



Meeting of the Executive Committee

September 19, 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

After the taking of the team photo, the meeting was called to order at 1:12 p.m.

- B. Pledge of Allegiance

- C. Roll Call

All members of the Executive Committee were present with the exception of Rob Dearborn, Ann Fitzgerald, Erika Tejeda and Alex Vara.

- D. Introduction of Guests

Eric Sondheimer – Los Angeles Times

- | | |
|-----------------|---------|
| 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 August 24, 2024, 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 wishing to present during Public Comment.

3. NON-ACTION ITEMS

DISPOSITION

ITEM

A. STATE FEDERATED COUNCIL NON-ACTION ITEMS

1. Weighted Voting Revision 2024-25

Informational Only

3A1

President Elect, Dr. Alexis Barile, presented the changes in the State Federated Council weighted voting indicating the number of votes for the Section for the 2024-25 school year. The Sac-Joaquin section is receiving 2 additional votes due to an increase in both their number of schools and number of athletes to a total of 19 votes. The Southern Section is allocated to have twice as many votes as the next largest section. Therefore, the number of votes the Southern Section has at the Federated council increased from 34 to 38 for the 2024-2025 school year.

B. SOUTHERN SECTION NON-ACTION ITEMS

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

4. ACTION ITEMS

DISPOSITION

ITEM

A. STATE FEDERATED COUNCIL ACTION ITEMS

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

B. SOUTHERN SECTION ACTION ITEMS

1. Article 350 Edits Regarding New Playoff System Language

Approved

SS 672

President, Dr. Paula Hart Rodas, presented the proposal to update the language in Article 350 asking for updates to the language, bringing it in line with the playoff bylaw changes approved for this school year. The changes in the language addressed the first round seeding in the playoffs, wild card entries, league representatives and the entry deadline. There was an explanation as to why the wild card entry information in the language remained when irrelevant and was explained that it would remain in case it becomes relevant in the future. This proposal would take effect immediately after the Council vote on September 26. There was a motion and a second to approve the proposal. The motion carried 18-0-0.

5. NEW BUSINESS

A. Financial Report

Mitch Carty

Chief Financial Officer, Mitch Carty, presented his report via a presentation that appears at the end of these minutes. President, Dr. Paula Hart Rodas praised Mr. Carty on the excellent job he does maintaining the Section's financial sovereignty with such accuracy and transparency.

B. Communications Report

Thom Simmons

Assistant Commissioner, Thom Simmons, presented the Communications Report beginning with the announcement of a new 30-minute show on Spectrum Sports to be produced by Communications Coordinator, Taylor Martinez. It is the hope that this program will become the "Mini Sports Center" of high school athletics. We are starting out with 20 episodes and looking

5. NEW BUSINESS (Cont.)

B. Communications Report (Cont.)

to sell a title sponsorship plus advertising to help offset the costs. The first mock show should be ready on October 17. Beginning on September 25, we will be filming our first on-camera Commissioner's Message to coincide with the written Commissioner's Message. The office is moving to begin live streaming the Council Meetings in an effort of transparency of process and to educate the general public regarding how the organization is run and bylaws are created. The next Southern Section Sit Down is being released today featuring Assistant Commissioner, Rich Shearer.

C. Marketing Report

Jacquelyn Gibson

Director of Marketing & Corporate Sponsorships, Jacquelyn Gibson, started her presentation with a review of the ceremony held at Angels Stadium this past Tuesday for the CIF Southern Section Players of the Year for baseball and softball for the 2024 season. Each player received a customized bat courtesy of Rawlings. Next was announced the signing of the official Flag Football ball with Wilson Sporting Goods, beginning in the 2025-26 school year. After a review of the numbers attending this year's Athletic Administrators Summit (almost 600), each member received the exclusive Summit gift of the new CIF Southern Section Planner. Kudos to Jacquelyn and especially her assistant, Brianna Sutrisna, for the creation of this planner that has been in the works for over two years.

6. OLD BUSINESS

A. 2024-2025 CIF Southern Section Goals

Approved

6A

Commissioner of Athletics, Mike West, reviewed the CIF Southern Section Goals for the 2024-25 school year which were presented at the previous Executive Committee meeting. There was a motion and a second to approve the CIF Southern Section Goals. Motion carried 18-0-0.

