



Palo Alto Soccer Club  
Board Meeting – December 17th, 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, Jodie Craig, Neal Aronson, Jonathan Chow, Rodrigo Baptista, Veronica Saleh, Patricia Smith

**II. Minutes and Matters Arising**

Approval of November 19, 2019 meeting minutes: Jonathan motioned to approve, Ed seconded, Board approved unanimously.

**III. Scholarships**

Mid Year Scholarship Report and Recommendations provided by Veronica Saleh, 12/17/19

**Observations:**

- Total Amount Used to Date: ~70 K (*includes \$500 sib credit and Fall Byga donations of \$5K*)
- Total Players to Date: 66 (*10 less than last year*)
- Increase in total volunteering. More than half of scholarship families have completed the annual work requirement. More families using extra credits for additional financial assistance.
- Less teams are helping to fund balances possibly due to volunteer opportunities, and better payment plan options.
- Additional numbers:
  - additional funding resulting from the volunteer earnings at events: ~\$10 k
  - teams supporting scholarship families (for club fees): ~\$7 K (*amount is probably higher for teams that also cover extra team/travel fees for scholarship families*)

**Groups that struggle the most to pay balances:**

- New, non-residents (lowest household income) and only receive a 30% discount. We have 7 new/non-resident players accept offers this year.
- Older, Tier A players have the highest club/team expenses (tournaments, travel, higher fees) .

#### **Recommendations for 2020-2021:**

1. Continue the following: processing fee credit (\$7.50/installment), sibling credit (\$50 per sib), volunteer opportunities and scholarship >4-9 installment payment plans.
2. Consider eliminating “New, Non-resident” Scholarship Category. This category has little impact to the club in terms of recruiting resident players. These families are consistently in the lowest income bracket and receiving reduced assistance (50% compared to 30%). A couple of blue players declined offers to join club due to insufficient financial aid. This year, the scholarship committee used extra Byga donations to increase discount from 30% to 40%, which helped prevent one player from dropping out and helped conserve funding for multiple teams.
3. Consider increasing discount of older, tier A teams from 50% to 75% to help offset costly tournament travel and higher club fees. Estimation of \$15 K will need to be added to the budget. This will help strengthen team participation and help the club be more competitive. This will also help maintain consistency and fairness: Not all teams have the same financial resources. Currently only select players are given extra financial help by teams. Club can assist by giving more aid to all players in the same category regardless of team (Example: Tier A, U 15 and up).

Board Discussion on Recommendation #2: Ed provided some of the history of the new non-resident fee. Discussion of how much could be done via volunteering.

Board Discussion on Recommendation #3: Club provided vs additional volunteering. If available in a given year, an additional amount per player for travel tournaments given to team. Discussed other possible options: bonuses (e.g., \$500/player/year was mentioned) paid to the teams for players participating in travel tournaments. Team staff can decide how to allocate funding amongst scholarship players. Each year, assess ability to issue bonuses contingent on available funds/donations. These ideas will be need to be considered during the budget process.

#### **IV. Casino Night Recap**

- Event Revenue: 267 tickets, >\$13K, \$1700 additional donations, \$1300 casino chips, \$7000 in sponsorships, \$4600 sponsorships in checks. Almost \$29K non-auction
- Costs: Insurance, vendors, ..., : \$17500.
- Auction payments: almost \$19K. Not final.
- Net ~\$30,500.

How to fairly allocate SVSA portion as SVSA was invited to participate a bit last minute: Motion that auction proceeds from SVSA donations go to SVSA scholarship fund; club sponsorships from SVSA parents are allocated to cover the cost of the auction. Ed moves, Natasha seconds. Board approves unanimously

#### **V. TD / ED update**

- Rodrigo will be sending newsletter and club survey.
- Lights continue to have issues. Neal will look to see if someone can provide maintenance.
- Tryouts happened and forming youngest teams.
- Looking to have showcase event.
- Nike training gear. Practice gear of \$37. Suggest add it to player fees. Logistically, during registration parent will specify size. Order provided to manager.
- Existing warmups no longer available. New purchases will use new design line.

#### **VI. Finance Committee**

- Workers Comp: \$45K budget; Renewal \$24K.
- Will offer refs based on number of games.

#### **VII. SVSA & PASC**

Natasha asked the board to think about finding improvements in administrative organization between the two entities. Will discuss in January and need to finalize before next budget cycle.

#### **VIII. Tall Trees Summary**

Estimate of \$76,000 for Fall Tall Trees.

**Meeting adjourned at 9:30 pm.**