



Meeting of the Executive Committee

August 8, 2024

1:00 p.m.

CIF Southern Section Office, Los Alamitos, CA
Minutes

1. OPENING BUSINESS	DISPOSITION	ITEM
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- A. Call to order by Dr. Paula Hart Rodas, President of the Council

The meeting was called to order at 1:00 p.m. Dr. Rodas welcomed everyone to the first meeting of the new school year.

- B. Pledge of Allegiance

- C. Roll Call

Roll call was handled by everyone introducing themselves around the table. All members of the Executive Committee were present with the exception of Ann Fitzgerald, Mary Jane Hibbard, and Rob Dearborn.

Mike West explained why the new members are sitting on our committee.

- 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 18-0-0.

- F. Approval of Minutes

Approved

There was a motion and second to approve the minutes of the May 9, 2024 Executive Committee Meeting. The motion carried 15-0-3.

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 wishing to present during Public Comment.

<u>3. NON-ACTION ITEMS</u>	<u>DISPOSITION</u>	<u>ITEM</u>
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A. STATE FEDERATED COUNCIL NON-ACTION ITEMS

There are no 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.

<u>4. ACTION ITEMS</u>	<u>DISPOSITION</u>	<u>ITEM</u>
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A. STATE FEDERATED COUNCIL ACTION ITEMS

There are no State Federated Council action items at this time.

B. SOUTHERN SECTION ACTION ITEMS

- | | | |
|---|--------|--------|
| 1. Proposed Bylaw Revision – 3400.2
Badminton Playoffs | Failed | SS 670 |
|---|--------|--------|

President Dr. Paula Hart Rodas reviewed the proposed revision of Bylaw 3400.2 which is requesting the institution of playoffs for Badminton although the sport falls below the 20% participation minimum. It was noted that the proposal stated there would be no fiscal impact but there would be a cost to the Section to hold such a championship event. This would open the door for sports not meeting the 20% Bylaw to request championships. There was a motion and a second to approve the proposal. The question was asked how teams are qualifying now for the State Badminton tournament. There is a qualifying tournament that is not sanctioned by the office and is run by HL Corporation. It was brought up that the number of schools participating in badminton is decreasing instead of increasing. The motion failed 0-18-0.

- | | | |
|---|----------|--------|
| 2. Proposed Bylaw Addition – 1222.7
Officials Fees | Approved | SS 671 |
|---|----------|--------|

President Dr. Paula Hart Rodas reviewed the proposed revision of Bylaw 1222.7 which is requesting to prohibit donations to officials' associations as a means to circumvent the approved officials' fees structure or to procure specific officials for games. There was a motion and a second to approve the proposal. After discussion, the motion carried 18-0-0.

5. NEW BUSINESS

- | | | |
|---|------------|----|
| A. 2024-2025 CIF Southern Section Goals | Non-Action | 5A |
|---|------------|----|

Commissioner of Athletics, Mike West reviewed the 2024-25 CIF Southern Section Goals, which can be found at the end of these minutes. The format of the goals was revised and now there is a section that reflect ongoing goals and then a section listing the new goals for the 2024-25 school year. Mr. West reviewed the new goals with the Committee.

On a side note, Terry Barnum expressed he contacted the State CIF Office and that if a school has solid evidence that the school may be in the wrong category for the heat index, bring it to the attention of the State Office, and they may be open to moving a school to a different category or adding an additional category.

B. Financial Report

Mitch Carty

Chief Financial Officer, Mitch Carty distributed handouts regarding the 2023-24 school year to the committee and highlighted various items. The handouts appear at the end of these minutes.

C. Communications Report

Thom Simmons

Communications Coordinator, Taylor Martinez joined the meeting to give the Communications report in connection with the Marketing report. The slide show that was presented for both reports can be found at the end of these minutes. The Section is looking to monetize the broadcasts (i.e CIFSS Sit Down) we are now producing in an effort to continue to expand our visual to our constituents along with the general public. This is to help fill the gap being left from the lack of news coverage in recent years by media outlets. We are also looking to get more involved with the student broadcast teams at our member schools and want to integrate their footage into our programs.

D. Marketing Report

Jacquelyn Gibson

Marketing Coordinator, Briana Sutrisna continued the presentation by talking about our social media platform and ways content is being gathered and posted. Ms. Sutrisna went on to discuss what the summer looks like in the Marketing department and concluded her portion of the presentation by asking President Hart-Rodas to spin the wheel and choose the Girls Flag Football game of the week that Ms. Sutrisna would attend and highlight on social media

Director of Marketing Jacquelyn Gibson concluded the presentation by first recognizing the many contributions Ms. Sutrisna and Ms. Martinez make to their departments. The creativity of these ladies and their hard work is putting the Southern Section in a great light to as many people as possible!

Lastly, Mrs. Gibson handed out a sample of the new CIF Southern Section Planner to members of the Committee for their review. The booklet was well received.

6. REPORTS

A. NFHS Summer Meeting Reports

Dr. Paula Hart Rodas

Jim Perry

Rich Imbriani

Treasurer Rich Imbriani stated it was an honor to be invited and it was a tremendous meeting. A gentleman from Kansas discussed best practices employee retention which included ideas such as letting people work from home, flexible workdays, team work, and gave advice on the hiring process.

Past President, Jim Perry attending the Board member meeting where a discussion on paying attention to high quality programs in your area, who is in charge of those programs, then making connection in those people took place. Next was a session on playoff classification with various states represented. After listening for an hour, it was realized there was never any discussion regarding team records or scores in creating playoff groupings from these other states. Went to an NIL meeting and it appears that anything goes in the NCAA, who claim it is out of their hands. Our state office leadership got us out in front of this hot topic issue.

6. REPORTS (Cont.)

A. NFHS Summer Meeting Reports (Cont.)

Dr. Paula Hart Rodas

President Paula Hart Rodas discussed the NFHS has a playbook to work through hate speech/actions and to eradicate it from our programs. Also talked about was how AI is used to create hate throughout our society. Another workshop was regarding officials and the work being done to recruit and retain officials. Some states hold yearly recognition lunches/dinners for their officials with awards presented for longevity sportsmanship, etc. If anyone is interested, the NFHS Summer meetings presentations are posted on their website.

B. President's Report

Dr. Paula Hart Rodas

President Paula Hart Rodas stated her platform for her presidency is Providing Opportunity for Students. This was one of the reasons she was instrumental in pushing for flag football as a CIF sport. What our kids get out of the experience reaches much further than just the games. These are life lessons that are learned and we need to create positive experiences for these student-athletes.

C. Treasurer's Report

Rich Imbriani

Treasurer, Rich Imbriani reviewed the treasurers report and it appears at the end of these minutes.

D. Commissioner's Report

Mike West

Commissioner of Athletics, Mike West announced to the Committee that Financial Assistant, Erin Courtemarche will be on maternity leave August 19. Receptionist, Laura O'Sullivan will take over the duties of the desk and the office has hired Alrene Gandara will fill in at the front desk through early December. Attended the NASO conference in Atlanta. Many states are finding ways to allow high school seniors to officiate freshman games. Something worth looking into. There is a curriculum in place that could be followed to allow for seniors to officiate. Fraudulent documents on the rise and there is a product out called Resistant AI that can scan documents and indicate if that document is fraudulent. Mt. SAC invitational course is being amended to end in the stadium as our finals did last season. There was a distribution of a sample emergency plan card for the committee to see and review.

D. Executive Committee Member Reports

Past President, Jim Perry commented that perhaps at the beginning of the year when dues are paid, in addition to mailing out courtesy cards, the athletic director could receive the planner. He also mentioned that the Huntington Beach Union High School District had many Olympic athletes representing in Paris this year.

Small Schools Representative, David Parkes asked where information regarding the ranking systems for each sport could be found and was informed that the information is contained in the sport season previews for each sport.

