



Meeting of the Executive Committee

March 30, 2023

1:00 p.m.

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

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

The meeting was called to order at 1:00 p.m. President Jim Perry welcomed everyone and thanked them for their attendance.

B. Pledge of Allegiance

C. Roll Call

All members were present except for Todd Arrowsmith, Jacquelyn Gibson, Cleveland Johnson, and Brent Kuykendall.

D. Introduction of Guests

There were no guests present.

E. Adopt Agenda

Adopted

There was a motion and a second to adopt the agenda as written. The motion carried 19-0-0.

F. Approval of Minutes

Approved

There was a motion and second to approve the minutes of the January 14, 2023, Executive Committee Meeting as written. The motion carried 19-0-0.

2. PUBLIC COMMENT

There was no one present for Public Comment.

3. 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.

4. ACTION ITEMS

A. STATE FEDERATED COUNCIL ACTION ITEMS

1. Proposed 2023-24 CIF State Budget Approved STATE 647
President-Elect Paula Hart Rodas reviewed the proposal of the 2023-24 CIF State Budget. Increases in both expenses and income are indicated within the budget materials. There is an increase to legal and insurance costs. If the amendment to Article 70 passes, four new members will be added to the CIF State Executive Committee and those increased costs are indicated. From first read to the current version of the proposed budget, the salary increase from COLA was increased from 3% to 5%. There was a motion and a second to approve the CIF State Budget. The motion passed 19-0-0.

2. CIF State Executive Committee Nominations Approved STATE 648
President-Elect Paula Hart Rodas reviewed the list of CIF State Executive Committee nominations. There are no nominations from the Southern Section and therefore the recommendation is to send our delegates to the CIF Federated Council uninstructed. There was a motion and a second to send our delegates uninstructed. The motion passed 19-0-0.

3. Proposed Amendment to Bylaws 212/510 - Approved STATE 651
Amateur Status/Undue Influence
President-Elect Paula Hart Rodas reviewed the proposal amending CIF Bylaws 212 and 510. The proposal outlines a tiered penalty based on number of infractions of CIF Bylaw 212, related to commercial endorsements, and CIF Bylaw 510, undue influence, and is for immediate implementation. There was a motion and a second to approve this proposal. The motion passed 19-0-0.

4. Proposed Amendment to Bylaws 207/504 – Approved STATE 652
Transfer Eligibility/Season of Sport
President-Elect Paula Hart Rodas reviewed the proposal creating an amendment to CIF Bylaws 207 and 504 regarding academy programs. This proposal states that involvement in these types of programs would be considered participation in those sports as it relates to eligibility. There was a motion and a second to approve this proposal. The motion passed 19-0-0.

5. Proposed Addition of Bylaw 2901 – Approved STATE 653
CIF State Tennis Championships
President-Elect Paula Hart Rodas reviewed the proposal adding CIF State Team Tennis Championships for the Fall, 2023. This is the last sport to be added from the CIF State Championship Events timeline created ten years ago. Additional costs would be minimal, accounting for travel and awards. Rainer Wulf clarified this adds one more week to the current team tennis schedule. There was a motion and a second to approve this proposal. The motion passed 19-0-0.

4. ACTION ITEMS (Cont.)

6. Proposed Amendment to Article 70 –
Executive Committee

Approved

STATE 654

President-Elect Paula Hart Rodas reviewed the proposal adding additional members to the CIF State Executive Committee to reflect a balance of gender and ethnicity representation for the school populations across the state. There was a motion and a second to approve this proposal. The motion passed 19-0-0.

B. SOUTHERN SECTION ACTION ITEMS

1. Proposed 2023-24 CIF Southern Section Budget

Approved

SS 649

President Jim Perry reviewed the proposed 2023-24 CIF Southern Section budget. This is a balanced budget and thank you to Chief Financial Officer, Mitch Carty for his tireless work in establishing this budget. There was a motion and a second to approve this proposal. There being no discussion, the motion passed 19-0-0.

2. CIF Southern Section Executive Committee Nominations

Approved

SS 650

President Jim Perry reviewed the nominations for the CIF Southern Section Executive Committee. It was reviewed that the first three positions listed in the agenda are voted on by the entire Southern Section Council and the other positions are voted on only by those leagues involved in those areas. Nominations from the floor will be taken for the Desert Area as there is only one nomination from that area. There was a motion and a second to move these nominations to the Southern Section Council for vote at their next scheduled meeting on April 18. There being no discussion, the motion passed 19-0-0.

