



APPROVED

BOARD MEETING #9

THE NINTH MEETING OF THE 2021/2022 BOARD OF DIRECTORS

of the Lower Island Soccer Association (LISA) was held at 19:00

Tuesday, June 7<sup>th</sup>, 2022

Via Zoom meeting,

**Present:**

Mike Synnuck	<i>President</i>	Omar Ahmad	<i>Director</i>
David Johnson	<i>Vice President</i>	CJ Young	<i>Director</i>
Linda Pakos	<i>Director</i>	Carey Gustafson	<i>Direct</i>

**Regrets:**

Andrew Wynn-Williams *Treasurer*  
Terry Hughes *Director*

**LISA Staff:**

Stuart Bancroft *LISA Executive Director*

**Special Guests:**

Dom Butcher *World Cups Festival*  
John Kilbank *World Cups Festival*

**Recording Secretary:** Stuart Bancroft

The meeting was called to order at 19:00

• **ROLL CALL & APPROVAL OF AGENDA:**

**On a Motion duly made, Seconded and Carried** it was resolved to adopt the Agenda as presented

• **APPROVAL OF MINUTES:**

**On a Motion duly made, Seconded and Carried** it was resolved to approve the minutes from LISA Board Meeting #8, April 5th, 2022



- **WORLD CUPS FESTIVAL SCHOLARSHIP OPPORTUNITIES (DB, JK)**
  - Dom Butcher and John Kilbank from the World Cups Festival Society presented a scholarship partnership opportunity to provide an additional \$500.00 scholarships annually to each of the LISA member clubs
  - The World Cups Festival Society will work with the LISA Scholarship Committee to distribute the scholarships for this season.
- **LISA UPDATE (SB):**
  - The LISA Scholarship Committee was pleased to announce the winners of the 2022 LISA Scholarship Awards! Congratulations to the winners:
    - Jasper McLennan, PLSC
    - Tianna Chau, CVSA
    - Shreya Sivakumar, Bays
    - Katie Bentley, Bays
  - Executive Director Bancroft presented a draft of the 2022-2025 LISA Strategic Plan for approval

**On a Motion duly made, Seconded and Carried** it was resolved to approve the 2022-2025 LISA Strategic Plan as presented

- Executive Director Bancroft presented a “Referee Development Officer” job description for approval

**On a Motion duly made, Seconded and Carried** it was resolved to approve the LISA Referee Development Officer Job Description

- **BUDGET AND FINANCIALS (SB)**
  - Executive Director Bancroft provided a Budget and Financial update
    - Current financial situation is good with ample liquidity
  - LISA currently undergoing a Financial Compilation Agreement with the Ken Yao Accounting Company
    - Draft Financial Compilation Agreement was presented to the Board
    - Finalized copy will be shared with the members at the upcoming AGM
- **JP MEDIA – Marketing Strategy Proposal (SB)**



- Executive Director Bancroft presented a marketing strategy prepared by Jim Pattison Media Company for the Lower Island Soccer Association
  - Marketing strategy focuses on online social media advertising (Facebook and Instagram) as well as radio advertisements on the Zone@91.3 directing consumers to the LISA website and registration links for LISA member clubs
  - LISA has budgeted \$2500.00 for marketing and advertising
    - Total cost of the proposed marketing strategy is \$4250.00
    - LISA only spent \$1800.00 of allotted marketing and advertising budget last season
  - “Promotion” has been identified as a strategic priority of LISA
  - LISA staff not capable of implementing a marketing strategy of this size internally

**On a Motion duly made, Seconded and Carried** it was resolved to approve the LISA marketing strategies prepared by Jim Pattison Media Company as presented.

- **COMMITTEE UPDATES**

- Governance Committee
  - LISA Governance Committee has been meeting by-weekly
  - LISA Governance Committee presented an updated “Affiliate Membership Application” and recommends the LISA Board approve and implement the updated “LISA Affiliate Membership Application” process

**On a Motion duly made, Seconded and Carried** it was resolved to accept the recommendation of the LISA Governance Committee and approve and implement the updated LISA Affiliate Membership Application process

- Governance Committee will focus on the new membership agreement moving forward

- **OTHER BUSINESS**

- President Mike Synnuck provided an update on the BCSA SGM
  - BCSA and its members are currently at an impasse regarding the equitable voting structure reform as mandated by Canada Soccer



after the voting reform bylaw amendment was defeated at the recent BCSA AGM

- It is unclear what the next steps are and LISA awaits further updates from BCSA and the CSA
- LISA would like to formally call our Annual General Meeting for Tuesday, June 28<sup>th</sup>, 2022
  - Currently LISA has 2 vacant Director positions with an additional 4 directors terms expiring
  - Member Clubs have been notified of the recruitment and LISA Board application process

**Action Items:**

- LISA Scholarship Committee to work with World Cups Festival to distribute additional Scholarships - *COMPLETE*
- LISA to host Interlock Meeting/Induction meeting with WIA and Clubs – *ONGOING*
- LISA to host Annual General Meeting – *COMPLETE*

**ADJOURNED:** 20:47