CSBA Representative, Alex Vara conveyed a situation from his district and asked for feedback on the way to handle it

7. ADVANCE PLANNING

A. DATES

1. September 19, 2024 – CIF Southern Section Executive Committee Meeting, CIF Southern Section Offices, Los Alamitos, CA 1:00 p.m.
2. September 23, 2024 – Champions for Character Awards Dinner, The Grand Conference Center, Long Beach, CA 6:00 p.m.
3. September 26, 2024 – CIF Southern Section Council Meeting, The Grand Conference Center, Long Beach, CA 9:00 a.m.
4. October 7, 2024 – CIF Southern Section Athletic Administrators Symposium, Riverside Convention Center, Riverside, CA 8:00 a.m.

B. SUGGESTED AGENDA ITEMS

There were no items suggested for the next agenda.

8. ADJOURNMENT

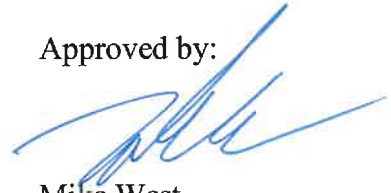
There was a motion and a second to adjourn the meeting. By unanimous voice vote, the meeting was adjourned at 3:21 p.m.

Submitted by:



Sharon Hodge
Executive Assistant

Approved by:



Mike West
Commissioner of Athletics

Council Voting Report

			Adopt August 8, 2024 Agenda Vote	Approval of Minutes from May 9, 2024	SS 670 Proposed Bylaw Revision 3400.2 – Badminton Playoffs	SS 671 Proposed Bylaw Revision 1222.7 – Officials Fees
First Name	Last Name	Keypad	1	2	3	4
Jamal	Adams	1	Yes	Yes	No	Yes
Dr. Alexis	Barile	2	Yes	Yes	No	Yes
Terry	Barnum	3	Yes	Abstain	No	Yes
Mitch	Brunyer	4	Yes	Yes	No	Yes
Rob	Dearborn	5				
Ann	Fitzgerald	6				
Gil	Gomez	7	Yes	Yes	No	Yes
Mary Jane	Hibbard	8				
Demetre	Howard	9	Yes	Yes	No	Yes
Rich	Imbriani	10	Yes	Yes	No	Yes
Kai	Lyles	11	Yes	Yes	No	Yes
Matt	Maeda	12	Yes	Yes	No	Yes
David	Parkes	13	Yes	Yes	No	Yes
Mary	Perez	14	Yes	Yes	No	Yes
James	Perry	15	Yes	Yes	No	Yes
Dr. Paula Hart	Rodas	16	Yes	Abstain	No	Yes
Alicia	Seevers	17	Yes	Yes	No	Yes
Cari	Strange	18	Yes	Yes	No	Yes
Suzie	Swartz	19	Yes	Abstain	No	Yes
Dr. Erika	Tejeda	20	Yes	Yes	No	Yes
Reggie	Thompkins	21				
Alex	Vara	22	Yes	Yes	No	Yes
Total 1 = Yes			18	15	0	18
Total 2 = No			0	0	18	0
Total 3 = Abstain			0	3	0	0
Total Voters			18	18	18	18
Total Yes + No			18	15	18	18
% Yes			100.00%	100.00%	0.00%	100.00%
% No			0.00%	0.00%	100.00%	0.00%
Pass Threshold			50.00%	50.00%	50.00%	50.00%
Pass/Fail			Pass	Pass	Fail	Pass



2024-2025 CIF Southern Section Goals

Mike West, Commissioner of Athletics

The following are the goals established by the CIF Southern Section office and Commissioner of Athletics for the 2024-2025 School Year:

- Successfully implement year one of the same season data playoff system for the sports of Baseball, Boys and Girls Basketball, Girls Beach Volleyball, Girls Flag Football, Boys and Girls Golf, Boys and Girls Lacrosse, Boys and Girls Soccer, Softball, Boys and Girls Tennis, Boys and Girls Volleyball, Boys and Girls Water Polo.
- Successfully implement and support member schools in understanding and following the new health and safety bylaw amendments: 503.K.(1), 503.K.(2), 503.L.
- Successfully initiate, manage, and complete the process for the 2026 – 2030 relegating cycle.
- Successfully initiate, manage, and complete the officials' fees negotiation process for the 2025-2028 cycle.
- Refine and expand the Unified Sports opportunities for Southern Section Unified Athletes.
- Provide formalized opportunities for student athletes in the Southern Section to provide feedback and share their voice on CIF Southern Section issues.
- Provide member schools tools and resources to assist in addressing poor crowd behavior at CIF Southern Section athletic contests.
- Increase the production and distribution of digital content to provide expanded exposure of CIF-SS events, athletes, coaches, and member schools.

The following are ongoing initiatives, projects, or procedures that the CIF Southern Section will continue to address, maintain, or monitor.

- Continue to enhance communication between the CIF Southern Section office, member schools, and the Executive Committee.
- Establish, maintain and/or enhance the CIF Southern Section corporate partnership and sponsorship agreements.
- Maintain and/or enhance the CIFSSHome 2.0 platform for CIF Southern Section member schools.
- Provide professional growth opportunities for member schools.
- Maintain fiscal responsibility as it relates to the CIF Southern Section member schools and the CIF Southern Section office.
- Examine, explore, and address issues involving public and private schools.
- Work cooperatively with the CIF State Office and the other 9 CIF sections.
- Maintain and/or expand relationships with the National Federation of State High School Associations.

C.I.F. SOUTHERN SECTION
Profit & Loss Budget vs. Actual (NOT FINAL)
 July 2023 through June 2024

	Actual	Budget	+ / - Budget	
Income				
SPORTS REVENUE	4,705,135.00	4,401,300.00	303,835.00	ALL Sports ticket sales
APPAREL CONTRACT	165,000.00	155,000.00	10,000.00	Mark LeDec contract (year 2)
FRIENDS OF GOLF	47,000.00	47,000.00	0.00	Flat
INTEREST (Investments)	268,415.57	57,600.00	210,815.57	Investment return
PUBLICATIONS	50,106.77	59,900.00	-9,793.23	Rule Book sales
SPORTS FEES	784,425.00	775,000.00	9,425.00	Grant off-set
SUPPORT/MARKETING INCOME	1,419,962.94	1,405,000.00	14,962.94	Met revenue goal!!!
TV -WEB RIGHTS CONTRACTS	462,825.00	437,900.00	24,925.00	Broadcast
CHAMPIONS FOR CHARACTER	60,522.18	74,900.00	-14,377.82	Golf Tournament sponsorship down
SPECIAL EVENTS	110,090.00	73,800.00	36,290.00	Summit + HOF (Grant off-set)
VOIDED CHECKS	6,491.15	0.00	6,491.15	Uncleared checks credited
Total Income	8,079,973.61	7,487,400.00	592,573.61	
Cost of Goods Sold				
Cost of Goods Sold	42,594.43	56,700.00	-14,105.57	
Total COGS	42,594.43	56,700.00	-14,105.57	
Gross Profit	8,037,379.18	7,430,700.00	606,679.18	

C.I.F. SOUTHERN SECTION
Profit & Loss Budget vs. Actual (NOT FINAL)
July 2023 through June 2024