7. REPORTS

A. President's Report

Dr. Paula Hart Rodas

President, Dr. Paula Hart Rodas, talked about her experience at the recent Section 7 & 8 Conference held in Whitefish, Montana. Found this was a great time for networking, connecting with other states, and finding out what others are facing around the country. There is the sharing of best practices and hearing the highlights from other states. It is interesting to learn that things the other states are excited about or just now tackling with things our section already has procedures in place or have addressed in the past. Dr. Hart Rodas is proud of this body and the team in the office, both containing those who are forward thinkers with the best for our student-athletes in mind. Dr. Hart Rodas closed asking everyone to join us at the Champions for Character Dinner on Monday, the Athletic Administrators Summit on October 7, and the Hall of Fame/Distinguished Service Luncheon on October 16.

B. Treasurer's Report

Rich Imbriani

Treasurer, Rich Imbriani, gave his report on the current state of the finances and that report appears at end of minutes.

7. REPORTS (Cont.)

C. Commissioner's Report

Mike West

Commissioner of Athletics, Mike West, announced Jacquelyn Gibson's new title as Director of Marketing and Corporate Partnerships, which better reflects the nature of her position. He then reviewed the Area Placement process with the group and their role in that process. See the timeline sent to each school for more details. There was a question regarding adding an additional area and was answered that it could be brought forward with the rationale as to why an additional area was needed and that the proposal needs to go through the normal process and be voted on at Council. State CIF has created a commission on strategic priority. This group will be working on and creating goals for the next five years and beyond. A survey of the membership along with leadership will be forthcoming to help determine the needs of the sections and school that require attention now, two to three years from now, and five years and beyond. Areas of focus include sportsmanship, officials, mental health, athletic trainers, competitive equity, transfers, multi school agreements, and student representation. The Athletic Trainer title bill has made its way to the governor's desk for signature. This bill is to recognize certified athletic trainers with the proper title. He ended with the same reminders of the upcoming events and to RSVP to his assistant, Sharon Hodge, if planning to attend.

D. Executive Committee Member Reports

Small Schools Representative, David Parkes, discussed his experience at the Section 7 & 8 Conference. This was his first time being able to attend one of these meetings. It was great to see how much the NFHS supports the organizations. The community of the people in the room and willingness to help each other was evident and our student-athletes are in good hands.

President Elect, Dr. Alexis Barile discussed her experience at the Section 7 & 8 Conference. This was her first time being able to attend one of these meetings. She feels an overwhelming gratitude to serve in a leadership role and was reminded that there are people out there that are good for kids. The experience reinforced how awesome high school athletics is and the impact we have on lives now and in the future.

Past President, Jim Perry discussed his experience at the Section 7 & 8 Conference. The host state of Montana made great effort to bring their culture to the event. It was their association's goal to take a road trip to all 182 schools in the state association. The Arizona Association uses pre-determined tag lines and preprinted newspapers to add excitement to their championship events. One statement made that stuck was, "Do we deliver bad news or do we deliver good solutions." Elders from the Blackfoot Nation came and performed native dance and music. They were also football officials and felt it important to support the conference.

Commissioner of Athletics, Mike West, informed the Committee of the opportunity to purchase Purple Air monitors to assist in the determining of air quality. Montana has the worst air quality in the nation, and this is a platform Montana is using to evaluate Air Quality throughout their state.

8. ADVANCE PLANNING

A. DATES

1. September 23, 2024 – Champions for Character Awards Dinner, The Grand Conference Center, Long Beach, CA 6:00 p.m.
2. September 26, 2024 – CIF Southern Section Council Meeting, The Grand Conference Center, Long Beach, CA 9:00 a.m.
3. October 7, 2024 – CIF Southern Section Athletic Administrators Symposium, Riverside Convention Center, Riverside, CA 8:00 a.m.
4. October 16, 2024 – Hall of Fame/Distinguished Service Awards Luncheon, The Grand Conference Center, Long Beach, CA 11:30 a.m.
5. January 17-19, 2025 – CIF Southern Section Executive Committee Retreat/Meeting, Temecula Creek Country Club, Temecula, CA 9:30 a.m.
6. January 30, 2025 – 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.

9. ADJOURNMENT

There was a motion and a second to adjourn the meeting. By unanimous voice vote, the meeting was adjourned at 2:26 p.m.

