



PLEASANTON RAGE GIRLS  
SOCCER CLUB  
P.O. Box 885, Pleasanton CA  
94566  
(925) 251-9116  
[www.pleasantonrage.org](http://www.pleasantonrage.org)

August Board Meeting  
7:00 - 9:00 PM  
BUSC Office  
275 Rose Ave, Suite 209, Pleasanton, Ca. 94566

Members present: Katie Moe, Erin Sharpe, Colin Chang, Jon Asmussen, Martha Brown, Cassandra Fuller, Tamie Shadle, Mike Hoyman, Mike Stewart, Randy Smith, Dan Allari, Erik Hofstede, Erika Westhoff arrived late, Albert Villarde

Absent: Chris Palmer, Carlos Nissen

Staff Present: Megan Walinski

Guests: Pam Jacobsen, Emma Fuller, Lauren Kenny, Zoe Franks, Lauren Grgurina, Ava Hofstede, Maddie Flasck, Cameron Amaral

1) **Call to order** - Jon Asmussen calls meeting to order at 7:02

## 2) **Guests**

### Spring Into Action

Ava Hofstede, Emma Fuller, and Lauren Grgurina talk about the work that the Spring Into Action team did to organize the event. They share about the power of giving back, the amount of money they raised (\$1,100), and how they are looking forward to doing it again next year. They share some of the challenges that they faced.

Pam Jacobsen - Girls Soccer Worldwide - Thanks the girls. Talks about how the volunteers' voice helped to give a voice to girls 6,000 miles away. Pam shows pictures of the Spring Into Action event and the work being done in Paraguay. Pam talks about GSW and its' mission. Building trust and make change. Empowering girls. Pam talks about how money from 2018 and 2019 was used. The money from 2018 was used to construct a room and bathroom for a



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young girl named Maria, and the 2019 money will be used to construct a girls bathroom at the soccer field in Paraguay.

### 3) Approval of minutes

Change spelling of Sadhana Pani, Allison Hunter

Erik Hofstede motions, Erika Carlson seconds, the motion passes unanimously

### 4) Acknowledgments

Tammie Shadle thanks Katie Moe for getting Top Soccer started, Cassandra Fuller for community service, and Mike Stewart for his hard work.

Dan thanks Erin Sharpe for her first meeting with staff

Erin Sharpe thanks everyone for welcoming her to the club

Erik Hofstede thanks whoever was responsible for cutting the grass

Jon Asmussen thanks everyone who does all of the work to get the season up and running.

Special thank you to Martha, Albert, and Marty for their hard work on the tournament.

### 5) Report Reading

Members took 10 minutes to read reports

### 6) New Business

#### a. Reports

##### i. DOC

Erin Sharpe (ES) goes through her highlight slide. Expresses again, how thrilled she is to be part of our RAGE family. Enjoys speaking with all stakeholders. Shout out to Megan W for kickoffs. Talks about positive way to start off season with Dean Whellans. Talks about the overall great experience for the Tahoe Training Camp. Great bonding and experiences with soccer training, mental training, and exercise.



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ES talks about tweaks to tryouts. Open first day of tryout window and that we should have completed teams within one week. Additional identification of players throughout the season so that they can be invited to tryouts.

ES talks about burnout management. Adding an optional training instead of 4 mandatory. Optional training will be functional training. No ramifications if practice is missed.

ES talks about 2nd ECNL level for premier team. ECNL regional league. First year, so unsure of exactly how it will work.

ES talks about Age Group Coordinator doing trainings all year every other week. Will have additional responsibilities on curriculum and methodology. Soliciting feedback. There will be a micro cycle for each team based on opposition. Will be given to players and parents. Older players will receive a training session in advance so they can be prepared.

ES talks about club break review. Would like to rethink an entire month off in June. Perhaps split up the break. Will be affected by tournament and tryout schedule.

ES talks about futsal. She indicates that technical skills will be improved with a futsal program.

ES talks about Prodigy and Trace programs. Sees benefit of Trace.

ES wants us to be present at Surf or Silver Lakes tournaments. More exposure for our girls. Also wants to add a College Id camp. Will look into dates once tryout windows are announced.

ES talks about changes to travel arrangements to save money and streamline the process.

ES shares that Nor Cal Symposium was attended by three coaches.

Randy Smith asks if all of Erin's agenda items were doable. She says yes.

Dan Allari (DA) asks about 2 chaperones. He worries that if there is an emergency there will not be enough drivers etc. ES replies that a travel coordinator will be there and that coaches need to be more present and responsible. DA indicates he still has concerns about redundancy.



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DA questions the costs associated with the 2nd ECNL team. ES replies that these are regional games, so travel should not be an issue. Showcases will be optional for those players who choose not to attend due to cost, scheduling etc...

DA applauds making the 4th day optional. ES talks about the benefits of the flexibility. ES has also said that coaches need to be flexible for those players who are playing additional sports, that they may be able to skip Prodigy day.

Mike Hoyman asks if we are using our financial strength to give scholarships. Can we make it easier. Be more aggressive. RS talks about it being a financial aid not scholarship.

Randy Smith indicates that we use California department of housing and community development State income limits for the most recent year. The list is broken down by county, number in the household and income level. We offer aid to families with income in low income to extremely low income levels.

JA says we would need a proposal before the board to change the process.

ES asked to talk about Brittany Cameron - BC has been made head coach at SFSU. They have worked out a schedule that is acceptable. ES will work with ECNL teams on game conflicts. Will use Fall as an indicator to see how it will work.

ii. **Operations**

Tamie Shadle focuses on fundraising - She give the highlights of the Rec Jersey sponsorships - special note to Dicks. 38 teams have sponsorships. Up from 8 last year. RS asks who brokered the Dicks deal. TS indicates that a family had a connection.