	Actual	Budget	+ / - Budget	
Expense				
SPORTS EXPENSE	3,307,881.09	3,018,700.00	289,181.09	Venues, officials, school expense, splits
AREA LIAISONS	46,474.60	44,300.00	2,174.60	
AUDITOR	24,000.00	21,000.00	3,000.00	Contract set post budget approval
AWARDS	65,996.89	68,300.00	-2,303.11	Patches, Medals, etc.
BANK/INVESTMENT CHARGES	3,063.68	2,300.00	763.68	AMEX annual fees, bank fees
BUILDING MAINTENANCE & UTILITIES	43,987.06	36,900.00	7,087.06	Parking lot repairs
COUNCIL	52,698.00	52,400.00	298.00	Executive Committee
DEPRECIATION EXPENSE	82,926.81	71,300.00	11,626.81	New office equip/network assets
DONATIONS	168,466.42	49,800.00	118,666.42	Good thing, more \$ to constituents
GENERAL OFFICE	30,881.14	28,100.00	2,781.14	Mobile devices (new employees)
INSURANCE & LEGAL EXPENSE	10,678.73	31,900.00	-21,221.27	Grant off-set
INVESTMENT EXPENSE	8,800.00	4,600.00	4,200.00	\$ well spent considering return
MISCELLANEOUS EXPENSE	12,547.66	1,900.00	10,647.66	Arbiter \$11K
OFFICE SUPPLIES & SERVICES	134,069.44	125,868.00	8,201.44	Projector repairs, misc equip repairs
OFFICE TRAVEL	59,771.69	45,000.00	14,771.69	Better than fiscal 22-23, need to tighten
PENSION EXPENSE	0.00	0.00	0.00	Post audit entry
PRESS/MEDIA	27,550.20	13,400.00	14,150.20	Stronger commitment to Media (Taylor)
PRINTING/DUPLICATING	14,353.68	18,800.00	-4,446.32	New lease on copiers
PUBLICATIONS EXPENSE & WASTE	5,864.57	29,300.00	-23,435.43	Grant off-set
SALARIES, MEDICAL, RETIREMENT, PAYROLL TAXES	2,896,754.37	3,254,832.00	-358,077.63	Grant off-set
SALES/USE TAX EXPENSE	3,191.90	1,600.00	1,591.90	Rule book sales (accounting timing)
SPECIAL EVENTS EXPENSE	15,684.31	98,200.00	-82,515.69	Grant off-set
SUPPORT/MARKETING EXPENSE	242,802.33	217,200.00	25,602.33	Expense miss, but revenue met
TAXES - GENERAL	1,844.72	2,700.00	-855.28	Property tax
TV TO SCHOOLS	151,150.00	131,200.00	19,950.00	Good thing, more \$ to schools
CHAMPIONS FOR CHARACTER EXPENSE	26,018.62	61,100.00	-35,081.38	Grant off-set
Total Expense	7,437,457.91	7,430,700.00	6,757.91	
Net Ordinary Income	599,921.27	0.00	599,921.27	
Net Income	599,921.27	0.00	599,921.27	Preliminary Net...still under review

Communications

1

Southern Section Sitdown

- GOING INTO SEASON 2 PRODUCTION
- SPONSORSHIP OPPORTUNITY
- IMPROVING QUALITY THROUGH BROLL AND FIELD WORK
- ALWAYS LOOKING FOR GUESTS!



2

Sports Specific Recognition

- EDITS DEDICATED TO SPECIFIC SPORTS
- FLAG HAS BEEN SO FUN!
- MORE INTERACTION WITH AND RECOGNITION FOR OUR ATHLETES
- SECTION SPOTLIGHTS CONTINUING

3

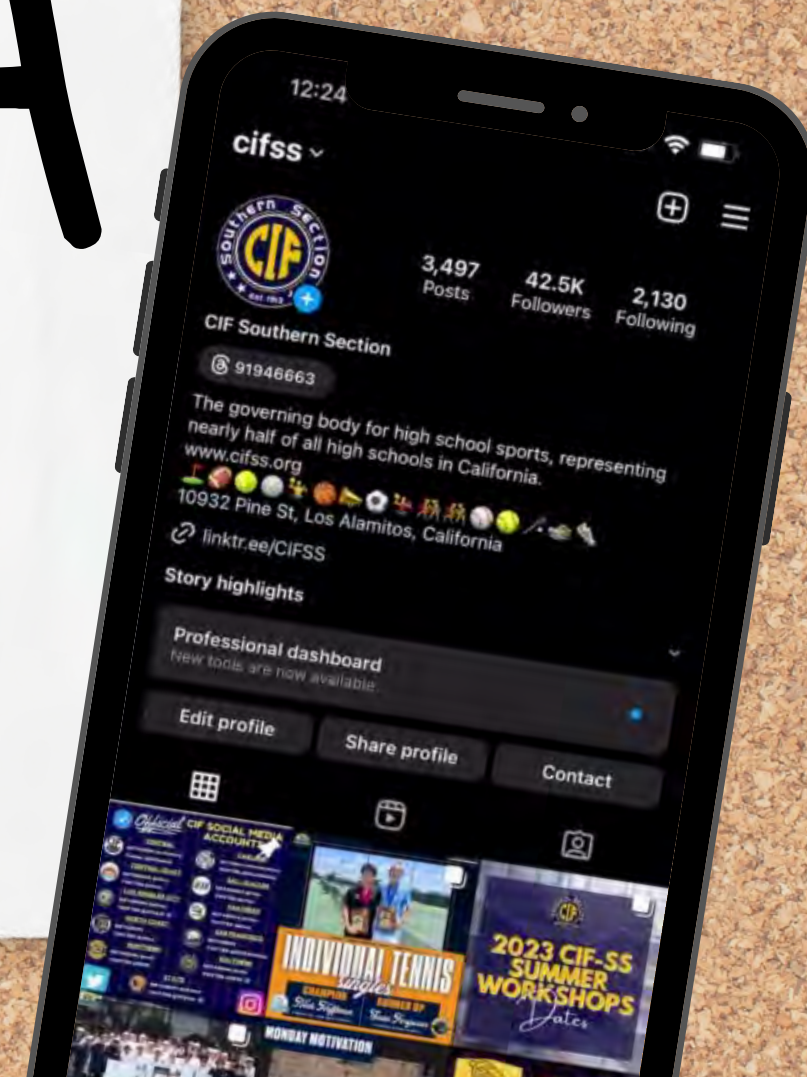
Student Broadcast Committee

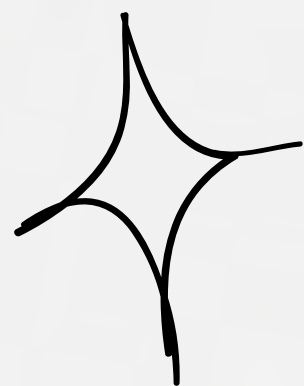
- HELD MEETING WITH NFHS AND MEMBER SCHOOLS
- A LOT OF EXCITEMENT FROM TEACHERS (PATCHES, AWARDS)
- POSSIBILITY OF HIRING THESE CREWS
- STARTED VISITING PROGRAMS
- WANT TO INCREASE OPPORTUNITIES FOR STUDENT PHOTOGRAPHERS & VIDEOGRAPHERS
- 63 SCHOOLS SIGNED UP FOR THE PARTNERSHIP



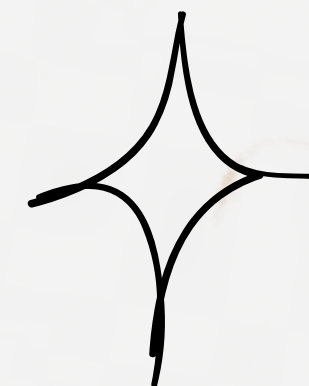
SOCIAL MEDIA

From the desk of
Brianna Sutrisna





Contents



1

- SUMMER

2

- VIEW OF THE YEAR

3

- PROJECTED SCHEDULE



Summer Planning

- Content planning on Asana
- Scheduling contractual posts (Marines, HOAG, Gatorade, etc.)
- Templating graphics for the year (Athletic Administrators Summit, Championship Programs, Contractual Posts (POY), Season Preview/Playoff Bulletins, Reoccurring Social Media graphics, Championship Posters, Credentials, Courtesy Cards, Photo Booth frames, digital assets, etc.)
- Searching for fun "National" days (ex. August 13 - Left Handers Day)
- Searching through photos for fun content days (ex. Floor is Lava)



