

# Saratoga Wilton Soccer Club Board Meeting Minutes

February 14, 2022 @ 8:00pm

Attending: Kemp Bundy, Adam Costello, Kiersten Owen, Brandon Querbes, Jacqueline Miller, Sarah Schenone, Richard Snyder, Steve Lapp, Ed Cubanski, Sarah Samascott

- Approval of [January](#) Meeting Minutes
  - Brandon motions, Jacqueline seconds.
- Member Business
  - SWSC Summer Camp
    - Need Kyle to confirm the schedule, TBD.
    - Kiersten relayed feedback from last year's sessions:
      - Younger group may need to have a shorter day.
  - COVID Protocol review
    - We historically used SSCSD as our basis for our policy.
    - Recommendation going forward is:
      - It becomes up to coach and player discretion.
      - Reinforce our request that people remain cautious and vigilant around symptoms and refrain from soccer if they're experiencing any.
      - Any mask requirement in place, that supersedes our policy.
        - Ed motions, Steve seconds.
      - ACTION ITEM: Sarah to draft communications, post in Slack for review/approval and send via newsletter.
  - Open board positions
    - Sarah Samascott, (daughter Kenzie). She's got a background in all sorts of advertising/digital media strategy. She's got board experience (Saratoga Bridges Foundation, FireCracker4). She's used to putting big events together. She's happy to contribute in any way she can (Board or otherwise).
- Treasurer's Report – Brandon
  - We did receive our 6 month financial statements. Last 2 weeks Brandon has been making some comparisons to the budget and last year's actuals. He met w/ Corbin as well.
  - Collection of dues was condensed into fewer months this year (Feb vs. end of the year).
  - Corbin had budgeted 350+ players. Membership is healthy, we're weighted heavily to the (free) U8.
  - First half is setting us up nicely for our expenses.
  - Coaching fees and rent are the bulk of our expenses (70%, 25% overhead 5% drop in net income).
    - Some indoor facilities were slow to bill us, so there's a bit of a lag there.
    - Still waiting for sublease payment from Afrim's. Need to make sure we're accounting for the cross-usage.
- Registrar's Report – Tina
  - Any roster changes need to get to her by 2/25, since they're due on 2/28.
  - ACTION ITEM: Need Adam to relay to coaches asap. Some may need to complete SafeSport training.
- Coaching
  - Rec – Kyle
    - Winter Academy
    - Spring Rec Soccer - send registration announcement?
    - ACTION ITEM: Sarah to send message out to the Fall Rec registrants.
  - Travel - Adam

- GU16 reconfigurations
  - Conferece Debrief
    - Adam took a DOC track, Kyle took soccer-specific track. Super beneficial, worthy of other coaches attending. We should continue to invest here, not just soccer information.
    - He took a lot of courses on framing club operations like a business. Priority is May Day, but there's a lot we can unpack here. We need to diversify our revenue stream (outside of registration and 1 tournament). Lots of options with sponsorship and marketing. Lots of inside expertise on best practices.
    - The Board needs to define the club's mission, values, outline short-term and long-term goals, how do we measure success?
    - Adam will be meeting w/ the coaches and getting buy-in, building consensus.
    - Possible solution is an ED who could take over.
    - Adam has a detailed brief he could present.
  - Some EDP issues outside of our control, we're working through them to get the teams scheduled to play playing. Regional travel issues with no flexibility. Need to ensure parents understand the details and the options going forward. There may be some other options we can explore in the coming year.
  - Standard parental concerns re: facility issues.
  - Overall club tone is good.
  - Working on finalizing coaching slate, bringing new people in to help w/ our thinned out staff. More to come in the coming months.
- Tournaments and Events – Adele/Tina
  - May Day registrations = 73 (most are local teams, including many SWSC). Adele/Tina to start accepting teams into the tournament.
  - Good distribution over divisions.
  - Working through some of the Sponsorship logistics.
  - Medals and trophies will be delivered 4/15.
  - Tina is working w/ Kathy Maruska on bond checks.
- Scheduling and Facilities - Kyle
  - Charb's now needs to account for a sewer expense (assessed \$1500 to us). We'll receive a bill, but then a gauge is being put on the building to help control costs based on actual usage.
  - We posed the question about long-term contracts with Charb's and what that would entail. More to come here.
  - Scheduling has been a real challenge and there have been lots of issues in the past month that we need to handle with more transparency for the club.
    - Adele mentioned a scheduling platform that's available through GotSport that might be helpful.
  - There's an issue with the turf at Charb's. We're awaiting a machine ordered by Afrim's to spray the turf to mitigate the grass coming up.
- Fundraising and Sponsorship – Jacqueline/Adele
  - Still in the running for the Dick's grant. Waiting to hear.
  - No word on Belichick.
  - FlipGive is up and running and we've seen some donations already. Doesn't seem to be enough traction here. What ways can we do that? Nice alternative to contemporary fundraising, just need more participation.
    - Add [FlipGive Max](#).
    - ACTION ITEM: Sarah and Jacqueline to create demo.
  - Raffle logistics are still coming together. Need paperwork completed. Process takes 4 weeks, so we want to get it going.

- Each family sells (10) tickets at \$10, @300+ families = \$30k+.
  - We have to commit to the \$ amount we plan to sell before we are able to start.
    - \$2000, \$1000, \$500, \$500 divided up for top 3 sellers.
    - Ed motions, Adele seconds.
    - It would fund: Capital project, player scholarships.
  - Possible incentives to increase raffle sales (going above the min #, highest selling team, group gets a gift card in return).
  - Include a min # w/ MayDay registration.
- Communications and PR - Adam/Sarah
  - Newsletter is all good, need fresh info as people have it.
  - Lots of good feedback from other coaches re: our program.
- Social Media and Website – Richie/Sarah
  - We'll do mini campaign for FlipGive.
  - He's seeing more participation, looking for some great pictures to line up for our Capital project.
  - Campaign for rec coaches will go out.
  - WWW redesign is on hold for a bit, Google Workspace is hopefully wrapping up soon.
- Manager's Report –Steve
  - Bond check efforts continue.
  - New player registrations happening.
- Subcommittees
  - Pricing and Fees
    - TABLED
  - Facility Development
    - Next meeting 2/16. Time was spent working on preparation of a slide presentation and bullet points for a marketing piece. Will bring to the Board for review/approval once it's polished and complete.
    - Munter is working on a 2-D and 3-D rendering of what this would look like inside/outside.
    - Near-term step will be to try to solicit some expertise from club members (legal, real estate, etc.)
  - WWW Redesign
    - TABLED
  - Player Retention and Attrition
    - Set meeting, develop survey
    - ACTION ITEM: Sarah to relay suggested starting point to construct a survey.
- New Business
  - Club Photos
    - Should we do team photos?
    - Kiersten has a resource we can tap into.

**Next Board Meeting:** Monday, March 14<sup>th</sup>, 2022 at 8:00 pm