Submitted by:



Sharon Hodge
Executive Assistant

Approved by:



Mike West
Commissioner of Athletics

Council Voting Report

First Name	Last Name	Keypad	Adopt September 19, 2024 Agenda Vote	Approval of Minutes from August 8, 2024	SS 672 Article 350 Edits	SS 671 Proposed Bylaw Revision 1222.7 - Officials Fees	Item 6A 2024-2025 CIF-SS Goals
			1	2	3	4	5
Jamal	Adams	1	Yes	Yes	Yes	Yes	Yes
Dr. Alexis	Barile	2	Yes	Yes	Yes	Yes	Yes
Terry	Barnum	3	Yes	Yes	Yes	Yes	Yes
Mitch	Brunyer	4	Yes	Yes	Yes	Yes	Yes
Rob	Dearborn	5					
Ann	Fitzgerald	6					
Gil	Gomez	7	Yes	Yes	Yes	Yes	Yes
Mary Jane	Hibbard	8	Yes	Abstain	Yes	Yes	Yes
Demetre	Howard	9	Yes	Yes	Yes	Yes	Yes
Rich	Imbriani	10	Yes	Yes	Yes	Yes	Yes
Kai	Lyles	11	Yes	Yes	Yes	Yes	Yes
Matt	Maeda	12	Yes	Yes	Yes	Yes	Yes
David	Parkes	13	Yes	Yes	Yes	Yes	Yes
Mary	Perez	14	Yes	Yes	Yes	Yes	Yes
James	Perry	15	Yes	Yes	Yes	Yes	Yes
Dr. Paula Hart	Rodas	16	Yes	Yes	Yes	Yes	Yes
Alicia	Seevers	17	Yes	Yes	Yes	Yes	Yes
Cari	Strange	18	Yes	Yes	Yes	Yes	Yes
Suzie	Swartz	19	Yes	Yes	Yes	Yes	Yes
Dr. Erika	Tejeda	20					
Reggie	Thompkins	21	Yes	Yes	Yes	Yes	Yes
Alex	Vara	22					
Total 1 = Yes			18	17	18	18	18
Total 2 = No			0	0	0	0	0
Total 3 = Abstain			0	1	0	0	0
Total Voters			18	18	18	18	18
Total Yes + No			18	17	18	18	18
% Yes			100.00%	100.00%	100.00%	100.00%	100.00%
% No			0.00%	0.00%	0.00%	0.00%	0.00%
Pass Threshold			50.00%	50.00%	50.00%	50.00%	50.00%
Pass/Fail			Pass	Pass	Pass	Pass	Pass