Search cifss.org

Upgrade

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CIF-SS Social

Set status

BS

IG

Share

Customize

Overview

List

Board

Timeline

Calendar

Workflow

Dashboard

Messages

Files

+

+ Add task

Today

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August 2024

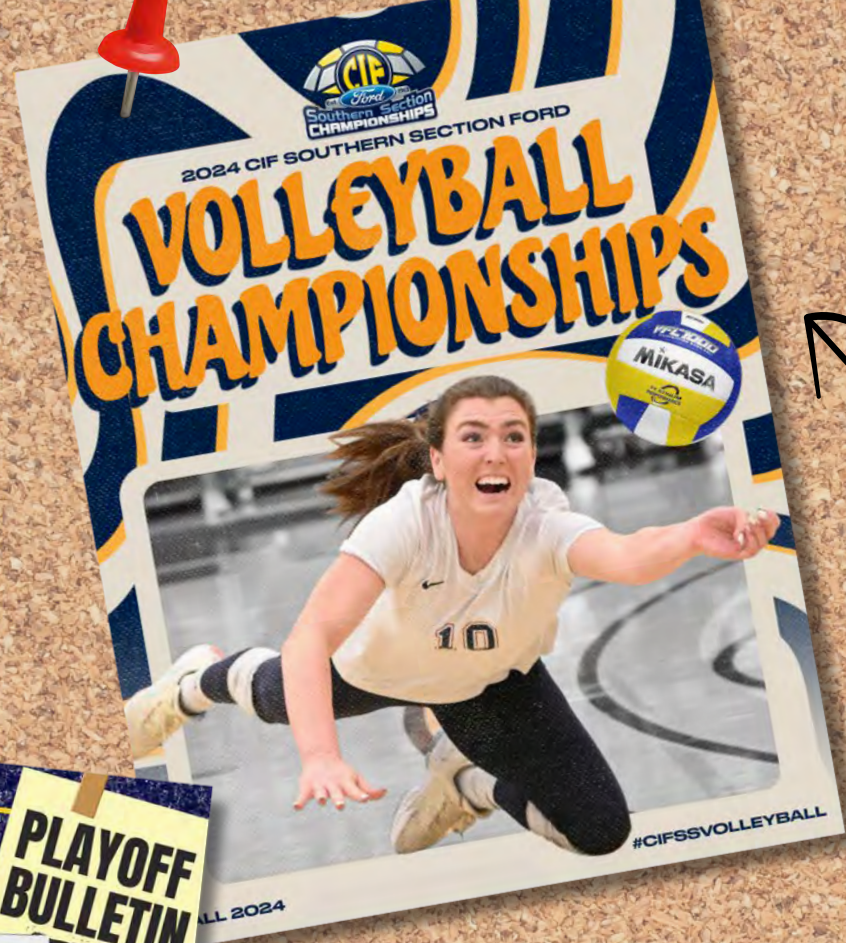
Filter

Months

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SUN	MON	TUE	WED	THU	FRI	SAT
	5 BS #MM (IG)	6 BS CIF-SS SOCIAL GOTW	7	8	9 BS Social Media GOTW	10
11	12 BS #MM (IG)	13 BS NATIONAL LEFT HANDERS DAY	14	15	16 BS Social Media GOTW	17
18	19 BS #MM (IG)	20	21	22	23 BS FB GOTW: Murrieta Valley @ Rancho Cucamonga BS Social Media GOTW	24
25	26 BS #MM (IG)	27	28	29	30 BS FB GOTW: Santa Margarita @ Centennial BS Social Media GOTW	31



Contractual Posts

US Marines Monday Motivation
HOAG Wellness
Gatorade Hydration

National Days

- Admin Appreciation
- Coaches Day
- Left Handers Day
- Women in Sports

Fun Content

- Floor is Lava
- Dogpiles
- Fired up
- Celebration Dance Moves



Summer Events

- LA Chargers Training Camp
- LA Rams Training Camp
- Up and coming sports
- Site Visits (Summit, Intuit Dome)



8/1 Rams TC



7/27 Charger TC



7/17/24

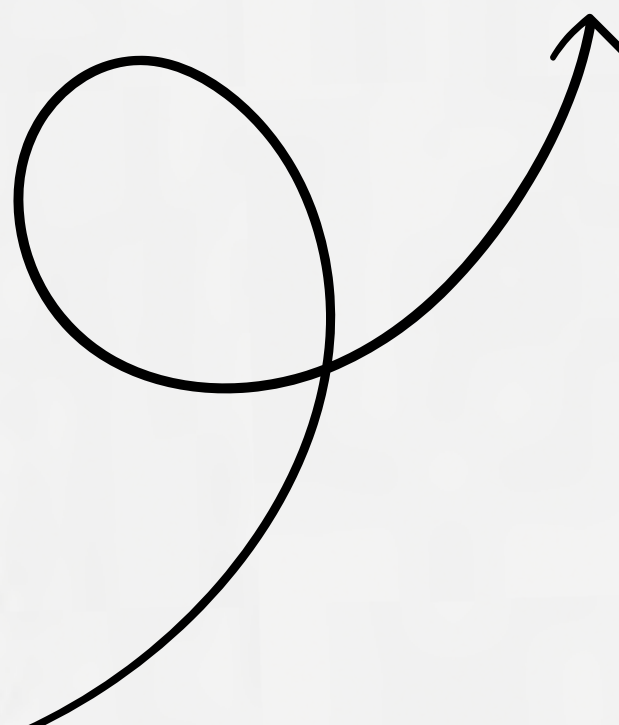
Mic'd Up
with
Los Alamitos Flag
Football Freshman
Maddie Phung
- Taylor Martinez



View of the Year



Games to cover
CIF-SS Ford Football Game of the Week
CIF Events (Champions for Character Dinner, HOF luncheon,
Athletic Administrators Summit, Press Conference Luncheon, etc.)
Southern Section Championship Events
State Regional and Championship Events



Year Goals

More Representation

Highlighting the underrepresented sports, in addition to our Championship events and Games of the Week

- In Season Games
- Rivalry Games
- "Big Event" Games
- Tournaments (with help of committees)

PRIORITY

Keep Connected

- Staying relevant on all sports news and updates (ex. Message from the Commissioner, Commissioners Cup, etc.)
- Using our platform to keep our member schools up to date on CIF Southern Section news
- Score Updaters

Do it

NEW!

1 Planning

Flag Football

Volleyball

Water Polo

Tennis

Golf

Cross Country

Each week, we will assign an in season sport to cover. The Submission Calendar will be posted on all our social media outlets so our member schools will know what sport will be covered that week. During Fall, this will be in addition to the CIF-SS Ford Football Games.

2 Submissions

On Monday each week, submissions will open for the sport we will cover the next week.

ANYONE can submit games for us to cover that fall during that specified week.

(Google Form in our Linktree)

Submissions will close Thursday.

3 Random Draw

After submissions are closed, we will pull the data that was received, sort it, and randomly draw a game to go to!

Once the game is chosen, I will contact the Athletic Directors and Coaches letting them know their game has been selected, and will coordinate with the Home Team logistics.



August Submission Calendar

KEY SPORT(S) TO BE COVERED AUGUST 2024						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6 SUBMISSIONS OPEN	7	8 SUBMISSIONS CLOSED	9 RANDOM DRAW	10
11 G. FLAG FOOTBALL G. VOLLEYBALL	12 SUBMISSIONS OPEN	13	14	15 SUBMISSIONS CLOSED	16 RANDOM DRAW	17
18 B. WATER POLO	19 SUBMISSIONS OPEN	20	21	22 SUBMISSIONS CLOSED	23 RANDOM DRAW	24
25 B. TENNIS	26 SUBMISSIONS OPEN	27	28	29 SUBMISSIONS CLOSED	30 RANDOM DRAW	31



Game Plan

FLAG FOOTBALL

8/12 - 8/17

9/9 - 9/14

8/24 - Chargers Tournament
9/28 - El Toro HS Tournament

GIRLS VOLLEYBALL

8/12 - 8/17

9/16 - 9/21

9/20-9/21 - Durango Tournament

CROSS COUNTRY

9/21 - 9/26

9/26 - Mt. SAC Invitational

BOYS WATER POLO

8/19 - 8/24

9/23 - 9/28

Newport Harbor Tournament?

