



Palo Alto Soccer Club
Board Meeting – May 17th, 2016
7:30-9:30 pm

I. Call to Order and Welcome

- Meeting was called to order at 7:42 pm
- Attendees: Rodrigo Baptista, Savio Carrijo, Ed Camarena, Ron Calhoun (by phone), Lynette Philippe, Marcia Chang, Leena Gill, Colin Haysman, Natasha Parrett, Neal Aronson, Birol Becan, Solly Malchin
- Items distributed at this meeting include: Agenda

II. Review and Approve Minutes of April 19th Board Meeting (Marcia Chang)

- Board Meeting minutes from April to be approved over email.

III. Copa America (Neal Aronson)

- Nike provided us an opportunity for PASC kids (boys and girls) ages 14-16 to be ball boys and flag carriers at the Copa America games at Levi's Stadium.
- Marcia will help Neal with the email communication to PASC members announcing the program. Ideally we would like to receive names of interested kids by the end of the week. If we don't get enough kids, we can offer it to Juventus.
- PASC will have 16 tickets per game to auction off, hand off or use as we see fit. For the ball kids, we get 12 tickets per game (1 to chaperone). That leaves 11 tickets per game. For the flag bearers, we get 12 tickets, 6 for the flag kids, 6 left, 1 for a chaperone, 5 left. We can use these tickets as a fundraising opportunity and allocate to volunteers the tickets that are left.

IV. Nike Uniform (Neal Aronson)

- Families can use an online ordering system @ProSoccer for the uniforms and spirit gear. We can try to coordinate this into our web site. All orders need to be placed by end of June.

- Oldest teams don't need to order new uniforms because they're aging out. Newest teams need clear direction as to when they should be expected to buy the new kits.
- We need to provide the name of the players to ProSoccer.
- We also need to find out the price for putting the Academy badge on the jersey for the Academy players.
- All uniforms need to be ordered by Fall of '16.
- ***Voting on whether the Board agrees that we need new uniforms for the Fall (with the exception of teams that are aging out):*** Unanimous yes. Figure out for those that can't, a way to help.
- ***Motion to have new uniforms in the Fall:*** Ed moved, Lynette seconded. Motion unanimously approved.

V. RFP for Cubberley Clubhouse (Neal Aronson)

- Foothill is vacating Cubberley. As we know, Cubberley is highly sought after by non-profits. We should try to get space for our clubhouse. PASC would need to bid to get the space. Costs are variable (previously they were at \$1000/month.)
- The clubhouse can be used for events that, including fundraising events. It would provide a good offset for PASC – maybe a couple of hundreds a month.
- ***Motion to approve putting together a proposal that we review by email:*** Ed moves, Lynette seconds it.
- Board to investigate whether there is a state law in place that would allow PASC kids that go to district schools not pay for the use of fields in the district.

VI. Tryouts (Rodrigo Baptista)

- Tryouts for the Fall are going well.
- If there is a need for a 3rd tryout, Coaches can schedule it during an extra practice. Savio is working with all the coaches to identify whether a 3rd tryout is needed.
- NorCal Region 2 has a proposal to ask clubs to do tryouts during a 2-week period. Savio will investigate.
- PASC will grow in the age groups that need to grow. With the younger age groups, they are still sponges and can grow and get better.
- On roster size, for 9v9, range is 12 to 16, recommendation is 14. For 7v7, average will be 12.

VII. Girls Academy (Rodrigo Baptista)

- Juventus and PASC will put the application in for the Girls Academy. Concern is whether we'll have a good, solid pool of players for the Academy. Also concerned about high school season. No guarantee we'll get it. The Academy targets the 14s, 16s, and 18s.

- ECNL allows their players to play high school. US Soccer will not stop during the high school season.
- Bigger thing for the Girls Academy is that if there is a player that needs financial help, the club should support it.
- Juventus proposes that both clubs put aside \$75K for financial aid annually. Don't think we'll be using as much money.
- Need a committee to put together a plan for fundraising, corporate sponsor, etc.
- ***Motion to apply to Juventus for girls' academy and offer up to \$75K in scholarship support if needed:*** Ed moves, Leena seconds. All approved (Natasha absent).

VIII. Boys Academy (Rodrigo Baptista)

- We need better marketing for the boys' Academy. Reach out to schools, email to membership, banners, etc. The more marketing we do, the better. PASC needs to drive the marketing.
- Marcia to contact Palo Alto Online and Weekly and Mercury News.
- Quakes may reach out to thousands of people. We have a pool of email list but likely very short.
- Leena asked Ron for the Tall Trees list. Targeted audience is from Juventus soccer tournament.
- Tryouts coming on the 24th, 25th and 31st.
- If Juventus gives us the list, we can market it.

IX. Parents Behavior on the Sidelines (Rodrigo Baptista)

- Coaches and some families have complained about parents' behavior during games. There are issues with several age groups with parents being disruptive to the kids.
- As coaches, we are accountable and responsible for the parents. Managers and Board Managers are also accountable.
- The Board discussed sending a message out for managers to implement.

X. Club Fees (Rodrigo Baptista)

- There are lots of clubs doing a flat fee structure and centralized payment system. We need to allow the parents to find out how much they are paying before they come.
- It'll be cheaper for some people, more expensive for others.
- ***Motion to approve more inclusive club fees:*** Ed moves, Marcia seconds it. Leena (opposes), Colin and Solly abstains (wants to happen when we are ready).