



**Palo Alto Soccer Club
Board Meeting –18th April 2017
7:30-9:30 pm**

I. Call to Order and Welcome

Meeting was called to order at 7:40 pm.

Attendees: Rodrigo Baptista, Ed Camarena, Ron Calhoun, Natasha Parrett, Solly Malchin, Colin Haysman, Lynette Philippe, Tanya Zaghi, Drew Wittman, Savio Carrijo, Kyle Hagenburger, Birol Becan.

II. Review and Approve Minutes: March Minutes approved.

III Handbook

A few items still to add – Policy for players that join mid-season and policy for practice players need to be linked to handbook. This latest version needs uploading (Ed will do it) and future revisions need to be dated, so that versions can be tracked

IV TD Report (Savio)

Day to day work going well. Manteca tournament we will have a lot of representation. Now preparing for tryouts and working through any possible coaching changes for Fall.

We need to review ERT– it is stretching staff and volunteers. Maybe we need to move down to just being for younger teams.

Excellent coach meetings with very good attendance and work that the coaches see as important and relevant.

For older age groups – specific tournaments are being discussed. We need to discuss and set a year round calendar for NPL teams etc and consider costs for families – some questions being asked by families as to the costs for these teams maybe players need to have opportunities for fund raising. This is an expensive process for all families and needs further discussion which is linked to year round calendar – ongoing process of review and changes. Need to discuss this at May meeting so that families signing up for these teams know the commitment (time and money)

V Birol

158 games cancelled/rescheduled for PASC double the number of some other clubs - though we do have more teams

Proposal - NPL and Gold level teams must have at least 2 weeks notice. 1 week for other teams after the league stated deadline. Some are because of coach conflicts.

NB scheduling Handbook needs updating with this (Ron will do this)

The Event that has taken over Cubberley Turf – maybe we should be reaching out to the company doing this Birol will be asking the city to pay for us to have Paly if needed

Summer fields - Cubberley is organized from July 17th for four weeks and for the first two weeks of August we have Mayfield from 4pm to 8:30 Monday through Thursday. So All teams can begin practice July 31st.

Working on fields for possible tournaments, but this is going to be difficult. Boys and girls different weekends. 70 teams? Need maybe 10 fields. Discussion of tournaments moved to later in the agenda. Question raised on whether field fees were appropriate for new schedules and longer season. Birol will look at the city costs to us and whether we need to increase costs for flat fee teams.

VI College placement (Kyle)

Kyle introduced the proposal which takes this program to a club level. An excellent proposal for a very important part of our work. The proposal recognizes the need to compete with local ECNL and Academy clubs on the girls' side. It was agreed to add a statement about allowing for individual players on a case by case basis, but all Blue U15 and older teams must pay the \$1300 flat rate fee.

Some discussion of whether boys U15 would be added and whether to pay the \$1300. It was proposed to offer a 'light' version for this age group (boys). Will add boys U15 but recognize it will be different to girls recruitment at U15. They will attend parent nights and other appropriate events, but will not pay the \$1300.

There was a brief discussion on use of video and websites etc.

This is for Fall 2017 and will be a significant increase in work for Kyle. We need to build in the team coach's responsibility and commitment – this proposal needs to be taken to the coaches as well as families. The coach role is crucial in this as is the team meeting for families. We must have coach commitment or they shouldn't be coaching at this level.

Passed unanimously

VII Board Structure

Clarified some of the groups passed unanimously – will review in 6 months.

VIII Fall registration and payment process

No checks in Fall

Without payment registration is not complete.

Discussion of scholarship process needs more feedback from DOCs on team viability. We will continue scholarship into the new season on the understanding that families will need to submit, in August, new evidence.

Fee will be \$700, e-check preferred (no extra charge) credit card will incur a charge.

There should be a way to allow for scholarship families to pay less and for money to be returned if they don't get the scholarship.

Discussion of move to GotSoccer for registration for Fall can be done, but programs are more complicated and would not be done for end of May when team registration is needed.

Ron will look at system to see how to make this work.

Tryouts will be done May 15th finished by May 20th We need to tighten up on families that have not paid fees and warn them that they will not be able to practice. They will not be covered as they would not signed the waiver.

Some discussion as to the letter that goes out with or without age group went out past should it be from the coach or age group coaches.

IX Calendar Yes this is needed - Colin will start the process - Ed has passed on the one that was started some time ago.

X Tournaments Discussion of Tournaments and Teddy's role. It was decided to not move ahead with an elite tournament in August at this time, but will have future discussions on when and how to build a second tournament aimed at older, high level teams.

ED Report

Season Started:

- Fields are in good shape
- Minor Coaches issues

Late Games Cancellation:

- How to prevent it
- Guest Playing Solution
- Early Communication

Newsletter Spring

- Ready to for release
- Board Preview
- Comments

Programs Updates

- Registrations
- Payments

Summer Tournament:

- July 29-30 Girls
- August 5-6 Boys
- Need to confirm fields availability
- 50-60 Teams Per Gender
- Increase Club Revenue
- Teddy TD
- Directors Supporting/Volunteers/Scholarship members support

Increase of Financial Aid Request:

- How to support our members
- How to distribute financial aid
- Club Price
- Traveling Tournaments and Price

Fall Season Payments:

- No paper check
- Credit Card or Electronic check options?
- No Deposit but installment options
- IF player decide to drop out credit card/bank info on file to pay remaining balance

One Stop Shopping

- Add Finishing Academy to registration as an add on
- Add YDP to player registration as an add on for families with younger kids

Comcast Business Internet

- Current Wi-Fi spot slow
- Clubhouse high demand
- Comcast provider
- \$104.00 monthly Agreed unanimously
- BoD approval

Marketing Coordinator Position

- Create the annual plan and positioning for PASC brand efforts, focus includes both Brand and Event Marketing

- Get the word out about PASC programs such as YDP, After School, Academies, Summer/Winter Camps and other programs
- Promote PASC and Academy try-outs
- Work with club sponsorship program providing any support needed from sponsors once signed on as supporters
- Write and coordinate design and placement of any club promotional materials including brochures, display ads, website banner ads or related material
- Create new brand opportunities and partnership to refresh and promote the brand
- Time: 3-5 hrs./week
- Work from Home
- Report to ED
- Salary: TBD

Tournament Director Position

- Lead before, during and after tournament responsibilities (awards, insurance, trainers, goals, sponsors, ref money and etc)
- In addition of supporting Ron with Fall Tall Trees, create a Summer event and a younger 4v4 jamboree Spring
- Recruit volunteers for event
- Answer emails and Calls
- Advertise event
- Work with field coordinator to secure enough field slots
- Work with referee coordinator
- Report to ED
- Salary: TBD Based on Commission