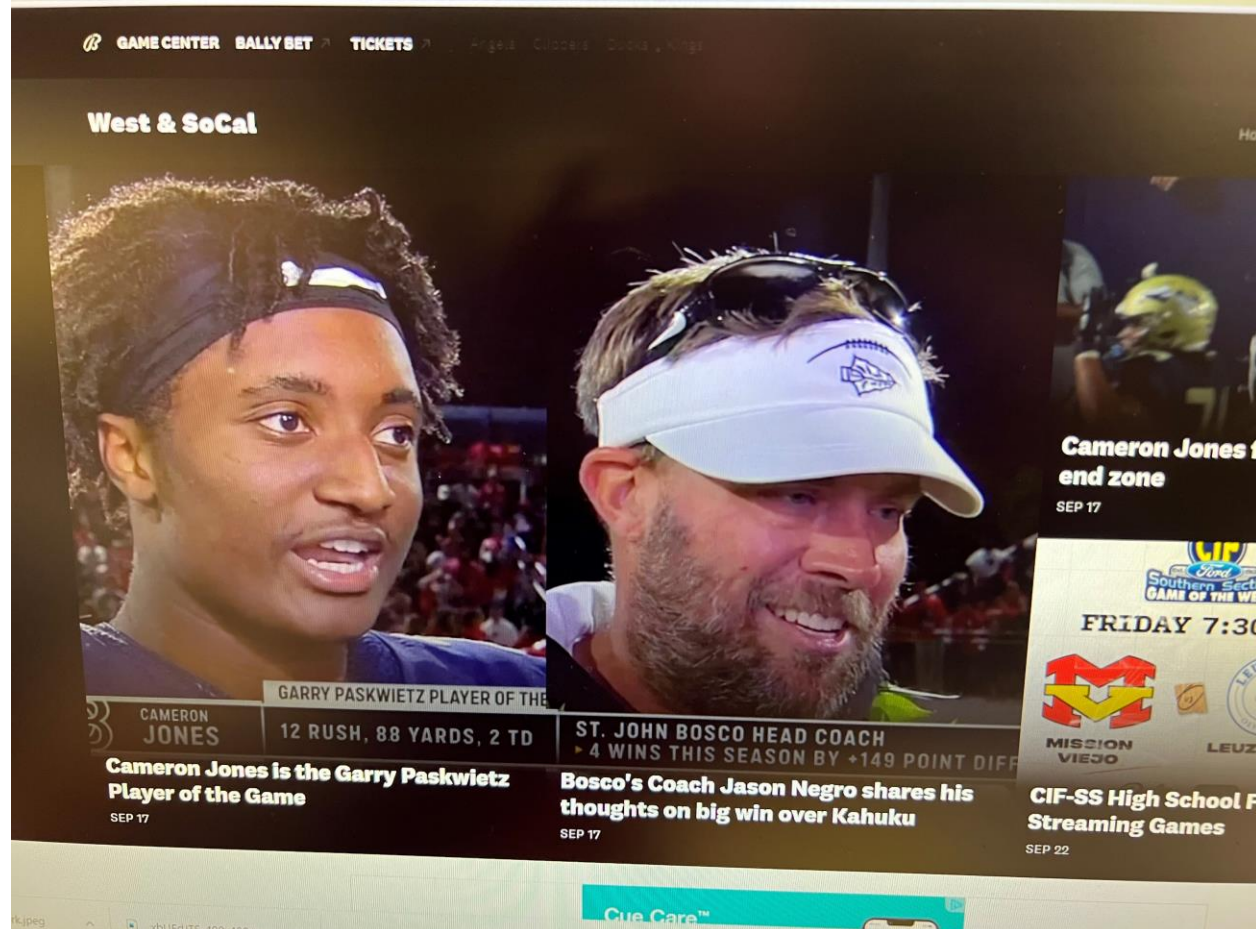
# COMMUNICATIONS REPORT



AN 82% INCREASE  
IN VIEWERSHIP  
OVER 2021-22!!!!

