## Loudoun Soccer Board Minutes Monday, May 7, 2012 National Conference Center

#### Calling of the Meeting to Order: Tom Thomas at 7:05 p.m.

Tom Thomas Polly Downey Frank Mencini (phone) John Warner Robin Phillips Steve Szczypinski Chris Stanley Peter Walther

Mark Ziegler

**Also in attendance:** Craig Koch (Director of Business Operations), Sharon Wells (TOPSoccer Director), Belinda Hyde (Fundraising Manager), Rob Russell, Chris Maltese

#### **Proceedings:**

Tom began the meeting by reading the Loudoun Soccer mission statement and club core values. All in attendance introduced themselves.

#### **New Business:**

#### 1. Meeting Minutes – Steve

- a. Steve handed out copies of the April meeting minutes, previously distributed via email to board members, for review and approval.
- b. After review, Tom motioned to approve the April minutes with minor amendments. Mark seconded so minutes were approved.

#### 2. Website Redesign/Review

- a. Craig and staff have made major updates to the website with only minor adjustments still to be completed.
- b. Action item is for the Board to review the website and provide comments back to Craig by COB 5/12 for incorporation.
  - i. Phone call is being set up for Board to collectively provide review comments
- c. Public launch of the newly redesigned website is scheduled for Monday, May 14.

#### 3. Adult League Model - Craig

- a. Darryl has been leading the research and initial planning for establishing an adult league to take advantage of the new Sycolin turf facility and meet the county demand for an adult soccer program.
  - i. Input has been generously provided by PWSI on their successful program
- b. Need to continue research into scheduling software to use for games and teams
- c. Need to assess demand for different program formats (i.e. 11 v 11, coed)
- d. Need to consider competition to establish appropriate format, scheduling, and pricing
- e. Marketing of program for the Fall season needs to begin by June 1st

#### 4. Board Member Update - Peter

- a. Peter provided his resignation from the Board of Directors and as Treasurer of the Board effective immediately based on personal and work commitments.
- b. Peter will help with the transition of responsibilities and will help the Board as needed going forward.
- c. Peter has been an extremely valued member of the Board since mid-2010 and his contributions and dedication to making instrumental change were recognized.

## 5. Fundraising Options - Belinda

- a. Belinda presented a number of options (below) for consideration to continue providing resources for the financial assistance program and provide a new opportunity to help families/individuals offset rising club fees
  - i. Dicks Raffle program
  - ii. Discount Cards from local merchants
  - iii. Web based marketing approach
- b. Significant discussion occurred around options, but the overriding comments provided were to keep the program simple, easy to understand, and convenient to execute while keeping it related to soccer as much as possible
- c. Final decision was to expand Dick's raffle program and allocate dollars raised between the financial assistance program (25%) and individual families (75%) raising the money
  - i. Raffle program has been successful whereby a purchased raffle ticket provides a discount at the store with a specified total dollar purchase

#### 6. Budget Review - Craig

- a. Craig provided handouts of the Budget vs. Actuals for the first quarter of the year.
- b. Comparison issues remain because the Budget is based on accrual accounting but the actual are still on a cash basis.
- c. Action items are to: (i) show cash items on an accrual basis for the year to date and (ii) move to accrual accounting.

# 7. Key Initiatives Update

- a. By-Laws: Mark will re-send the redlined version of the Board comments version of this document for further input.
  - i. Member voting capability is still the biggest obstacle as the website needs to have the proper infrastructure and setup to handle
  - ii. Next step is to have a Board call on May 23 to review comments
- b. Fields: A draft contract has been received from BRS.
  - i. Next step is to get legal counsel with this experience on board to review and markup.
- c. Website: Craig presented in earlier agenda item.
  - i. Next step is for Board members to provide comments, website edits to be made, and public go-live to occur May 14.
- d. Uniforms minor comments provided by Board members to be incorporated into draft contract with Sterling Soccer with final review to be conducted.
- e. Budget Craig presented in earlier agenda item.
- f. Fundraising Belinda provided a handout that identifies the sponsorship inventory available and the prospect list for targeting of sponsorship commitments

## 3. Sycolin Facility Operations Update - Craig

- a. Scheduling will need to find vendor and/or software to use for online scheduling
  of the fields by internal and external users
- b. Facility operations structure Craig presented a proposal for the organizational structure needed to run the facility on a year round basis
  - Maintenance/Supervisory staff to cover 80 hours/week of open operations will be required. Critical next step is to draft position description for a Facility Manager.
  - ii. Discussion occurred around how to staff the concession operation with the option of using high school students/players

- iii. Short term solution to identify users and sell time slots for the Fall season may be needed
- c. Communications Plan Craig and Belinda have been working on this and will have ready next month
- d. Overall Project Plan critical next step is to draft a three month project plan leading up to the opening of the park outlining the tasks to be performed, dependencies, and responsible party. Craig will draft key project items list for submission and review of the Board.
  - i. May need to enlist interim outside support to help accomplish the tasks due in the short time frame
- e. Staff part time accountant started today will help ease some of Craig's time spent on the financials/accounting in the long term

Tom motioned to adjourn the meeting, Steve seconded the motion. The regular meeting was adjourned at 10:18 p.m.

## **Executive Session**

- Held following a brief recess after the regular meeting with attendance by the Board members and Craig covering the following:
  - 1. Operational Staff Objectives were reviewed and discussed for incorporation into operational staff employees individual performance objectives for the year
  - 2. Uniform Contract draft of contract with Sterling Soccer was discussed and comments provided to ensure sufficient coverage and risk management on the club's behalf
  - 3. Summer Camps Residential soccer camp was discussed including history of the program, ongoing management, and service provider payment structure
  - 4. Board membership discussed.
    - a. Voted to accept the resignation of Peter from the Board.
    - b. Voted to elect Steve as the new Treasurer. Tom motioned, Polly seconded.
    - c. Voted to elect Chris as the Director of Communications. Tom motioned, Polly seconded.
  - 5. Financial Scholarships Board members provided Craig with nomination ballots to tally annual scholarship winners.
  - 6. Registration Fee voted on fee increase amount of \$23 for the upcoming season registration for both the Recreation and Travel programs following last month's vote on increasing the fee to better align with cost structure and program(s) provided.
  - First Aid/CPR discussed that research is needed to address the possibility of providing training to coaches