3. Proposed Revision of Bylaw 1223.3 – Summertime Rules

Failed

SS 646

President Jim Perry reviewed the proposal regarding an amendment to the current summer dead period rules. If approved, this proposal would allow schools to have different 14-day dead periods for each individual sport on campus in lieu of the entire athletics program being shut down for 14 consecutive days. Northern Area Representative, Dave Hess, supports the current rule, but his school district gets out late which compacts the time available to take multiple dead periods. Boys' Athletic Director Representative, Rich Imbriani, supports the current rule as the entire staff was able to take advantage of a break. He reminded the Executive Committee that we are here for our high schools, not clubs. President Jim Perry stated his school district ends late but feels it is important to give the multi-sport athletes 14 days off, which the current rule provides. Parents in his area have been happy with students receiving a complete break. Desert Area Representative, Jeff Williams, stated the old system was a disservice to the multi-sport athletes. With everyone off, campuses are closed and required maintenance can be completed during the time everyone is away from campus. There was a motion and a second to approve this proposal. The motion failed 1-18-0.

5. NEW BUSINESS

A. Financial Report

Mitch Carty

Chief Financial Officer, Mitch Carty, handed out the status of the current budget and it appears at the end of these minutes. He highlighted the various aspects of the budget, stating the office is ahead of the projected budget and in a good place heading into Spring playoffs. The Winter disbursements to the schools are scheduled to go out before Spring playoffs.

1. 2021-2022 CIF Southern Section Audit

Approved

5A1

President Jim Perry reviewed the actions of the Audit Committee that met this morning to review the 2021-22 Audit. Our auditors were very happy with the way financial matters are handled within the organization. There was a motion and a second to accept the 2021-22 Audit. The motion carried 19-0-0.

5. NEW BUSINESS (Cont.)

- B. Marketing Report Jacquelyn Gibson
Marketing Director, Jacquelyn Gibson, was absent from the meeting and highlights were reported by Commissioner of Athletics, Rob Wigod, during his presentation of the 2022-23 Southern Section Goals.
- C. Communications Report Thom Simmons
Assistant Commissioner, Thom Simmons, handed out a timeline of events regarding the progress of negotiations for a new contract for broadcast rights. The handout appears at the end of these minutes.
- D. CIF Southern Section 2022-2023 Goals - Responses Rob Wigod 5D
Commissioner of Athletics, Rob Wigod, reviewed the Marketing Report stating the Academic Award winners were announced this past week and on April 24 at Angel Stadium is the date and place for the awards presentations. 1,200 tickets are sold for the event by our member schools. We will be holding our first Beach Volleyball Championships this Spring under the administration of Assistant Commissioner, Mike Middlebrook, with the assistance of Marketing Assistant, Brianna Sutrisna. He continued by reviewing the responses to the 2022-23 CIF Southern Goals which appear at the end of these minutes. He highlighted our social media numbers, website, communication, workshops, officials recruitment, CIFSS This Week, CIFSSHOME.org 2.0, new Beach Volleyball Championships, Athletic Administrators Summit, financial matters, ball contracts, public/private, and NIL. He thanked the CIF Southern Section staff for their assistance in achieving these goals.

Closed Session began at 2:19 p.m.

6. CLOSED SESSION

- A. Commissioner of Athletics Vacancy
- B. Public Employee Evaluation of Performance – (Government Code 54957):
1. Commissioner's Evaluation

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

Closed Session concluded at 2:52 p.m. There was no action taken.

8. REPORTS

- A. President's Report Jim Perry
President Jim Perry reported attending championships in the Winter season. One of the Huntington Beach Union High School District's schools had over sixty young women attend the school's first Girls Flag Football meeting. All six of the HBUHSD schools have been gifted equipment from the Los Angeles Chargers to support implementing Girls Flag Football on their campuses.
- B. Treasurer's Report Chris Calderwood
Treasurer Chris Calderwood reported regarding the audit and congratulated Mitch Carty for a job well done. The current P/L statement shows a \$606,000 profit before distributions to schools from the Winter season are sent out. There is a balance in \$3.4M in the investment accounts. On March 29, 2023, the Southern Section celebrated its 110th birthday. 128 employees have worked full time for the Southern Section in those 110 years.

