

Board Meeting 02/12/2018

Attending: Amy Siewert, Tina Lindheimer, Wendy Blatchford, Susan Hedge, Shirley Cubanski-Cagle, Dennis Ward, Les Lawrence, Peter MacDonald, Christine Fox, Kemp Bundy, Rob Blunt, Jason Tenner

1. Club Member Items – Professional photos – individual or team, why don't we do them? Dennis does it for recreation (they use the company Gavin Park uses) and the club did do it 6 years ago or so. We didn't do it as a fundraiser. Christine Fox was given the name of a company that is used by other sports organizations.
2. Financial/Accounting – January was pretty much in line with where we were last year.
3. Director of Coaching –
 - a. Girls – Jason – meeting with Rob Bruley from Coerver to run a summer camp; ages 4-7 and/or 8-12.
 - b. Jason talked to Stephanie a few times, she and new baby doing well...she is still helping out with U10 girls. She has officially announced she will be no longer coaching after this spring.
 - c. Template for schedule for next year (attached). One of the big differences is the older teams, U14 and above will be practicing 1 day/week at Charbs. Younger will be at the YMCA and gyms with just one older team at the Dome. Meeting with Saratoga Rec to talk about getting a lot more time next year.
 - d. Fee structure for next year proposal (attached). Club (entry point – only offering play dates and play at May Day), Competitive and Select...offering better entry points and price variance. Peter asked does this mean we have to hire more coaches? DOC will monitor coaches blowing up their roster to increase pay...
 - e. Proposal of one Director of Coaching (attached). One point Dennis made is the by-laws will state that he can't be a compensated DOC and be a voting board member...or it might be just voting on matters related to the DOC. Peter questioned number of additional hours Jason will be able to commit. Board members chatted while Jason stepped out. We need to review and make sure all duties are on there...better define technical training and coach development, is this too much for one person. Jason, Peter, Kemp, Ryan and Les will get together on the side to discuss defining/listing duties better (try outs, coach selection, coach development). The board is looking to vote on this by the March meeting so that we can have this in place by April for coaching selection.
4. Registrar's report – last month had 12 new registrations, this month we have 8 as of today, totaling 279 (lost 6 players). We are down year over year by half as far as spring registrations (we had 20 Jan 2017, this year we have 12). Last year we had 22 between March and April. Registration on US Club Soccer is up.
5. Team Manager update – in process of collecting bond checks.
6. Website update – Christine needs 3 more coaches pictures, updated club calendar. Can't create new pages without the help of Juergen. Tina will get with Christine regarding the new site.
7. Charb's – Dennis going to come up with list of things coaches should do when opening and closing Charbs and while there.
8. May Day update – on target from Jan meeting. Committee meeting again March 9 at Wendy's. Registration is open. 7 teams registered already, a lot of interest from Canadian teams.

9. January minutes – Approved.
10. Communication plan – social media – set up on Instagram, facebook and twitter. Susan has been working on a club newsletter – need some more news on the boys' side. She sent out google access/google drive as a place to share information. Peter suggested a personality piece – like a Q&A with a coach and a player. She's aiming to get the first addition out March 1st. Calendar events including upcoming board meetings. Direct them to our facebook page. Tina or Les will give Susan access to SI Play to send out communication.
11. Playbook coupon fundraiser – look through last year's coupons and see if there is anything else we would like to see. Around 40% of our registrations opted out. Those who opted out should be able to claim that as a charitable donation....we should figure that out and see if we can distribute letters to those families as charitable donation records and as a thank you.
12. Dine to Donate – Why cook Wednesdays? We thought Wednesdays would be great as we could promote to Rec Soccer as well. Aiming to do 9/year. Need team of 6 board volunteers per event to work in shifts to be present. Wendy suggested tshirts for the volunteers working the event. May 16th is already booked at Panera. We can make it a team bonding for certain teams on certain events.
13. ADK Dome Tournament – Dec 1-2, 2018 – Jingle Bell Cup or March 2-3 or 9-10 Snowball Cup – not sure this is possible. Proposal (attached). Jason, Shirley and Wendy would like permission to proceed with the two tournament dates. Agreed on 25% discount for SWSC team participation. Tina motions to move forward with tournaments, Shirley seconds. All in favor. Could advertise at May Day.
14. Team ambassador program – Tina offered to take U10 boys. I will send out a sign up email to assign teams, then Wendy will connect the team manager and ambassadors.
15. Tina motions to adjourn, Susan 2nds, all in favor.