

Saratoga Wilton Soccer Club Board Meeting Minutes

July 13, 2021 @ 7:30pm

- 2021-2022 Season Pricing
 - Given the caliber of coaching, opportunity, etc, the Comp experience is equivalent to Select. Teams will have the same leagues, practice frequency, etc.
 - Messaging to (U10) parents has been that each Division is a combined group with a lot of mobility throughout, along with coaching and influence from both coaches for each of the teams.
 - Shift to Academy style: adding more fluidity/guesting, running practices together, seeing varying coaching viewpoints throughout their practices.
 - Increasing fees helps to offset the reduction in U8 fees.
 - In previous years, Coach's compensation was different. But we've since flatlined coaching fees to be equal regardless of the team they coach.
 - No mention of "Comp" sent after tryouts for U10, but there was some on U12.
 - Need to be mindful of the naming conventions used for the various ability levels.
 - The legacy players will see a drastic difference if they've historically been Comp players. This may be a hard sell for parents.
 - This may not be a concern based on parent feedback with Coach.
 - Need to consider timing for registration due to new uniform requirements.
 - Communication is critical in conveying the shift in branding here.
 - Need to be transparent and proactive about the U8 to U10 \$ jump for 2022-2023
 - Need proactive communication to prepare for an overall pricing shift for 2022-2023 season
 - A la carte pricing is less than full year for U12. This needs to be at or more than full season cost.

VOTE:

- Rebrand to remove Select and Competitive terminology.
 - TABLED UNTIL AUGUST MEETING
 - Put U10 into Academy-style/flat pricing rates in 2021-2022.
 - *Ed motions, Sean seconds, Tina double stamp. All in favor, none opposed.*
 - Put U12 into Academy-style/flat pricing rates in 2022-2023.
 - TABLED UNTIL LATER MEETING
- Affrim's wants to meet in August.
 - Small group will get the particulars and bring it back to the board.
 - Special Engagement Activity
 - Kiersten got approval for an additional (2) \$25 GotSoccer gift cards for our Summer Soccer challenge.