8. REPORTS (Cont.)

- C. Commissioner's Report Rob Wigod
Commissioner of Athletics, Rob Wigod, delivered his report during the review of the 2022-23 Southern Section Goals.
- D. Executive Committee Member Reports
CADA Representative, Geniel Moon – CADA Conference the was recently held in San Diego and was sold out with a waiting list of over 200! There were 2,285 in attendance. Next year's conference will be March 6-9, 2024, in Reno, Nevada and will her last one as Past President.
Assistant Commissioner, Kristine Palle – Thank you to all who came out and helped with award presentations at various Winter Championship events.
Desert Area Representative, Jeff Williams - Suggested asking the new members of next year's Executive Committee be invited to the last meeting of the year to "get their feet wet." Since these are open meetings, they are welcome to attend, if they so desire.

9. ADVANCE PLANNING

A. DATES

1. May 11, 2023 – CIF Southern Section Executive Committee Meeting, TBD 1:00 p.m.
2. August 10, 2023 – CIF Southern Section Executive Committee Meeting, CIF Southern Section Offices, Los Alamitos, CA 1:00 p.m.
3. September 21, 2023 – CIF Southern Section Executive Committee Meeting, CIF Southern Section Offices, Los Alamitos, CA 1:00 p.m.
4. September 28, 2023 – CIF Southern Section Council Meeting, The Grand Conference Center, Long Beach, CA 9:00 a.m.

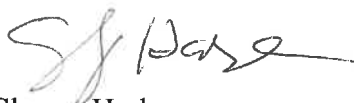
B. SUGGESTED AGENDA ITEMS

There were no items suggested for the next agenda.

10. ADJOURNMENT

The meeting was adjourned at 3:06 p.m. by President Jim Perry.

Submitted by:



Sharon Hodge
Executive Assistant

Approved by:



Rob Wigod
Commissioner of Athletics

Adopt Agenda

Todd Arrowsmith		Alexis Barile	Yes	Patrick Bendzick	Yes	Mitch Brunyer	Yes
Chris Calderwood	Yes	Monica Colunga	Yes	Ann Fitzgerald	Yes	Paula Hart Rodas	Yes
Blank		Dave Hess	Yes	Mary Jane Hibbard	Yes	Rich Imbriani	Yes
Cleveland Johnson		Brent Kuykendall		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 19 Yes 0 No 0 Abstain

Approval of Minutes

Minutes of the January 14, 2023 Executive Committee Meeting

Todd Arrowsmith		Alexis Barile	Yes	Patrick Bendzick	Yes	Mitch Brunyer	Yes
Chris Calderwood	Yes	Monica Colunga	Yes	Ann Fitzgerald	Yes	Paula Hart Rodas	Yes
Blank		Dave Hess	Yes	Mary Jane Hibbard	Yes	Rich Imbriani	Yes
Cleveland Johnson		Brent Kuykendall		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 19 Yes 0 No 0 Abstain

STATE 647

Proposed 2023-24 CIF State Budget

Todd Arrowsmith		Alexis Barile	Yes	Patrick Bendzick	Yes	Mitch Brunyer	Yes
Chris Calderwood	Yes	Monica Colunga	Yes	Ann Fitzgerald	Yes	Paula Hart Rodas	Yes
Blank		Dave Hess	Yes	Mary Jane Hibbard	Yes	Rich Imbriani	Yes
Cleveland Johnson		Brent Kuykendall		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 19 Yes 0 No 0 Abstain

STATE 648

CIF State Executive Committee Nominations

Todd Arrowsmith		Alexis Barile	Yes	Patrick Bendzick	Yes	Mitch Brunyer	Yes
Chris Calderwood	Yes	Monica Colunga	Yes	Ann Fitzgerald	Yes	Paula Hart Rodas	Yes
Blank		Dave Hess	Yes	Mary Jane Hibbard	Yes	Rich Imbriani	Yes
Cleveland Johnson		Brent Kuykendall		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 19 Yes 0 No 0 Abstain

STATE 651

Proposed Amendment to Bylaws 212/510 Amateur Status/Undue Influence

Todd Arrowsmith		Alexis Barile	Yes	Patrick Bendzick	Yes	Mitch Brunyer	Yes
Chris Calderwood	Yes	Monica Colunga	Yes	Ann Fitzgerald	Yes	Paula Hart Rodas	Yes
Blank		Dave Hess	Yes	Mary Jane Hibbard	Yes	Rich Imbriani	Yes
Cleveland Johnson		Brent Kuykendall		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 19 Yes 0 No 0 Abstain

STATE 652

Proposed Amendment to Bylaws 207/504 Transfer Eligibility/Season of Sport

Todd Arrowsmith		Alexis Barile	Yes	Patrick Bendzick	Yes	Mitch Brunyer	Yes
Chris Calderwood	Yes	Monica Colunga	Yes	Ann Fitzgerald	Yes	Paula Hart Rodas	Yes
Blank		Dave Hess	Yes	Mary Jane Hibbard	Yes	Rich Imbriani	Yes
Cleveland Johnson		Brent Kuykendall		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 19 Yes 0 No 0 Abstain