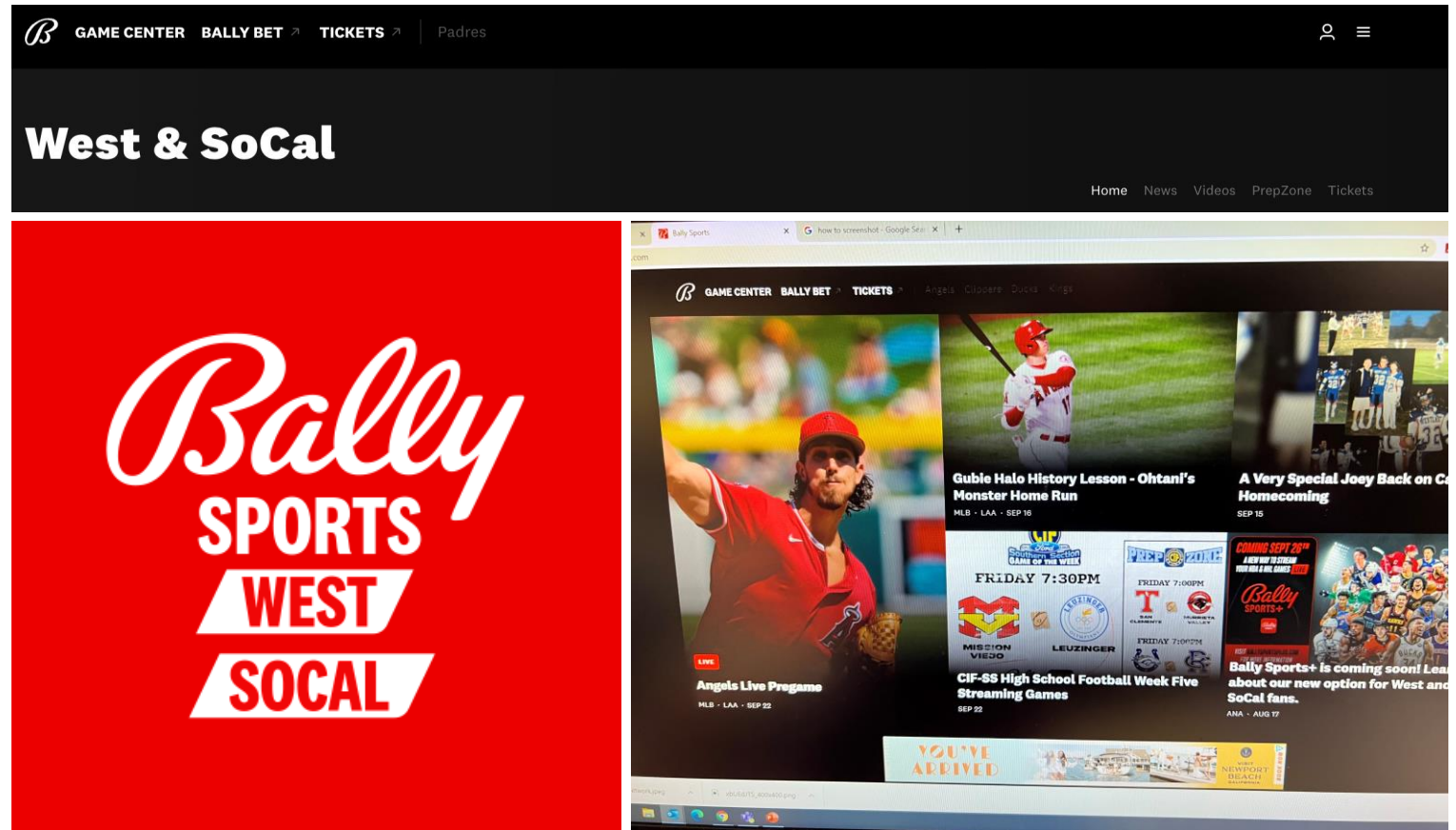
# New Dedicated Webpage

<https://www.ballysports.com/west-socal/prepzone/>



*Bally*  
**SPORTS**  
**WEST**  
**SOCAL**

A new navigation  
link on the 'West  
and SoCal'  
page,  
where people  
can click and  
access!!!





