



Palo Alto Soccer Club  
Board Meeting – February 16th, 2021  
7:30-9:00 pm

**I. Call to Order and Welcome**

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

**II. Minutes and Matters Arising**

January meeting minutes: Jonathan motions to approve, Neal Second, All in favor.  
Minutes approved unanimously.

**III. Scholarships Updates and Requests**

Veronica provided an update:

- Working on the bookkeeping regarding departures
- One new player has applied for a scholarship, will see if they qualify

**IV. Executive Director Rodrigo Update**

Rodrigo provided an update on the Registration in MLS Next, GA and PASC teams. He reviewed the following items:

**Competitions and expected return to play schedules:**

1. NorCal
2. Girls Academy
3. MLS Next

**Programs:**

1. Adult League
  - 80 total players target (27 registered players)

- 8 teams 7v7 (25min halves)
- \$75 per player
- 2. Tall Trees Tournament (3 Events)
  - Dates:
  - June 5-6
  - August 21-22
  - September 25-26
- 3. YDP
  - January Dates:
  - 117 registered players
  - \$33190
- 4. Partnership
  - Full vs minority partnership
  - East bay (Richmond/Juventus/Lamo)
- 5. Marketing Campaign (actively working on social media as the primary platform for outreach)
  - Online presence
  - Social Media
  - School Open house
- 6. Fundraising Ideas
  - Events
  - Donations
  - Sponsorship

**MLS NEXT Equipment shipmen (not fully returned based on information provided by MLS Next):**

- NEXT pop up signs
- Patches
- We only received 32 balls out of 60 - 72 adidas balls

## **V. Technical Director Savio Update**

Savio reviewed the following updates:

SVSA updates.

- I have called and talked to all MLS next, MLS and MLS clubs to talk about our vision.
- I had a productivity meeting with MLS Next leadership, to go over our plans.
- I am working closely with our staff to improve the quality of the training.
- In terms of recruiting we have made good connections.

- I have called local youth clubs to explain our plan moving forward and to see if they would be interested in developing a relationship.
- Evaluate NPL players with potential to get promoted. I also met with families so they understand the process.
- Holding weekly meetings with staff so they know what needs to be done and what the expectations are.

#### GA updates.

- I am working with Hideki to ensure that he has the necessary support to implement his ideas/vision.
- Marcos is no longer working with the GA program and we brought Brianna Kanz, Stanford head of performance, to work with our GA girls.

#### Schedule.

- Birol and I are starting to work on the practice and MLS Next game schedule.
- GA & MLS Next tentatively scheduled to start on April 10.
- Reviewed State of California Guidance (Updated Jan 25, 2021)
- Mentioned new club applied to join Norcal in Palo Alto
- NorCal Return to Play Events posted on [NorCal Website](#) focused on region Competition
  - Timeline
    - Application Opens - County enters Orange tier
    - Application Closes - 1 week after application opens
    - Schedules Posted - 3-4 days later
    - Games would begin on third weekend after application opened

### **VI. COVID Specific Updates**

A couple of cases occurred and the standard process and communication is being used to handle this with affected teams.

### **VII. Budget**

Will need to review coaching contracts based on timing of reopening and end of season and summer camps.

Jonathan will review the applicability of the second round of PPP.

Jonathan received confirmation that regarding the initial PASC PPP loan, most has been forgiven.

SVSA is still investigating PPP forgiveness.

### **VIII. Additional SVSA Update**

Savio: Recruitment has been productive with local clubs such as Peninsula but also a large bulk from East Bay and Central Valley. Lamorinda sent 17 players to train.

Have been actively reaching out to SVSA parents left and were misinformed. They won't actually be able to return to MLS in the Spring outside of SVSA.

Question was asked about the strength of player pools from potential partners.

We are looking at partnerships that give us geographical advantage. Some potential partners would be a marketing affiliation but might not have a financial impact. Expanded player pool in exchange for marketing benefits and closer collaboration on player movement.

### **IX. SVSA Partner Update**

The potential partner board will discuss the proposed MOU and options and expectations around a partnership. The PASC board discussed the proposed MOU language.

Ed Motions for Palo Alto board approve the wording of the proposed MOU as an agreement in principle pending additional discussions from the technical teams and the club boards for clarifications on the operational details and for approval from the SVSA board. Jim seconds. All in favor unanimously. Motion carried.

**Meeting adjourned at 8:45 pm.**