STATE 653

Proposed Addition of Bylaw 2901 CIF State Tennis Championships

Todd Arrowsmith		Alexis Barile	Yes	Patrick Bendzick	Yes	Mitch Brunyer	Yes
Chris Calderwood	Yes	Monica Colunga	Yes	Ann Fitzgerald	Yes	Paula Hart Rodas	Yes
Blank		Dave Hess	Yes	Mary Jane Hibbard	Yes	Rich Imbriani	Yes
Cleveland Johnson		Brent Kuykendall		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 19 Yes 0 No 0 Abstain

STATE 654

Proposed Amendment to Article 70 Executive Committee

Todd Arrowsmith		Alexis Barile	Yes	Patrick Bendzick	Yes	Mitch Brunyer	Yes
Chris Calderwood	Yes	Monica Colunga	Yes	Ann Fitzgerald	Yes	Paula Hart Rodas	Yes
Blank		Dave Hess	Yes	Mary Jane Hibbard	Yes	Rich Imbriani	Yes
Cleveland Johnson		Brent Kuykendall		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 19 Yes 0 No 0 Abstain

SS 649

Proposed 2023-24 CIF Southern Section Budget

Todd Arrowsmith		Alexis Barile	Yes	Patrick Bendzick	Yes	Mitch Brunyer	Yes
Chris Calderwood	Yes	Monica Colunga	Yes	Ann Fitzgerald	Yes	Paula Hart Rodas	Yes
Blank		Dave Hess	Yes	Mary Jane Hibbard	Yes	Rich Imbriani	Yes
Cleveland Johnson		Brent Kuykendall		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 19 Yes 0 No 0 Abstain

SS 650

CIF Southern Section Executive Committee Nominations

Todd Arrowsmith		Alexis Barile	Yes	Patrick Bendzick	Yes	Mitch Brunyer	Yes
Chris Calderwood	Yes	Monica Colunga	Yes	Ann Fitzgerald	Yes	Paula Hart Rodas	Yes
Blank		Dave Hess	Yes	Mary Jane Hibbard	Yes	Rich Imbriani	Yes
Cleveland Johnson		Brent Kuykendall		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 19 Yes 0 No 0 Abstain

SS 646

Proposed Revision of Bylaw 1223.3 Summertime Rules

Todd Arrowsmith		Alexis Barile	No	Patrick Bendzick	No	Mitch Brunyer	No
Chris Calderwood	No	Monica Colunga	No	Ann Fitzgerald	No	Paula Hart Rodas	No
Blank		Dave Hess	No	Mary Jane Hibbard	No	Rich Imbriani	No
Cleveland Johnson		Brent Kuykendall		Kai Lyles	No	Steve Miller	No
Geniel Moon	No	David Parkes	Yes	Jim Perry	No	Alicia Seevers	No
Reggie Thompkins	No	Mike West	No	Jeff Williams	No		

Motion Lost 1 Yes 18 No 0 Abstain

ITEM 5A1

2021-22 CIF Southern Section Audit

Todd Arrowsmith		Alexis Barile	Yes	Patrick Bendzick	Yes	Mitch Brunyer	Yes
Chris Calderwood	Yes	Monica Colunga	Yes	Ann Fitzgerald	Yes	Paula Hart Rodas	Yes
Blank		Dave Hess	Yes	Mary Jane Hibbard	Yes	Rich Imbriani	Yes
Cleveland Johnson		Brent Kuykendall		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 19 Yes 0 No 0 Abstain

C. I. F. SOUTHERN SECTION
Financial Report
 Executive Committee Meeting
 March 30, 2023

I. CIF-SS FALL & WINTER SPORTS REVENUE (Compared to prior year)

	2022-23	2021-22	Diff.
Football	\$2,176,932.00	\$2,343,657.00	(\$166,725.00)
Girls Volleyball	\$331,819.00	\$328,701.00	\$3,118.00
Cross Country	\$101,567.00	\$91,855.00	\$9,712.00
Boys Water Polo	\$45,038.00	\$29,955.00	\$15,083.00
Girls Golf	\$34,360.00	\$29,149.00	\$5,211.00
Girls Tennis	\$0.00	\$0.00	\$0.00
FALL SPORTS TOTALS	\$2,689,716.00	\$2,823,317.00	(\$133,601.00)
Basketball	\$1,145,841.00	\$946,866.00	\$198,975.00
Soccer	\$83,775.00	\$110,959.00	(\$27,184.00)
Wrestling	\$150,185.00	\$154,706.00	(\$4,521.00)
Cheer	\$42,935.00	\$26,314.00	\$16,621.00
Girls Water Polo	\$23,949.00	\$23,969.00	(\$20.00)
WINTER SPORTS TOTALS	\$1,446,685.00	\$1,262,814.00	\$183,871.00

