



**Palo Alto Soccer Club
Board Meeting –17th January 2017
7:30-9:30 pm**

I. Call to Order and Welcome

Meeting was called to order at 7:45 pm

Attendees: Rodrigo Baptista, Ed Camarena, Ron Calhoun, Natasha Parrett, Solly Malchin, Colin Haysman, Lynette Philippe, Tanya Zaghi, Drew Wittman, Neal Aronson, Tammy Perales

II. Review and Approve Minutes: Minutes approved. Meeting began at 7:45.

III. PASC Organization Review

Possibly too granular and needs to be larger overviews – needs a statement as to role of any of these groups. This connects to “Thrive Compete Connect” on the website – lots of areas where we could grow on this. Ed will come back with a proposal after more thought and work on proposed structure.

IV. ED Report

Moving forward on the video for Futsal \$600 come from the clubs 30% needs Board agreement for that, if not will come from the 70% for coaching. Need to make sure that the video fits with club ethos and isn’t just “slick”, but informative and links to something that will take the viewer to more information – This wasn’t voted on at this time.

Need to improve presence on Social Media and there was some discussion about where and how to do that – Currently working on that. Maybe use Periscope to stream videos?

More banners - also need to focus on some schools where we don’t have a presence

Review of age group DOCs work report to follow from Rodrigo. In some cases, request for salary increases. Rodrigo will send evaluation reviews and proposal for salaries for DOCs.

Brief discussion over when did contracts for all this group start and begin and when compensation discussions should take place. Suggested that this be clarified and set a timeline so that discussions can happen before budget.

February event to celebrate College commitments would be good for board members to attend. Question on why more girls than boys. Explained as a combination of factors which included the role of Kyle, and comments that girls appear to be more proactive and organized – the girls will do whatever is asked of them. Boys have been less motivated – also less scholarships for

men's soccer than women's. There is a need for some work on this. May include a video for every game that players could edit.

Maybe only need one high quality camera at one field where all games happen at one place particularly NPL. Maybe we should explore the idea of scheduling these games centrally? Discuss at next board meeting. Some discussion as to what field that should be - some preferred Cubberley although the surface is not good and others El Camino or Mayfield – to be discussed further.

Dates are finalized for camps. Need to be publicized

Arsenal academy coming 19th June for a week camp. The youngsters here U13 down and U14 will be at Los Gatos. This needs sending out now as other camps are being organized.

Registration Plan

Lisa and Leena will support. Use money on deposit to pay for cards and managers can order cards needed and money will come out of central account. Registering teams – Ron can register for league when he knows which ones and managers will then be able to choose level etc. Moving players still needs to be done through the website and Google Doc – all types of request for player movement must go through website and Google doc to Ron.

Referees. Mike will assign etc and Bernardo will do discipline issues Mike \$400 and Bernardo \$350. Clinics will be done before TTT so plenty of Refs should be available. Mike to be invited to AGM (Ron to do this)

AGM

Academy: Not much to say about academy but mention it and outline new GK Academy as well as Futsal.

What level of detail is needed for financial report – Very broad general amounts.

Lynette will answer questions on Fixed fees but involve Ed as needed.

Agenda – Solly to send message and Agenda to managers

US Club Soccer's Players 1st Initiative <http://usclubsoccer.org/playersfirst/>

Colin introduced this as a framing that could be used to guide the development of the club. Introduced what it might mean for PASC – analysis of strengths and weaknesses of the club such as players safety, coach education and licenses as well as parent education – a brief discussion followed.

Partnership with the City

Field maintenance – also new fields possible at the Golf course. Conversation to begin on 25th January Neal and Rodrigo and Birol will attend. This would be just one possible partnership.

Other Events

Picnic may be April 28th or may 5th Needs a decision

Club house event to happen after work done – the work will start soon.

40 year anniversary need to do something to celebrate this. Discuss at future board meeting.

Scholarship update

Scholarship 42 requested but 10 not signed up on Gotsoccer. Drew will follow up

Executive Directors Report

Marketing/Video for club programs

- Requesting a \$600 budget approval for futsal video marketing
- Future video budget approval for Friday academy, YDP and College Program
- Suggesting to deduct video expense from club 30% profit if 30% is not available or enough to cover the expenses, then execute a one-time deduction from coaches 70% profit
- Improving Social Media presence
- Additional Purchase of banners to be place on key areas in Palo Alto

NSCAA Convention

- Education Budget – Pay for coaches registration (Savio, Rodrigo, Nate, Jim)
- Checking if anyone else is going

Directors Review

- Updates

Directors Salaries

- Salary increase based on individual performance
- Discussion with Lynette/Ed on this subject needed

Supplemental Tryouts

- Updates
- Marketing

Futsal curriculum implementation fall

- Work on budget 2010-2005 B/G
- Add to flat fees

Partnership Updates - Juventus/AYSO/SJSU/Stanford Men's & Women's Programs

- Juventus ERT/Academy
- AYSO Teams, coaches' clinics, futsal and fields
- Stanford players at practices

College Sign in Event

- February 1st
- Solly working on a venue
- Donna/Kyle working on the program
- Budget Approval for food
- Budget approval for small gift to players

College Commitment Updates

- 2017 10 players committed
- 2018 6 players committed
- More to come soon

College Id Camp

- Brown Women's Soccer (Mayfield) February
- UPenn Women's Soccer (Mayfield) March
- Combine event with Juventus and Sporting (boys) TBD

Club Events

- Can we add our main events to all teams Teamsnap account
- PASC picnic day
- Tall Trees
- Summer Camps
- College night
- High School Night
- More?

Summer Camps

- 9-12pm/9-2pm
- June 5-9/12-16/26-30 (To be determined by Savio)
- Arsenal Camp June 19-23