

2017 RMLL Senior B Breakout Session

Banff Conference Centre

Max Bell Room 253

Saturday, November 11, 2017

MINUTES

- Meeting called to order at 11:07 by Commissioner Shauna Sterparn
- Attendance: John Kilbride, Mountaineers; Trent Olsen, Silverbacks; Vay Diep, Miners; Jim Andruchow, Miners; Keith Berg, Knights; Norm Shaw
- Election: Shauna Sterparn allowed her name to stand, Norm Shaw put forward his name
Motion to vote made by K. Berg, 2nd J. Kilbride Carried
Norm Shaw won vote 3-2 and was appointed SR B Commissioner
Shauna was asked to stay and run the breakout session to assist with the transition
- Adopt Agenda: Motion V. Diep, 2nd T. Olsen Carried
- Review/Accept 2016 Minutes: Motion J. Kilbride, 2nd K. Berg Carried
- Business Arising from 2016 Minutes
Electronic Game sheets-concerns raised over length of time for approval after input, too many complications, last minute roster changes, need more direction from RMLL
- Business Arising From 2017 Season:
Off Floor Officials-all teams encourage to have reliable staff for this, knowledgeable about game sheet entry etc.
Scheduling/Less Weekend Games-add weeknight game-Red Deer asked for later start time in Ft Sask for travel, ask RMLL to avoid scheduling local teams back to back
*Teams need to be more involved in own scheduling-try to avoid too many blackout dates for weddings etc.
- Operating Policy-RMLL will not accept it as presented. Direction from RMLL was given to remove all regulations-CLA, ALA, RMLL
- President's Cup-2017-ALA did not send league commissioner to PC. Concern was raised that ALA rep would not be familiar with the division and unable to advocate properly. RMLL is budgeting to send commissioner in 2018
- RIC David Westwood presentation:
 - Red Deer discussed potential Sr B caliber officials
 - Miners asked about potential for division to offer Rule emphasis direction to officials-David explained that it is possible, but due to lack of supervisors in the ALRA, would be hard to ensure consistent application
 - David mentioned that a three man officiating system has been approved by CLA. This is an avenue to potentially fast track some development of Sr officials-Norm to discuss implementation-costs etc involved
 - Referee ranking/follow-ups-this information is not coming back to officials-Norm will follow-up to correct this

- discussion around the ALRA referee sent to the 2017 President's Cup-concerns were raised by Shauna Sterparn that the list submitted was ignored and an official that wasn't on the list, and who had a brother on the Sr B Champion team, Miners, was sent, and that this was a conflict. Her concern was he would be able to influence the outcome of games to benefit the Miners.
- a fast track system is also in place for former players that want to begin officiating
- 2017 PC- there were no supervisions done to allow selection of officials
- Ref Travel Fees were discussed-Outlaws got a very large bill for a game because no local officials were available for a game, it would have been more cost effective to forfeit the game

- New Business

At this point Shauna indicated she was finished and dismissed herself.

- Arena Availability: Warriors expressed interest in the north teams combining into one arena for play-offs to increase purchase power with facility bookings-most arenas revert back to ice in July, play-off floor time is an issue.
- 2018 Draft Dates

North	Wednesday February 7, 2018
South	Thursday February 8, 2018
- 2018 League Constraints

Season Start	April 27, 2018 through July 15, 2018
Play-offs Round 1	July 16 through July 29, 2018
Provincial Series	August 7 through August 19, 2018
President's Cup	August 26 through September 3, 2018

Roundtable

- Proposed 30 man roster from 40 man-discussed, no motion
- Proposed a player becomes free agent if on protected list for 2 years and not used by team-need to get players playing-Regulation to be researched by Norm-will be distributed

League Branding-

- RMLL Sr B is not an easy name to market. Discussion around having teams discuss a league identity/brand with their players input-think WLA, NLL, MLL These leagues have an easy, identifiable brand that is marketable to the public, media, and sponsors
- Sr B needs to create a brand, have its own league website that is current with stats, standings etc. It is not handled efficiently/effectively through the RMLL website
- need to identify our audience and connect with them-minor lacrosse, community etc, build a following
- Norm will connect with SAIT/NAIT marketing students to assist with PR/Marketing/Branding-see if we can become a placement for a couple of students
- It was discussed that we need to get a media presence, including stats into newspapers, gameday coverage, league coverage etc
- John Kilbride offered some insight into the Mountaineers' marketing efforts for 2018, how they will be providing a return on investment for their sponsors through creating relationships and what they will be offering sponsors. It's difficult to convince a company to sponsor a team when there's only 20 people in the arena
- Jim Andruchow shared how the U of A Pandas ringette team invited minor ringette teams to be their host for every game, they had banners for them to hold, cheer on the team, and gave out simple t-shirts to every participant, those girls kept coming back after their experience
- discussion ensued about buying bulk t-shirts that had logos of all teams in the league, a large order could be placed and split amongst all 7 teams cost effectively if this initiative were to move forward

Norm thanked everyone for their support and will be communicating with all teams as he gets up to speed and ready for the 2018 season.

Motion to adjourn at 16:04 V. Diep, 2nd T. Olsen. Carried