II. CIF-SS FALL & WINTER SPORTS REVENUE (Compared to budget)

	2022-23	2021-22	Diff.
Football	\$2,176,932.00	\$2,076,600.00	\$100,332.00
Girls Volleyball	\$331,819.00	\$285,675.00	\$46,144.00
Cross Country	\$101,567.00	\$91,900.00	\$9,667.00
Boys Water Polo	\$45,038.00	\$26,650.00	\$18,388.00
Girls Golf	\$34,360.00	\$31,600.00	\$2,760.00
Girls Tennis	\$0.00	\$0.00	\$0.00
FALL SPORTS TOTALS	\$2,689,716.00	\$2,512,425.00	\$177,291.00
Basketball	\$1,145,841.00	\$989,300.00	\$156,541.00
Soccer	\$83,775.00	\$87,200.00	(\$3,425.00)
Wrestling	\$150,185.00	\$118,200.00	\$31,985.00
Cheer	\$42,935.00	\$26,300.00	\$16,635.00
Girls Water Polo	\$23,949.00	\$26,650.00	(\$2,701.00)
WINTER SPORTS TOTALS	\$1,446,685.00	\$1,247,650.00	\$199,035.00

III. WINTER EXPENSE/PROFIT SPLITS DISBURSEMENTS:

A. Target to release \$\$\$ (checks & ACH) before start of Spring playoffs.

IV. CALIFORNIA DEPARTMENT OF EDUCATION GRANT DISTRIBUTIONS:

A. PROGRESS TOTAL: \$955,890 of \$2.7M to be spent by 6/30/2024.

Prepared by:
 MITCH CARTY, Chief Financial Officer



EXECUTIVE COMMITTEE COMMUNICATIONS REPORT

(March 30, 2023)

Broadcast Partnership Current Situation

Timeline

November 17, 2022

- ❖ Met with Bally Sports Vice-President & General Manager, Executive Producer and Director of Programming. We were informed that all Sinclair Broadcast Group Regional Sports Networks (RSN's) – Diamond Sports Group -- were in financial trouble and could be verge of bankruptcy.

December 9, 2022

- ❖ Met with Bally Sports Vice-President & General Sales Manager and Playfly CIF Sports Properties General Sales Manager to strategize on finding new partnerships to increase revenue.

December 31, 2022

- ❖ Exclusive renegotiation window with Bally Sports expires.

January 5, 2023

- ❖ CIF-SS begins meeting with new, potential partners for the first-tier position in broadcast partnership. Have, since this time to date had ongoing talks with nine different broadcast entities interested in becoming first-tier partners on both linear and digital side.

February 21, 2023

- ❖ CIF-SS meets with dailey, advertising agency for Southern California Ford Dealers Association, to determine interest in continuing as title sponsor should Bally Sports no longer be first tier broadcast partner and CIF-SS partners with a new linear/digital group. CIF-SS assured, "We're with you wherever you go".

March 16, 2023

- ❖ CIF-SS receives first bid to take over top-tier positioning in CIF-SS broadcast rights partnership.

- NEXT -

EXECUTIVE COMMITTEE COMMUNICATIONS REPORT (Cont.):

BROADCAST PARTNERSHIP CURRENT SITUATION (Cont.):

May 1, 2023

- ❖ All first tier interested entities must have bids into CIF-SS office.

May 5, 2023

- ❖ CIF-SS office to make decision on first tier partnership commencing with 2023-2024 school year.

CIF-SS THIS WEEK

- ❖ CIF-SS believes audience could be better
- ❖ Met with Fred Roggin and SBLive Leadership to strategize on ways to improve
- ❖ Ideas discussed:
 - Involvement of Student Broadcast Programs
 - User generated content
 - More content on underserved schools/athletes/stories
 - Identifying student-athletes with larger social media followings for their involvement
- ❖ Fred Roggin interested in joining production in some capacity (on-air, producer, editor, sales, etc.)