GIRLS TENNIS

8/26 - 8/31

10/7 - 10/12

FOOTBALL (11)

9/22 Centennial vs Mater Dei

9/23 OLU @ Serra

9/8 CDM @ Palos Verdes

9/27 Cajon @ Orange Vista

10/24 San Clemente @ Los Al
(Senior Night)

10/25 Downey @ Warren

11/1 Santa Paula vs Fillmore

FOOTBALL (8)

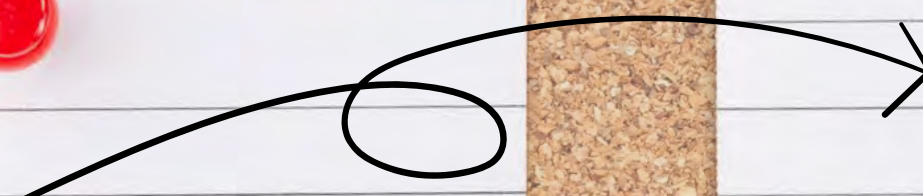
September?

10/3 Hesperia Christian @ CSDR

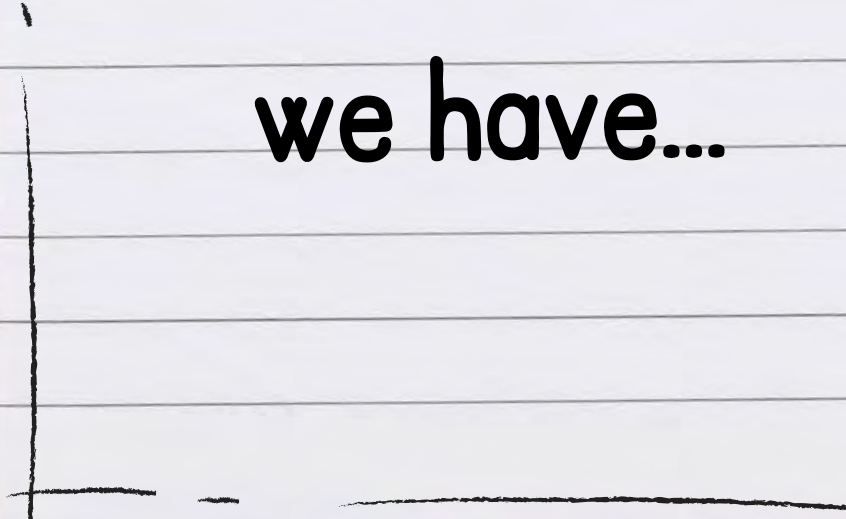
GIRLS GOLF

9/3 - 9/7

10/14 - 10/19



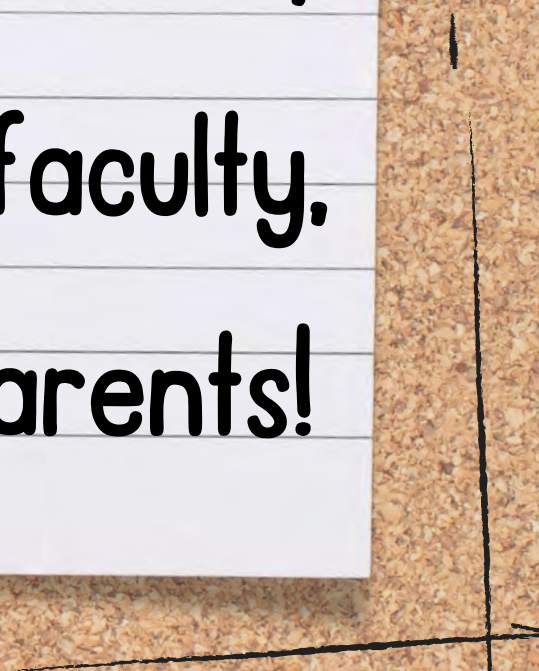
Since posting the
Submission Calendar
on Tuesday,
we have...



- 
- 17 Girls Flag Football
 - 4 Girls Volleyball
 - 1 Boys Water Polo
 - 1 Girls Tennis submissions!
- 



Submissions have
come from
coaches,
students/athletes,
ADs/school faculty,
and even parents!

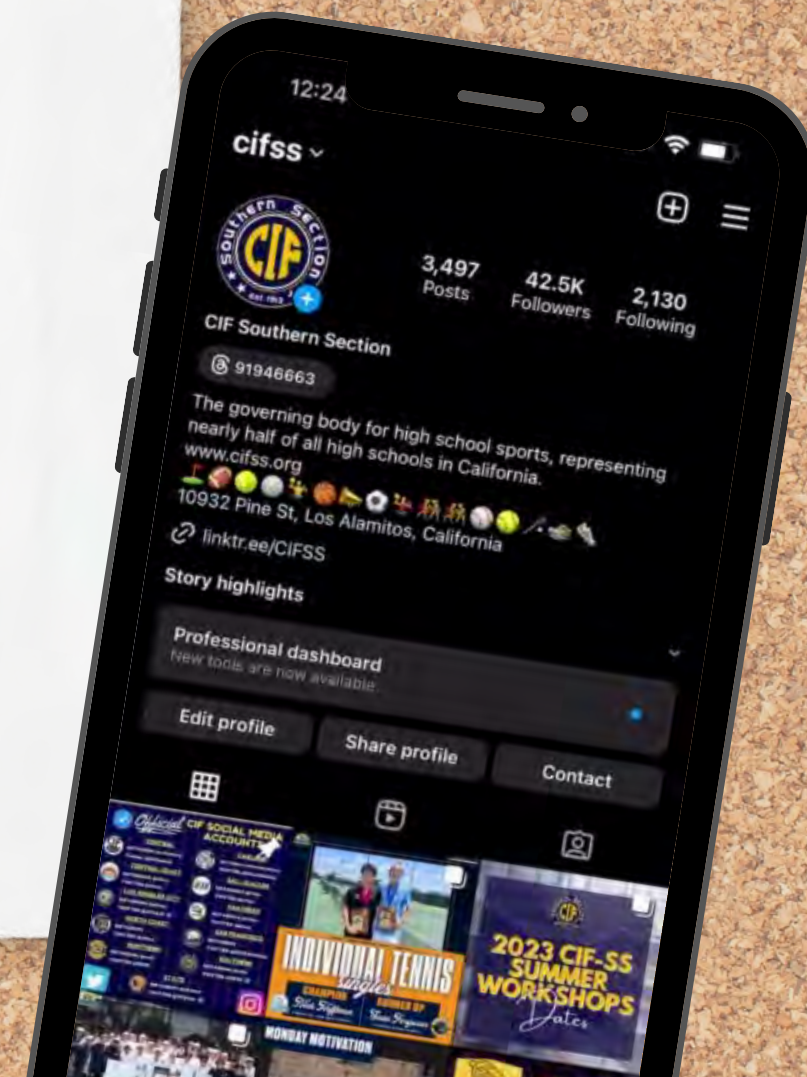


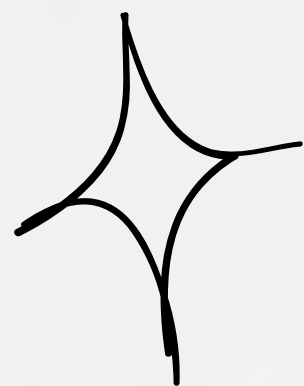
Let's take the
wheel for a spin!





MARKETING





Summer Recap



1

- CIF-SS MARKETING

2

- CORPORATE PARTNERS

Championship Ready!

- Champion T-shirt Design & Order
- Champions & Finalists Plaque Order
- Champions & Finalists Patch Order
- Medal Order
- Championship Ball Order
- Gatorade Order
- Signage inventory
- Signage Order
- Championship Staff Apparel

EVOSHIELD CAREFULLY REVIEW THIS PROOF
By approving this proof, customer understands this order will proceed into production and cannot be changed after that point. Items not noticed on this proof will not be discounted, rebilled, or requested after ordered.

