

September 9, 2004

Central Coast Section Athletic Director Association (CCSADA) Minutes

Athletic Directors in attendance:

Jeff Lamb (Milpitas), Chuck Noroian (Everett Alvarez), Jack Daley (Gilroy), Kevin Donahue (Serra), Jeff Walker (Saratoga), Monica Lodge (Los Altos), Meave Fallon (Mercy, Burlingame), Stacey Mallison (Grad Student), Terry Ward (Bellarmine), Jim Reilly (Presentation), Ken Esaki (Monterey), Terri Sonniksen (Notre Dame, Salinas), and Jean Ashen (North Salinas)

Meeting began at 8:15 am at the Central Coast Section Office

Agenda was prepared by Jeff Lamb, President

Introductions

Minutes of May meeting approved

Art Hunsdorfer will not be able to fulfill the duties of President, so an election was held and Jeff Lamb was appointed President of the CCSADA. Other new officers are Treasurer—Terri Sonniksen; Northern Conference Representative—Kevin Donahue; Southern Conference Representative—Jack Daley; Conference Chairpersons—Chuck Noroian and Jack Daley; Fundraiser Chairperson—Jim Reilly. All other officers remained the same.

Local CCSADA Conference was discussed. Tuesday, December 7 was selected as the date. ADAC will be in the morning, so hopefully some will choose to make a day of it. LTC 502 will be offered at a cost of \$85. Leadership Training Course 502 includes philosophy, affiliations, administrative organization, annual staff meetings, personnel policies, financial philosophy, scheduling, booster clubs, fund raising, awards and awards banquets, public relations, staff selection, and forms. **ALL** enrollees will benefit from this class! We may offer a short breakout session before or after that would benefit athletic administrators. Nancy Blaser will emphasize importance at CCS Administrative workshops next week. Ken Esaki and Jean Ashen will look for a site to host. A flyer will be distributed at the workshops to promote it and all attendees of this meeting will promote at the league level.

By laws are being developed by Chuck and Jack. A copy of the CSADA bylaws were provided to them. Dues will be \$20—payable to CCSADA. Chuck is looking into a bank account and Terri will be our new treasurer, so she will secure a PO box for our use.

CSADA membership was promoted along with the April 14-17, 2005 State Conference in San Diego. **State AD of the year is due by 11/1.** Nominations may be sent to Jeff Lamb at Milpitas HS. Criteria include—making a significant impact on the lives of students, used athletics as a catalyst to achieve some demonstrable progress in the social and cultural environment of the school and/or community, been an AD for a minimum of 5 years, member of CSADA for a minimum of 5 years, attended 3 of the 5 last CSADA conferences, and the candidate is working towards or has gained CAA certification.

CCS AD of the year was discussed along with the Rookie of the Year nominations which are due February 1—on the January agenda.

NIAAA membership was promoted along with the National Conference in New Orleans from December 10-15.

Gatorade HS Athlete Award Program was promoted for winter and spring. Register your coaches now to honor your student-athletes. No strings attached. Nothing to buy!

Coaching Education Update—Coaching Principles has been redone. There is a bill in CA that may mandate coaching education by 2007. New text. New DVD. Excellent program. Call Courtney Johnson at CIF for more information.

Handout for effective administration.

Third meeting of the year will be May 12, 2005 from 8-11 am at CCS Office.

**Topics for JANUARY MEETING:**

**\*TERMINATION OF COACHES—how do you do it? Forms? Process?**

**\*BUDGETS—coaching salaries, guidelines, establishment of?**

**\*GAME MANAGEMENT PLANS**

**\*EXPERTISE—Do you have a skill to share?**

**Please bring 20 copies of anything you have to share to the January meeting on the above topics. Please email any other possible topics to [jashen@salinas.k12.ca.us](mailto:jashen@salinas.k12.ca.us)**

Discussion revolved around the purpose of this organization. Kevin offered an understanding of public and private school issues, along with building relationships. League involvement was discussed and would be promoted by all of us.

#### **MISSION STATEMENT (DRAFT)**

**THE MISSION OF THE CENTRAL COAST SECTION ATHLETIC DIRECTOR'S ASSOCIATION IS**

**TO PROMOTE PROFESSIONALISM IN THE FIELD OF ATHLETICS**

**TO PROVIDE OPPORTUNITIES FOR PROFESSIONAL GROWTH OF THE BEST PRACTICES IN THE FIELD OF ATHLETIC ADMINISTRATION**

**TO FOSTER COLLEGIALLY AMONG ALL CCS MEMBER SCHOOLS**

**TO PROMOTE GOODWILL AMONG ALL CCS MEMBER SCHOOLS THROUGH CITIZENSHIP AND THE PURSUING VICTORY WITH HONOR PROGRAM.**

Please send any ideas regarding the possible mission statement to [jashen@salinas.k12.ca.us](mailto:jashen@salinas.k12.ca.us)

**NEXT MEETING IS THURSDAY, JANUARY 13, 2005 AT 8:00 AM AT THE CCS OFFICE! MARK YOUR CALENDAR NOW!**

Meeting adjourned at 11:10 am

Respectfully submitted by Jean Kinn Ashen, CAA; Secretary