KEY

- Denotes Existing Goals that continued in 2022-2023.
- Denotes New Goals for 2022-2023.
- March 23, 2023, Responses to 2022-2023 Goals (Existing and New)

To: CIF Southern Section Executive Committee Members
From: Rob Wigod, Commissioner of Athletics
Subject: 2022-2023 Southern Section Goals
Date: March 23, 2023

1. **Continue to Enhance Communication Between the CIF Southern Section Office, Member Schools and the Executive Committee**
 - a. Expand the use of social media in communications with member schools, the public and media outlets. (Instagram, Twitter and Facebook information below...)
 - Instagram - Followers as of March 23, 2023 = 42,200
 - Followers in 2021-2022 = 36,900
 - **Increase = 14.36%**
 - Twitter - Followers as of March 23, 2023 = 55,500
 - Followers in 2021-2022 = 49,058
 - **Increase = 13.31%**
 - Facebook - Followers as of March 23, 2023 = 19,986
 - Followers in 2021-2022 = 19,887
 - **Increase = 0.50%**
 - b. Continue to develop enhanced mobile version of the website including links with social media platforms. (Completed; September 13, 2022. A complete overhaul of our website resulted in allowing mobile users to easily search and navigate through content, reduced the number of PDF files and added an interactive calendar, as some of the new features to improve the mobile experience.)
 - c. **Implement redesign of Southern Section public website, www.cifss.org.** (Completed; September 13, 2022. A complete overhaul of our website resulted in a redesigned Home Page, Sports Home Pages being added, a News Archive, News single posts, Calendar, Polls System, and many other new and improved features.)
 - d. Publish periodic Messages from the Commissioner on Southern Section website and all social media platforms. (Ongoing, 2022-2023. As of March 23, 2023, 8 Messages from the Commissioner have been published.)
 - e. Prepare and distribute frequent Executive Committee Updates. (Ongoing, 2022-2023. As of March 23, 2023, 13 Executive Committee Updates have been distributed.)
 - f. Directly communicate information by email to entire section membership and selected groups. (Ongoing, 2022-2023, on a daily basis.)
 - g. Offer opportunities and conduct personal interviews with media members from throughout the various geographic areas of the section. (Ongoing, 2022-2023. As of March 23, 2023, conducted over 35 individual interviews in person or virtually with various media outlets: television, radio and print, within our section footprint.)
 - h. Conduct Fall Workshops at various geographic locations throughout the Southern Section. (Completed; September 8, 2022. Conducted 6 Fall Workshops in various geographic locations throughout our section, as well as 2 New Principal/New Athletic Director Workshops in the Southern Section Office.)
 - i. Continue official's recruitment program utilizing section website and social media platform. (Ongoing, 2022-2023. As of March 23, 2023, through the efforts of our online outreach effort, we have been contacted, and referred, 510 prospective new officials, across various sports, to the appropriate officials' associations throughout every geographic area of our section.)
 - j. **Launch weekly video program, entitled CIF-SS This Week, that will be available via www.cifss.org, YouTube and SBLive platforms.** (Ongoing, 2022-2023. By March 23, 2023, 26 episodes of CIF-SS This Week have been broadcast.)

- 2. Implement Year 1 of CIFSSHome 2.0 for CIF Southern Section Member Schools**
 - a. Activate CIFSSHome 2.0 for the 2022-2023 school year.
(Completed; July 1, 2022.)
 - b. Along with staff, facilitate numerous training sessions for member schools.
(Completed; September 8, 2022. Conducted a total of 11 training sessions, a combination of in-person and virtual, from July 7, 2022, through September 8, 2022.)
 - c. Along with staff, provide ongoing training and assistance to member schools on a daily basis.
(Ongoing, 2022-2023. (Staff))
 - d. Continue to develop and expand features of CIFSSHome 2.0.
(Ongoing, 2022-2023. (Staff))

- 3. Conduct Inaugural Beach Volleyball Championships**
 - a. Identify format and qualification process CIF Southern Section Beach Volleyball Championships.
(Ongoing, 2022-2023. CIF Southern Section Beach Volleyball Preview published January 5, 2023. CIF Southern Section Beach Volleyball Playoff Bulletin, will be published in March, 2023.)
 - b. Conduct Inaugural Team Championships Tournament.
(Scheduled for May 6, 2023.)
 - c. Conduct Inaugural Pairs Tournament Championship.
(Scheduled for May 9-10, 2023.)