Confirmation for: **CIF Apparel**
Order: EMU053764
Order Type: Custom Art
Men's Anorak 1/2 Zip
VAB 60310
Body Material: M/A
Uniform Colors: Brand Color: White, Charcoal



CIFHTA0007

Approval	Full Block Numbers	Approval	Team name	Approval	Right Chest/Upper Right	Approval	Left Chest/Upper Left	Approval	Right Sleeve	Approval	Left Sleeve	Approval	Upper Back	Approval	Pleat
	Back M - None Front M - None V - None		None		None		Custom Art 4-C 2.5" x 4" Victory/VWhite/BI Grey/Navy		None		None		None		None

Please Read The colors of your proof as they appear on your monitor/paper are only a representation of the final garment, colors may vary dependent on your monitor or printer's color settings. Uniform colors will match Wilson's standards. Changes to the front may require lower or higher on the finished product depending on the size of the item that you ordered. Final dimensions will be as noted on this proof. Men's 20 Sizes S-22 are noted with "M" ex. M - 6' or 8' - 4' x 12" (with for Sizes S-22 are noted with "M" ex. M - 6' or 8' - 4' x 12")



FALL 2024						
Number of Patches	# of Divisions	Sport	Year	Design	Shape	Wording
834	11 man - 14 Div / 55 per	Football	2024	Football	Football	CIF-SS 2024 Champions
	8 man - 2 Div / 32 per					
72	4 Div / 18 per	Girls Flag Football	2024	Flag Football	Octagon	CIF-SS 2024 Champions
126	7 Div/ 18 per	Boys Water Polo	2024	Water polo ball, (3 panels) gold fill*	Octagon	CIF-SS 2024 Champions
90	10 Div / 9 per	Cross Country	2024	CC with Arrow	Octagon	CIF-SS 2024 Champions
40	5 Div/ 8 per	Girls Golf	2024	Golf Bag	Octagon	CIF-SS 2024 Champions
96	8 Div / 12 per	Girls Tennis	2024	Tennis Racquet	Octagon	CIF-SS 2024 Champions
180	10 Div / 18 per	Girls Volleyball	2024	Volleyball CIF	Octagon	CIF-SS 2024 Champions
1,438	Total Fall 2024	*In-Hand Date: September 1st				

WINTER 2025						
Number of Patches	# of Divisions	Sport	Year	Design	Shape	Wording
340	20 Div / 17 per	Basketball	2025	Basketball	Octagon	CIF-SS 2025 Champions
126	7 Div / 18 per	Girls Water Polo	2025	Water polo ball, (3 panels) gold fill*	Octagon	CIF-SS 2025 Champions
396	18 Div / 22 per	Soccer	2025	Soccer Ball	Octagon	CIF-SS 2025 Champions
132	6 Div / 22 per	Boys Dual Wrestling	2025	Wrestlers	Octagon	CIF-SS 2025 Champions
66	3 Div / 22 per	Girls Dual Wrestling	2025	Wrestlers with Ponytail	Octagon	CIF-SS 2025 Champions
364	Mult. Different	Cheer	2025	Megaphone	Octagon	CIF-SS 2025 Champions
1,424	Total Winter 2025	*In-Hand Date: December 1st				

SPRING 2025						
Number of Patches	# of Divisions	Sport	Year	Design	Shape	Wording
176	8 Div / 22 per	Baseball	2025	Crossed Bats	Octagon	CIF-SS 2025 Champions
176	8 Div / 22 per	Softball	2025	Softball	Octagon	CIF-SS 2025 Champions
42	3 Div/ 14 Per	Beach Volleyball	2025	Beach Volleyball	Octagon	CIF-SS 2025 Champions
56	7 Div / 8 per	Boys Golf	2025	Golf Bag	Octagon	CIF-SS 2025 Champions
84	7 Div / 12 per	Boys Tennis	2025	Tennis Racquet	Octagon	CIF-SS 2025 Champions
144	8 Div / 18 per	Boys Volleyball	2025	Volleyball CIF	Octagon	CIF-SS 2025 Champions
60	3 Div / 20 per	Boys Lacrosse	2025	Lacrosse Sticks with ball	Octagon	CIF-SS 2025 Champions
72	3 Div / 24 per	Girls Lacrosse	2025	Lacrosse Sticks with ball	Octagon	CIF-SS 2025 Champions
*TBD on Baseball, will have an answer by December						
810	Total Spring 2025	*In-Hand Date: February 1st				
3,672	Total Champions Patches					



**VARSITY JACKETS
AND PATCHES**

GIRLS TENNIS		CHAMPIONS PLAQUE (15" X 18")	FINALISTS PLAQUE (15" X 18")
OPEN DIVISION		1	1
DIVISION 1		1	1
DIVISION 2		1	1
DIVISION 3		1	1
DIVISION 4		1	1
DIVISION 5		1	1
DIVISION 6		1	1
DIVISION 7		1	1
TOTAL		8	8
ENGRAVING OR WORDING	2024	2024	
	DIVISION 1	DIVISION 1	
	GIRLS TENNIS CHAMPIONS	GIRLS TENNIS FINALISTS	
Girls Tennis (6 Total)		9" x 12"	
1 Each		1 Each	
Engraving to read:		Engraving to read:	
2024 Girls Tennis Singles Champion		2024 Girls Tennis Singles Finalist	
2 Each		2 Each	
Engraving to read:		Engraving to read:	

< >

B X-COUNTRY 1

G X-COUNTRY

FOOTBALL

GIRLS FLAG FOOTBALL

G GOLF

G TENNIS

G VOLLEYBALL

B H2O POLO



	Sport	S	M	L	XL	2XL	3XL	Total	
Artwork Approved	Football		60	272	380	108	14	834	16 divisions
Artwork Approved	Girls Flag Football	8	48	16				72	4 Divisions
Artwork Approved	Cross Country	20	40	30				90	10 divisions (5 boys/ 5 girls)
Artwork Approved	Golf	10	34	38	14			96	12 divisions (7 boys/5 girls)
Artwork Approved	Volleyball	50	90	102	74	8		324	18 divisions (8 boys /10 girls)
Artwork Approved	Water polo		14	147	91			252	14 divisions (7 boys / 7 girls)
	Soccer		117	180	81	18		396	18 divisions (9 boys / 9 girls)
	Wrestling		45	72	63	18		198	9 divisions (6 boys / 3 girls)
	Cheer	104	152	76	32			364	12 divisions
	Basketball	20	100	140	60	20		340	20 divisions (10 boys / 10 girls)
	Baseball		18	81	81	18		198	9 divisions
	Softball	16	88	48	24			176	8 divisions
	Beach Volleyball	9	15	15	3			42	3 divisions
	Tennis	shirts provided						180	14 divisions (7 boys / 8 girls)
	Lacrosse	9	33	63	21	6		132	6 divisions (3 boys / 3 girls)
		246	854	1280	924	196	14	3694	

Football 8 - Player							
		S	M	L	XL	XXL	XXXL
ORDERED			4	20	30	10	
32 Shirts	Division 1		2	10	15	5	
	Division 2		2	10	15	5	

Football 11 - Player							
ORDERED			56	252	350	98	1
55 Shirts	Division 1		4	18	25	7	
	Division 2		4	18	25	7	
	Division 3		4	18	25	7	
	Division 4		4	18	25	7	1
	Division 5		4	18	25	7	1
	Division 6		4	18	25	7	1
	Division 7		4	18	25		
	Division 8		4	18	25		
	Division 9		4	18	25		
	Division 10		4	18	25		
	Division 11		4	18	25		
	Division 12		4	18	25	7	1
	Division 13		4	18	25	7	1
	Division 14		4	18	25	7	1



