



Palo Alto Soccer Club
Board Meeting – November 19th, 2019
7:30-10:15 pm

I. Call to Order and Welcome

1. Meeting was called to order at 7:30 pm.
2. Present: Ed Camarena, Natasha Parrett, Solly Malchin, Jodie Craig, Tanya Zaghi, Neal Aronson, Savio Carrijo, Jonathan Chow, Rodrigo Baptista, Birol Becan

II. Minutes and Matters Arising

Approval of October 15, 2019 meeting minutes: Natasha motioned to approve, Solly seconded, Board approved unanimously.

III. TD / ED update

Marketing Campaign

- Propose to invest on club marketing (video, online presence, etc)

Field brokering

- See notes on fields.

Portable lights

- Light were checked; technician checked lights and will return
- Lack of a generator possible issue
- Damaged units/older units delivered
- Rod/Tasha to discuss portable lights fees with KHM

Board Meeting Discussion: there were issues with lights that were delivered. PASC will get discounts while they are working the issues.

Nike uniforms

- We need to make a decision tonight; samples at CH Here are our options: We have until 11/25 to make a decision for 6/1 delivery.
 - Option 1: New Challenge Jersey this season for everyone and stay on 2 year cycle.
 - Option 2: Practice kits for the entire team. 1 top, 1 short 1 sock and 1 warm up top for 2020 buy season. (Stay in current Tiempo kit) 2021 all teams buy new home/away jerseys, shorts, socks etc...
 - Option 3: Go with a digital custom jersey for all comp teams, in addition to either warm up top or practice kits.

Board Meeting Action Item: Board discussed uniforms. No one was particularly happy with the choices. Rodrigo will go back to suppliers and recommend an alternative plan for 2020.

Winter tryouts advertise

- Channels: social media, website, next move school folder and school blogs
- David handling all incoming inquiries
- Savio handling the logistics
- Looking to form 1-3 new teams this winter
- Not dropping any of the current teams

US Club Soccer

- Player first - application submitted

USsoccer GDA

- Interest form submitted
- Application coming soon

Fitness Program

- Pilot program over the winter
- To tier A only teams; teams heading to state cup and teams returning from hs season
- younger Jan - Feb older Feb - March
- No additional financial request at this time; Savio to work on logistical details

Fall Registration report

- 941 registered players comp program
- 300+ registered players rec program

Tall Trees Summer and Fall

- Dates confirmed to 6-7
- Birol and Ron good with dates
- Tall Trees Fall net revenue ~\$70,000. Waiting on a few items to confirm

End of the year staff party

- Working with Solly on viable options to thank our staff and their commitment to the club

Newsletter

- College Newsletter sent to team by Kyle
- Club wide newsletter going out early December

2020-2021 Norcal Tryouts window working draft

- Provided draft of tryout window.

Email To Members

- Rodrigo to send out midseason email to teams/members soon, not an official survey form; Purpose to check in and see how fall season went overall.

IV. Field Updates

Birol discussed field brokering. Board discussed schedule issues and prioritization of teams.

Natasha proposed confirming that all six SVSA teams are members of Palo Alto Soccer Club. Natasha motions. Ed seconded, Board approved unanimously.

V. Employment Activities

Standard harassment training is required for employees. Natasha has identified someone that can provide the training. Requirement is one hour for coaches and two hours for non-exempt managers.

Discussed budget and options. Jodie will review Patio.

VI. Jodie update from Scott Anderson proposal

- **Injury prevention / performance:** fit for 90, high level teams, requires commitment, \$40 per player per year. Savio, maybe sophomore or junior ages.

- **Concussion education:** Crashcourse to see what head injury looks like. Keep track of training. A suggestion was made that this might work as a coach assignment.
- **Eyesync:** willing to provide service to club. Provides data that can be shared with doctor.

VII. Scholarship Update

We had a great showing of scholarship volunteers at Casino Night and TTT. In general, the volunteer requirement is becoming a very valuable and enjoyable component of the program for many of the families. It's mainly a great way to become integrated into the community. For a smaller percentage, it is also a way to earn supplemental financial support. We are tracking the hours and extra credits more accurately (although improvements needed in more efficient tracking).

VIII. Fundraising Committee

Casino Night Recap: 270 tickets sold. \$24K sponsorship and donations. \$16K auction. ~\$20K raised.

Meeting adjourned at 9:15 pm.