- 4. Implement New Rules Changes**
 - a. New Official's Fees Agreement.
(Ongoing, 2022-2023. Initiated August 13, 2022 and will be completed on May 20, 2023.)
 - b. CIF Bylaw 210 – Lifetime ban from CIF athletic events for anyone who physically assaults a game official.
(Completed; July 1, 2022.)
 - c. CIF Bylaw 510.1 – Eliminated.
(Completed; July 1, 2022.)
 - d. CIF Southern Section Bylaws 3419.7 and 3420.3 - Competitive equity playoff system for both divisions of 8-Man Football.
(Completed; November 26, 2022.)
 - e. CIF Southern Section Bylaw 2419 – Girls Lacrosse - Two yellow cards will result in a game exclusion but will not include a subsequent game suspension from the next contest.
(Ongoing, 2022-2023. Initiated February 11, 2023 and will be completed on May 13, 2023.)

- 5. Provide Professional Growth Opportunities for Member Schools**
 - a. Launch Year 7 of the MVP AD Program.
(Ongoing, 2022-2023. Certifications will be completed June 15, 2023.)
 - b. Conduct CIF Southern Section Athletic Administrator Summit.
(Completed; October 3, 2022. There were 634 total attendees, which was a record number for this event, with 122 participants in the Leadership Track for Principals, Superintendents and private school Heads of School. Also, we had 37 vendors present on site, which is the maximum number of vendors possible, who are not counted in the total of 634 attendees.)
1) Launch inaugural Athletic Trainers Track at the Athletic Administrators Summit.
(Completed; October 3, 2022. There were 106 attendees in the inaugural Athletic Trainers Track. Athletic Trainers who attended received CEU credit hours for being present at the Summit.)

- 6. Financial Matters**
 - a. Expand CIF Southern Section investment opportunities under approved CIF Southern Section Investment Policy.
(Ongoing, 2022-2023. Investments balance on March 15, 2023, was \$3,431,276. On July 1, 2022, investments balance was \$2,332,031. In March, 2023, \$1,000,000 was added to our investments account. Total growth interest/dividends = \$1,099,245.) (\$99,245 in actual revenue increase.)

- b. Along with CIF Sports Properties, increase revenue share in Year 6 of the CIF Marketing Plan. (Ongoing, 2022-2023. As of March 15, 2023, total revenues are at \$2,250,000, which is the threshold for revenue share. Any new income received this year will result in revenue share.)
- c. Continue online ticketing, through the GoFan platform, for all Southern Section playoff events. (Ongoing, 2022-2023. As of March 15, 2023, 461,496 total tickets from Fall Sports (299,058) and Winter Sports (162,438) have been sold through the GoFan online ticketing platform.)
- d. **Facilitate the distribution of grant monies received from the California Department of Education in support of the organization's mission and member schools.** (Ongoing, 2022-2023. As of March 23, 2023, \$955,890 has been distributed, with approximately \$750,000 savings to member schools by waiving Sport Fees for the 2022-2023 school year.)
- e. **Onboard member schools to receive all payments from the CIF Southern Section electronically via Automated Clearing House (ACH) network instead of mailing checks.** (Ongoing 2022-2023. As of March 23, 2023, 65 member schools have chosen to utilize the ACH network to facilitate all financial transaction deposits with our organization electronically.)
- f. **Secure an official ball agreement for Boys/Girls Tennis.** (Completed; July 8, 2022. Head Penn Racquet Sports signed through the 2025-2026 school year.)
- g. **Secure an official ball agreement for Beach Volleyball.** (Completed; August 2, 2022. Wilson Sporting Goods signed through the 2025-2026 school year.)

7. Examine and Explore Issues Involving Public and Private Schools

- a. Continue to work with the CIF Southern Section Public/Private Committee on an ongoing basis. (Ongoing, 2022-2023. Initial meeting held on October 4, 2022. Upcoming meeting scheduled for April 13, 2023.)
- b. Continue to work with the Private School Leadership Advisory Committee on an ongoing basis. (Ongoing, 2022-2023. Initial meeting held on November 16, 2022. Upcoming meeting scheduled for May 31, 2023.)
- c. Continue to engage in a constructive dialogue with member schools, both public and private, on public/private issues.
- d. Serve as a resource for member schools, leagues and areas of the CIF Southern Section by attending league meetings, area meetings and athletic director association meetings.
- e. Continue to emphasize adherence to current CIF State Constitution and Bylaws and CIF Southern Section Blue Book rules that apply to all schools.
- f. Implement and evaluate new CIF Bylaw 510 interpretations and recommend modifications, as needed. (Ongoing, 2022-2023. Public/Private Committee, Private School Leadership Advisory Committee, Superintendent's Advisory Committee, Administrative Staff.)
- g. **Examine Southern Section Bylaw 510, specifically related to issues involving Name, Image and Likeness, and recommend clarifications/modifications to existing Bylaw, including new Q and A's.** (Ongoing, 2022-2023. Initial meeting held on October 4, 2022. Upcoming meeting scheduled for April 13, 2023.)