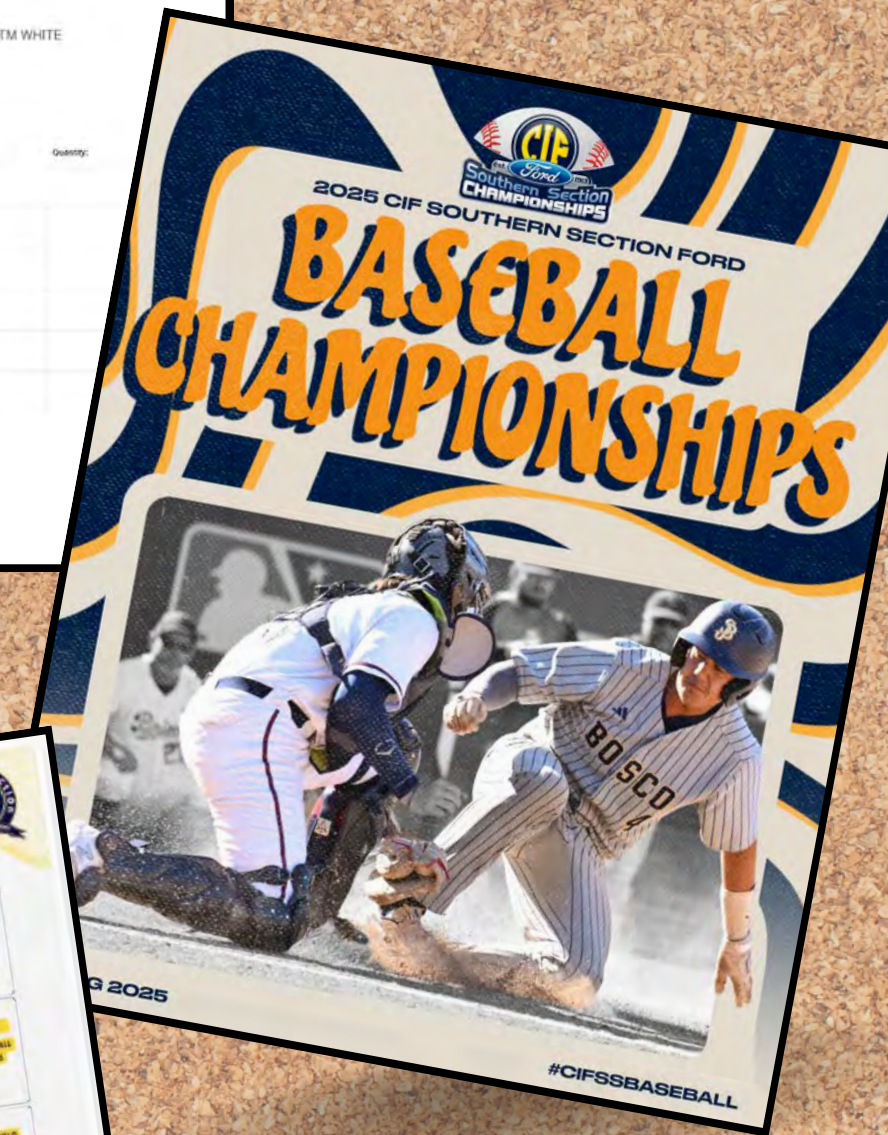
Order Description:

Qty	Item #	Description
834	29m	JERZEES - Dri-Power Active 50/50 Cotton/Poly T-Shirt. 29M, Color: True Navy Adult Sizes: 60 MED 272 LG 380 XL 108 XXL 14 XXXL
108	UC	Sizing Up-Charges- 108 XXL
14	UC	Sizing Up-Charges- 14 XXXL

This is not your invoice.

New Year Prep!

- Marketing creative
 - Program Covers
 - Sport Preview/Bulletin Covers
- Inventory Championship Signage
- Ordering New Signage
- Ordering Championship Credentials
- EC Gifts



Summit!

- All the creative
 - Save the Date!
 - Info flyer
 - Program
- Registration
- Vendor Info
- Sponsorships (Breakfast/Lunch)
- eTeamSponsor
- Site Visit

2024 CIF SOUTHERN SECTION



ATHLETIC ADMINISTRATORS SUMMIT
PRESENTED BY eTeamSponsor

EVENT DETAILS

Monday, October 7, 2024
Riverside Convention Center
3637 5th Street, Riverside, CA 92501

ABOUT

The CIF-SS Summit is an annual event where over 700 athletic administrators and over 200 athletic trainers gather to learn from top educators in the high school sports environment. There are educational breakout sessions, social activities with corporate vendors and networking opportunities with fellow colleagues.

WORKSHOPS



ATHLETIC ADMINISTRATOR'S TRACK



LEADERSHIP TRACK:
Superintendents, Principals
and Head of Schools



ATHLETIC TRAINER'S TRACK



HYATT PLACE
RIVERSIDE DOWNTOWN
3500 MARKET ST.,
RIVERSIDE, CA 92501
Group Rate: \$159
Cut Off Date: 9/22/2024



MARRIOTT RIVERSIDE
3400 MARKET ST.,
RIVERSIDE, CA 92501
Group Rate: \$149
Cut Off Date: 9/6/2024

HOTEL ACCOMMODATIONS

Southern Section CIF
ACADEMICS • INTEGRITY • ATHLETICS
Est. 1913

Registration OPEN now through 9/23/24 at www.cifss.org!

EARLY BIRD	AFTER SEPTEMBER 1ST
\$100	\$125
Includes welcome gift, parking, breakfast and lunch	Includes welcome gift, parking, breakfast and lunch