# GET TO 100% PROGRAM



61% → 78%

Since Aug 31

78% - **749**



50% → 67%

Since Sept 8

78% - **469**



36% → 51%

Since Sept 15

78% - **562**



50% → 63%

Since Sept 21

78% - **814**



33% → 45%

Since Oct 21

78% - **283**



57% → 73%

Since Nov 17

78% - **427**



55% → 60%

Since Jan 20

78% - **356**



69% → 83%

Since Apr 11

78% - **163**



23% → 26%

Since Apr 27

78% - **294**



23% → 26%

Since May 6

78% - **274**

**AHSAA (80% - 414), RIIL (81% - 57), TSSAA (51% - 426), CIF CS (12% - 101), CIF NS (43% - 70), CIF NCS (31% - 169)**

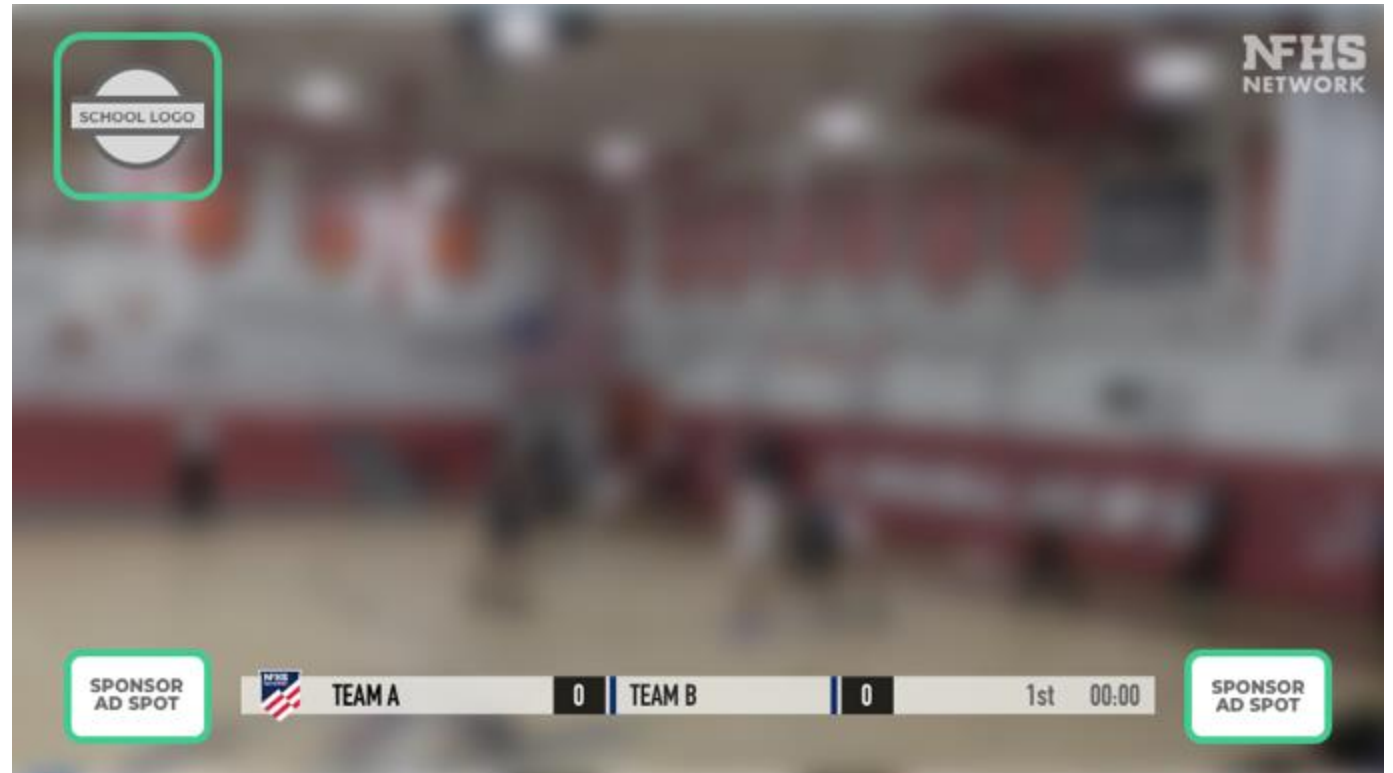


# Advertising Opportunities for Schools

**Schools keep 100% of the money generated from ad sales**

## Advertising Options

- School landing page banners
  - Watermarks in broadcast
  - Announcer Reads
  - **New** this school year:
    - Rotating Watermarks
    - Pre-roll and Mid-Roll Video
    - Action-based graphics
- “This touchdown brought to you by...”