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

- a. Generate a sectional identity that provides leadership, along with being cooperative and sensitive to the needs of the CIF and the other sectional organizations.
- b. Develop strategies that recognize and support the needs of the CIF and the other sections without sacrificing the strengths and interests of the CIF Southern Section.
- c. Serve as a resource, along with members of the CIF Southern Section Staff, to the CIF State Office in the management and conducting of CIF State Regional and CIF State Championship events. (Ongoing, 2022-2023. During the 2022-2023 school year, the following CIF Southern Section Staff members served in these capacities with the CIF State Office...
 - 1) Rob Wigod – Event Manager, CIF State Football Championships.
 - 2) Rob Wigod – Member, CIF Constitution and Bylaws Editorial Committee.
 - 3) Kristine Palle – Member, CIF Constitution and Bylaws Editorial Committee.
 - 4) Thom Simmons – Director, CIF Southern Regional Basketball Championships.

- d. Partnering with the CIF State Office, host the National Association of Sports Officials Annual Summit in Riverside on July 29-August 1, 2023.
(Ongoing, 2022-2023. Attendee Registration portal launched March 1, 2023.)
1) Along with the CIF State Office, coordinate and facilitate California Officiating Day at the National Association of Sports Officials Annual Summit in Riverside on Saturday, July 29, 2023.
(Ongoing, 2022-2023. Attendee Registration portal launched March 15, 2023.)

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

- a. Along with staff, serve on various national committees affiliated with the National Federation of State High School Associations.
(Ongoing, 2022-2023. During the 2022-2023 school year, the following CIF Southern Section Staff members served in these capacities with the NFHS...
 - Rob Wigod – Member, NFHS Network Leadership Circle.
 - Rob Wigod – Board Member – National Association of Sports Officials.
 - Kristine Palle – Chair, NFHS Water Polo Rules Committee.
 - Thom Simmons – Southern Section Coordinator, NFHS Network.
 - Rob Wigod, Jackie Gibson, Mike Middlebrook, Kristine Palle, Rich Shearer, Thom Simmons, Rainer Wulf – Presenters (Competitive Equity), NFHS Section 7/8 Meeting – September 20, 2022.
- b. Along with Bally’s Sports, offer increased opportunities for member schools to participate in the NFHS Network Student Broadcast Program.
(Ongoing 2022-2023. Program paused due to current financial situation with Bally’s Sports.)
- c. Assist the NFHS Network in implementing the Pixellot Free for All Program, which provides two Pixellot cameras for every Southern Section member school free of charge, including free installation, and immediate revenue share opportunities for member schools.
(Ongoing, 2022-2023. As of March 23, 2023, 257 Southern Section member schools have Pixellot cameras installed on their campuses, which represents an increase of 10% from July 1, 2022. First benchmark of the NFHS Network’s Get to 100 Program has been achieved.)

C. I. F. SOUTHERN SECTION
Treasurer's Report
Council Meeting
March 30, 2023

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

- A. Harrington Group concluded audit fieldwork, financial statements, and tax prep.
 - 1. Audit Committee meeting was this morning at 10:00 am.
 - 2. Asking today for Executive Committee acceptance of the audit and final financial statements for fiscal 2021-22.
 - 3. Once approved we can file 990 non-profit tax return.

II. CURRENT PROFIT & LOSS (2022-23):

- A. Revenue: \$5,855,213
- B. Expenses: \$5,249,186
- C. Net Profit: \$606,027

*** **NOTE:** Winter profit splits/expenses not yet distributed and Spring playoffs yet to occur (and spring is the lightest financial season). ***

III. INVESTMENT RESERVES

- A. Current balance at 3/29/2023: \$3,457,967
- B. Transfer of \$1,000,000 to reserves made in early March, 2023.
- C. Interest & dividend gain of \$48,223 in fiscal 2022-23 thus far.

IV. CIF SOUTHERN SECTION QUIZ !!!

- A. Dating back to 1929 when we actually began full time staff, how many employees have worked for the CIF Southern Section?
 - 1. From Seth Van Patten to Laura O'Sullivan: **128 employees (according to our records).**

Prepared by:
MITCH CARTY, Chief Financial Officer