eTeamSponsor

2024 ATHLETIC ADMINISTRATORS SUMMIT

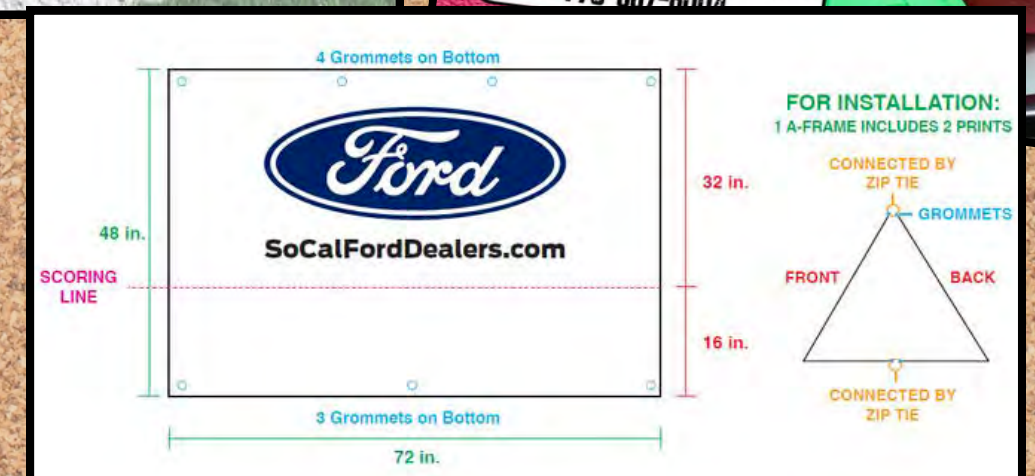
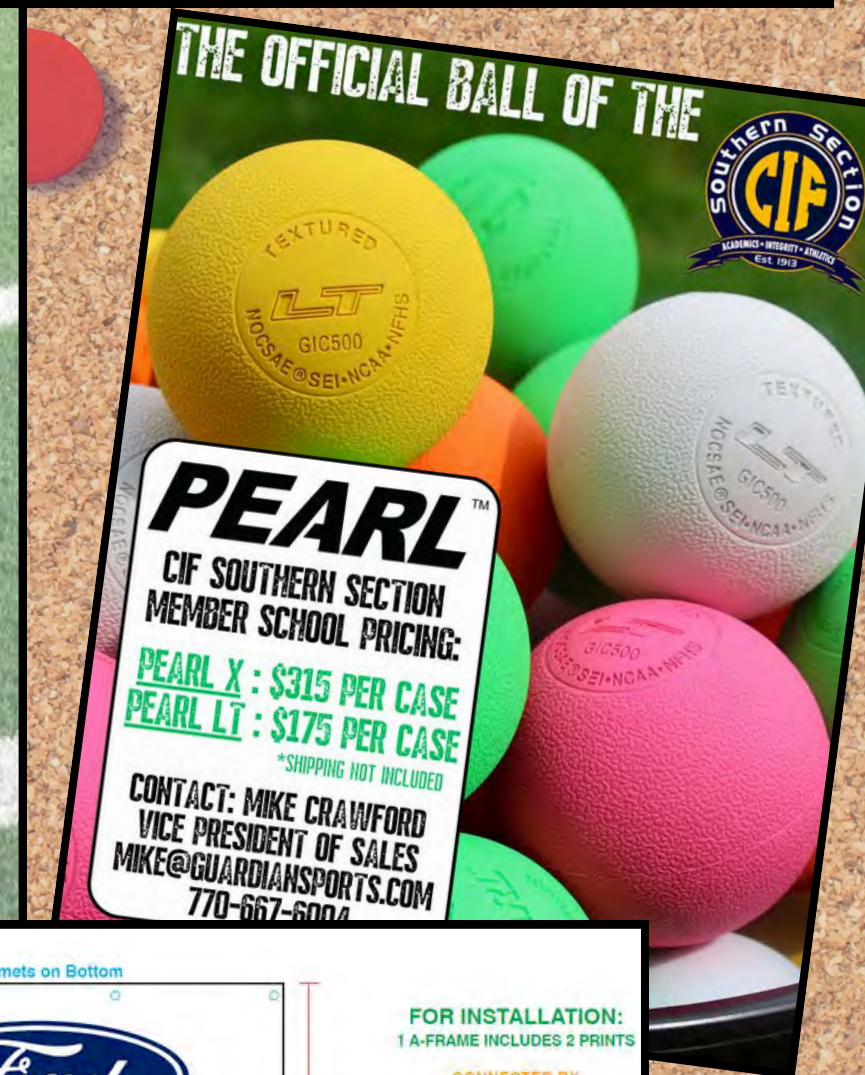
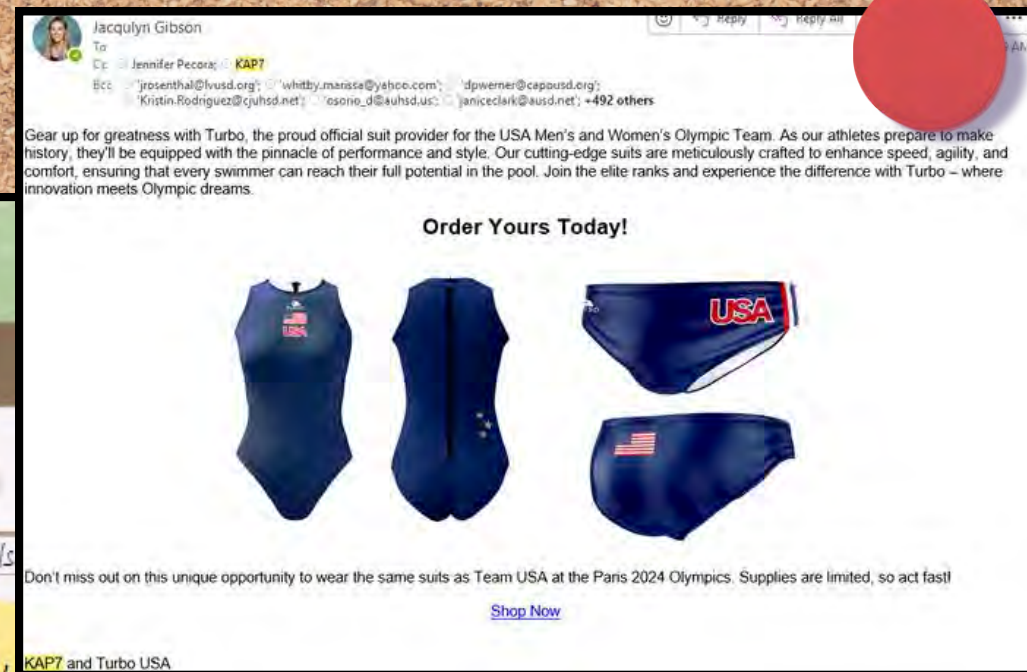
PARTNERSHIP OPPORTUNITIES



PREPARED FOR :

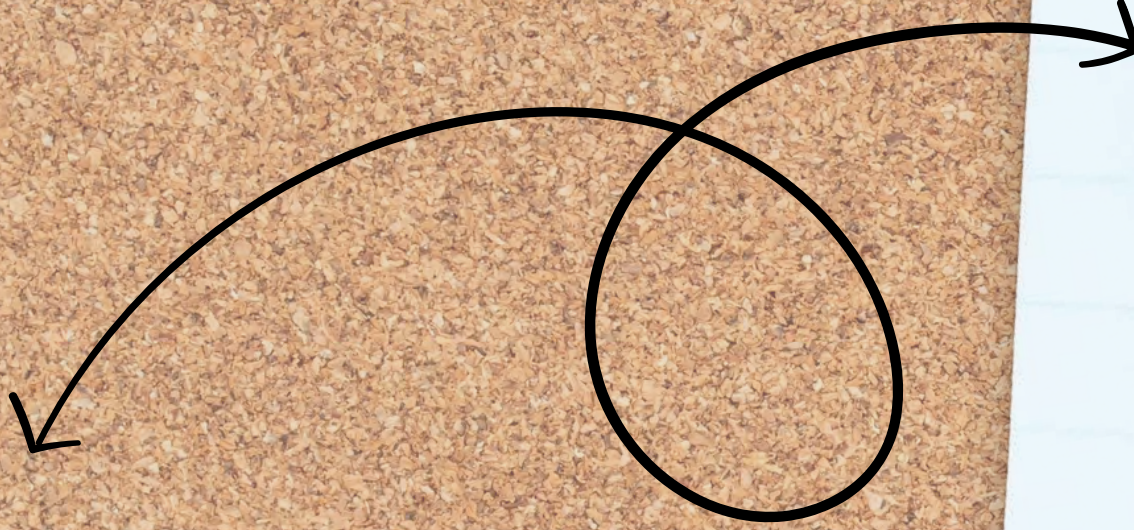
Corporate Partners

- Contract Review
- Courtesy Cards
- Website Ads
- Program Ads
- Email Promotions
- Public Address Announcements
- TV Signage
- Commercial Space
- Updated Logos
- On-site Activation
- Communication with membership on new updates
- New Partnerships
 - PEARL Lacrosse
 - Official Flag Football





Annual Planner



Have a
great
school year!



Thank you!



C. I. F. SOUTHERN SECTION
Treasurer's Report
Executive Committee Meeting
August 8, 2024

I. CIF-SS ANNUAL AUDIT (2023-24):

- A. Auditors will be on site for fieldwork in October.
- B. New auditing firm to be secured.
- C. Mitch shared “pre-audit” preliminary profit & loss earlier.

II. 2023-24 FINANCIAL NOTABLE

- A. GoFan partnership
 - 1. 2023-24 online tickets sold = 512,612 (\$205,045 revenue share)
- B. State of California Grant Distribution
 - 1. \$991,325 distributed in 2022-23 (original grant)
 - 2. \$1,720,825 distributed in 2023-24 (original grant)
 - 3. \$301,350 distributed in 2023-24 (additional grant)
 - 4. **TOTAL = \$3,013,500 distributed**

III. MEMBERSHIP SPORTS FEES 2024-25

- A. First year with Sports Fees in the last 3 years
 - 1. 240 of 557 member schools PAID = **43%**
 - 2. 537 of 557 member schools INVOICE CREATED = **96%**
 - 3. Good so far at 8/8/2024, Sports Fees due 10/1/2024.

IV. FORECAST/GOALS FOR 2024-25

- A. Athletic Administrators Summit registration now open.
 - 1. RSVPs = 102 to date
- B. Research for proposal forthcoming to AMEND the playoff financial splits.
 - 1. Profit share from gross revenue vs. net income (Mitch can add insight).
 - i. No more expense reporting.
 - ii. Money in school's hands sooner.
 - iii. Split percentage TBD from prior year trends.
- C. Continue to PUSH schools to do business banking electronically with CIF-SS.

V. HAVE A GREAT YEAR!!!

Prepared by:
MITCH CARTY, Chief Financial Officer