# Upcoming Pixellot Advertising Options



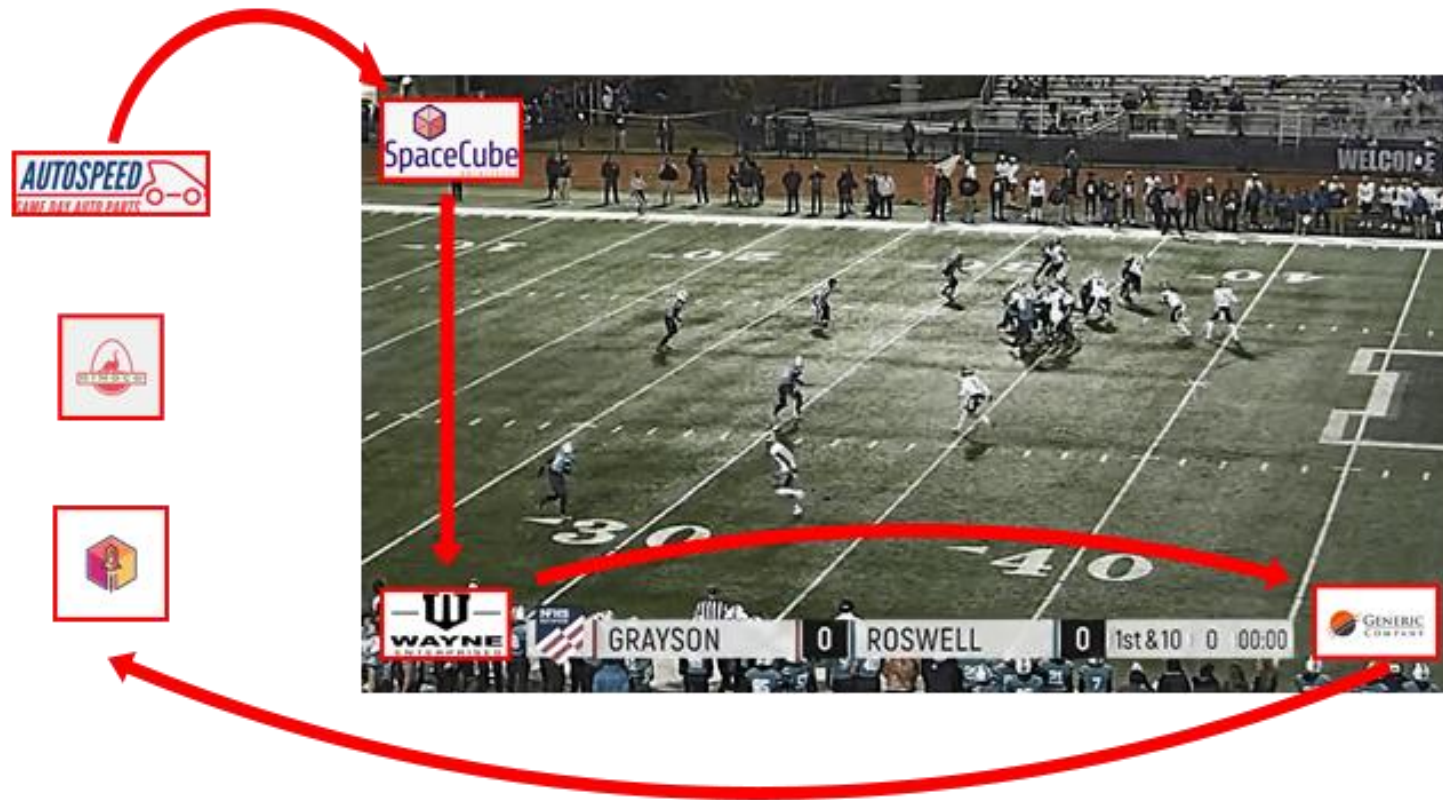
**Estimated launch: October 1st**

1. Pre-roll and mid-roll video advertising. :15s or :30s ads work best. Up to 2 minutes for each break (quarter and halftime)
2. Rotating watermark graphics in 3 positions on screen (see next slide)
3. Action-based “display graphics” triggered in-game (see following slide)



# Rotating Watermarks

Upload as many watermarks as you want – we'll rotate them automatically.



# New Baseball / Softball Cameras



Pixellot introduced the new **S2S** camera in 2022, designed specifically for baseball and softball (*optional outfield camera in test schools now*)





# QUESTIONS?

---

*Bally*  
**SPORTS**  
**WEST**  
**SOCAL**



THE HIGH SCHOOL SPORTS  
**NETWORK**

**C. I. F. SOUTHERN SECTION**  
**Treasurer's Report**  
Executive Committee Meeting  
September 22, 2022

**I. CIF-SS ANNUAL AUDIT (2021-22):**

- A. Audit firm Harrington Group will be on site for fieldwork in first week of December.

**II. MEMBERSHIP SPORTS FEES 2022-23**

- A. 560 total Member schools.
  - 1. Despite dues being waived, ALL schools must create \$0 invoice.
  - 2. 548 have created invoice (98%).
  - 3. Sports Fees traditionally due annually on October 1.

**III. ARBITER PAY**

- A. Working with Arbiter to become a "Bill To" in an effort to pay officials during the playoffs.
  - 1. Through ALL rounds of revenue sports.
  - 2. Championship finals for non-revenue sports.
  - 3. Seeking to eliminate an additional playoff task for school Athletic Directors and ASB Bookkeepers.
- B. Basic structure is set, next step to train playoff assigners.

**IV. PAYING SCHOOLS VIA ACH (electronically)**

- A. Goal to pay schools ACH during fiscal 2022-23.
- B. Implementation forthcoming for school with desire.

**V. CIF-SS PERSONNEL**

- A. Job posting for full time Receptionist.
  - 1. Applications due September 30, 2022.
  - 2. Hope to have new employee in place October 10 or 17, 2022.

**VI. OTHER NOTES FOR 2022-23**

- A. CIF-SS office updated interior office lighting to LED.
  - 1. All new fixtures throughout office.
  - 2. Motion sensors in all conference rooms and offices.
  - 3. 45% energy savings and each fixture only puts out 35 watts.

Prepared by:  
*MITCH CARTY, Chief Financial Officer*