C.I.F. SOUTHERN SECTION

FINANCIAL REPORT

SEPTEMBER 2024

PROFIT & LOSS

Last 4 Fiscal years

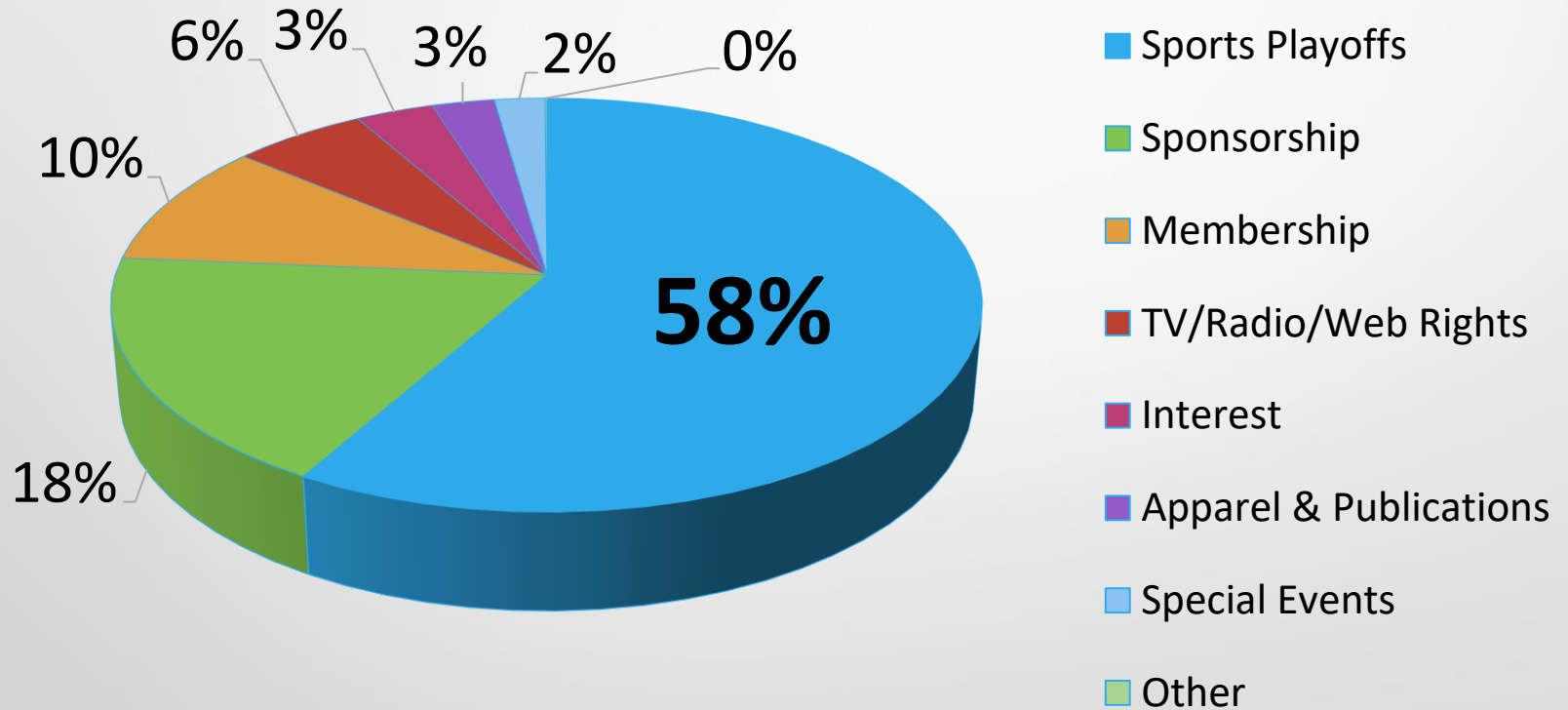
	2020-21	2021-22	2022-23	2023-24
REVENUE	\$4,107,917	\$7,704,287	\$7,968,704	\$8,082,247
EXPENSES	(\$4,027,356)	(\$6,713,511)	(\$7,492,896)	(\$7,505,997)
SPORT FEE WAIVED	(\$0)	(\$744,225)	(\$765,225)	(\$784,425)
NET PROFIT/LOSS	\$80,561*	\$246,551*	\$475,808*	\$576,250*

P&L since 2020-21, post COVID strong rebound, California grant has massive impact in 2022-23 and 2023-24.

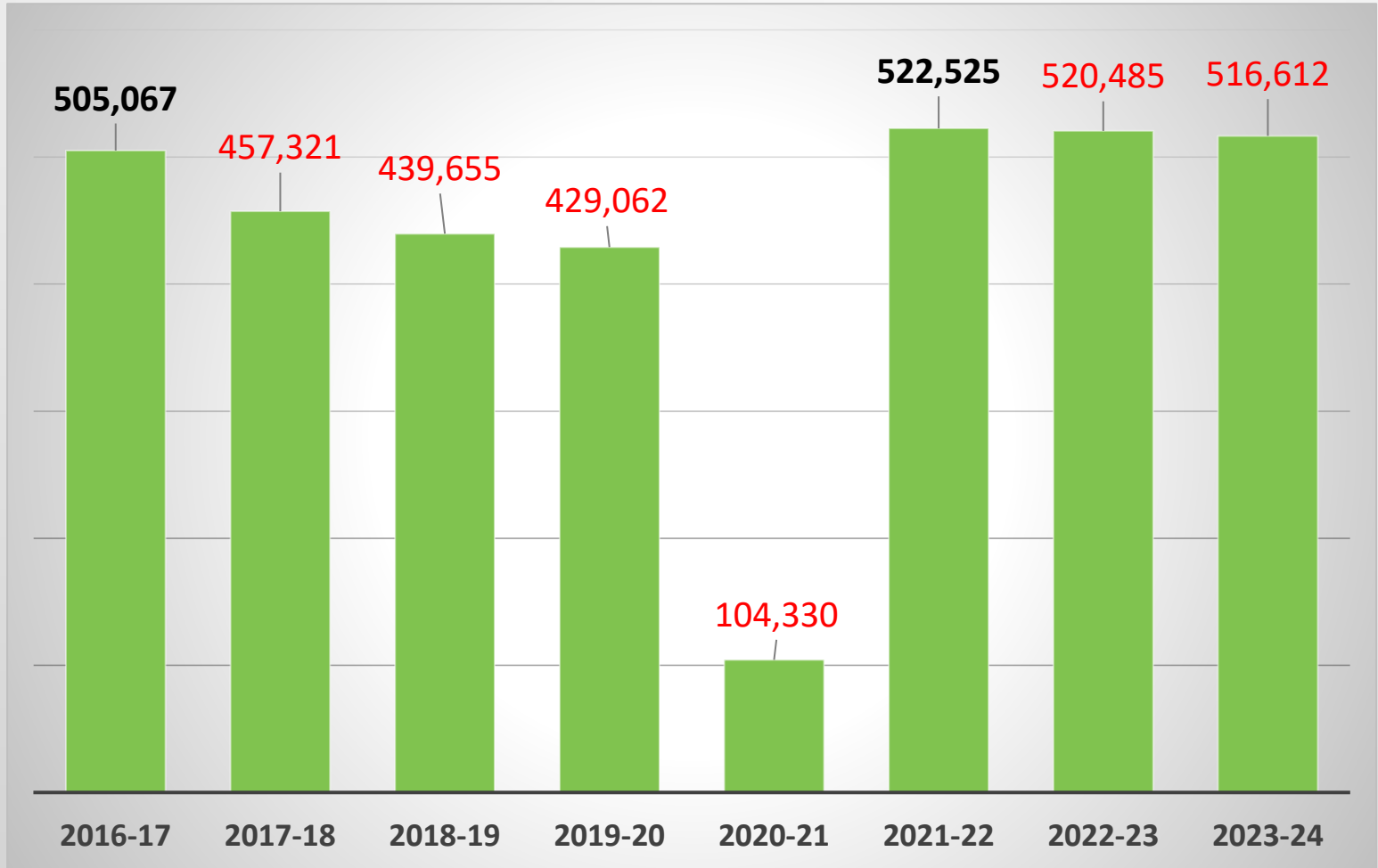
*Numbers reported exclude annual pension expense entries.

CIF-SS REVENUE 2023-24

\$8,082,247



TICKET SALES (last 8 years)



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, 2024

ASSETS

- \$5,730,812

LIABILITIES

- \$5,873,701

EQUITY

- (\$142,889)

CIF-SS BALANCE SHEET

June 30, 2024

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.

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

PLAN & MISSION

OBJECTIVES FOR 2024-25...

- Back to normal business (without CA grant).
- Sport fee & ticket increase to assist in offsetting ever increasing costs.

AS A NON-PROFIT BUSINESS, THE CIF SOUTHERN SECTION REMAINS COMMITTED TO OPERATING CONSERVATIVELY AND IN A FINANCIALLY RESPONSIBLE MANNER WHICH KEEPS ITS 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 2024

C. I. F. SOUTHERN SECTION
Treasurer's Report
Executive Committee Meeting
September 19, 2024

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

- A. Finalizing audit engagement contract with new firm WINDES and scheduling fieldwork for November.

II. MEMBERSHIP SPORTS FEES 2024-25:

- A. 558 total Member schools.
 - 1. 440 member schools PAID (79%, \$858K).
 - 2. 555 have created invoices (99%).
 - 3. Sports Fees due annually on October 1.

III. FINANCE OFFICE IN THE FALL:

- A. Activities in the fall for the finance office includes...
 - 1. Membership renewals.
 - 2. Publications distribution.
 - 3. Financial statements from prior year (audit prep).
 - 4. Open enrollment for health insurance 2025.
 - 5. Athletic Admin Summit, C4C and HOF registrations.
 - 6. Major sponsorship collections (round 1).
 - 7. Inventory of assets.
 - 8. Office technology reviewed and implementations adopted (pre-playoffs).
 - 9. Playoff preparation for fall.
 - 10. Budget Planning begins for 2025-26 for presentation in January.

Prepared by:
MITCH CARTY, Chief Financial Officer