TS asks for board members to mark calendars for October 5th, Orange and Gold - she indicates that we need big ticket items for live auction

TS indicates that Annete is back on website. Erik and Katie indicated that they will support the newsletter.



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DA thinks that jersey sponsorship will snowball next year.

TS shares an email from a family. The email describes how meaningful the Tahoe Camp was and how appreciative they were.

Martha Brown asks if we are responsible for the spots that were not filled. TS says that we are negotiating.

iii. **Rec**

Mike Stewart (MS) talks about numbers for registrations. Numbers are in flux but close to complete. There is a balancing act between registration and teams and coaches. Colin will manage parade. 3 age groups are not in-house play viable. Rec registration is currently flat from 2018, but overall registration will be down 3-4%. Jon Asmussen (JA) mentions the growing trend towards flight. MS mentions that we marketed flight well. Erik Hofstede suggests that if we looked at our numbers compared to the overall population that the drop would look more significant. MS talks through the graphs looking at historical data. MS talks about flight draft and necessary changes to next year. Coaches need more data and we are listening to coaches for future. JA asks if we could have a coaches meeting prior to the season to talk about rules and DA indicates that prior years the coaches met and "deals" were made that caused problems. Megan Walinski talks about how we are trying to make it work for the kids but not everyone will be happy. JA asks if we can make changes to registration next year that has an acknowledgement box that indicates you may not be placed with your friend. We can look into that for next year. MW talks about how it works today.

iv. **Competitive**

Martha Brown (MB) talks about our numbers being down. Approximately 80 players over the past two years. Team dynamics, coaches, other sports, etc...League games begin next weekend. ES made changes to the scheduling criteria to protect players and families for over playing. MB discusses the college advisory program. The program kicked off and was part of our tournament. Needs to be promoted and improved to make sure that Scouting Zone is an integral part of our program. ES indicates that she needs to get in and play with the program to become more familiar. MB talks about the Trace program and



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kinks that need to be worked out. Marco is doing the research and development of the implementation. Baseline concussion should be mandatory every two years. Working with Christy Boyd to make sure that is done. WPSL completed their games and we will do a debrief to see how we might progress for next year. JA asks Erin Sharpes' opinion. She thinks it is great to have it, but we need to do more data mining and planning. We should up the ante and include tryouts. Model the Storm model. WPSL to be added to next board agenda.

v. **Treasurer**

Randy Smith (RS) indicates that we are still doing very well financially. This is historically a good time of year for us. This is our peak financial time of year. We are concerned about the fact that everything is down, so going forward the numbers are of concern. We need actual numbers for competitive players. We are down 40-50 players. Some of the costs are offset by coaching costs etc., so the actual deficit is approximately less. ES suggests that the profit margins are greater for 3rd teams. RS not exactly sure of that. We are working down our long-term liability. EH asks how much of our balance sheet is in cash. RS says \$400,000. DA indicates that if our revenue is \$2,000,000 is a trigger for audits of non-profit. JA talks about sitting on the balance and how we need to decide when to put that money in play. He indicates that we are sitting on too much and that we should spend the money. RS talks suggests that using our assets to cover costs will cause problems in the future. RS says that we are still working through the part time transition. Next year's budget should be cleaner with cleaner line items.

JA asks about 401K enrollment. RS indicates that 8 or 9 people have enrolled. 26 others could sign up. Everything looks fine with those who are involved.

JA suggests that ES add 401K to the next coaches meeting agenda

vi. **President**

JA indicates that all of his points have been covered, so in the interest of time, he skips his overview.

vii. **Other (TOP Soccer, NorCal Symposium, etc.)**

Mike Hoyman (MH) talks about the NorCal Symposium which was geared toward



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how to run your soccer program. MH indicates that it was really good information, including: fundraising, injury prevention, a big pitch for athletic trainers, FIFA 11+ training and talks about tracking injuries. MH also shares how important it is to maximize relationships with parks and rec departments. Katie Moe (KM) adds that Erin Sharpe led a session. KM reiterates about the power of the injury prevention and nutrition. She added pictures to the board folder if anyone is interested.

KM talks about Top Soccer. She and ES worked out a system to encourage buddy coaches. The registration of players is a slow steam train moving. She indicates that there are more older athletes signing up. The biggest change is that we are charging \$25 rather than it being a suggested donation. Martha Brown asks if they will participate in the parade. It is an option for the kids if they want.

#### **6 b) Charitable Donations**

Cassandra Fuller outlines the suggested charitable donations policy. DA adds that we need to make sure that no member of the decision making process can be affiliated with the organization. DA indicates that charitable must be aligned with our mission and values

JA asks that we bring it back at the next meeting for stamp of approval.

#### **6 b) Tournament Recap**

Jon Asmussen (JA) indicates that Marty will step down and we will need to name a new leader(s). Martha Brown tells the board that Marty suggests we hire a Tournament Director. MB shares that we lost our food person, so Albert stepped up. MS suggests that perhaps the food becomes part of a fundraising effort by teams next year. MB talks about how the fields were amazing. Good comments about the Sports Park grass. Team numbers were down. In some sense it made it more manageable. More relaxed. Thanks to Kevin Wiest. We have to decide if we use Traveling Teams next year because the contract is up. Will we renew? Referees were strong. Brian did a good job. JA reiterates that. For older, Brian worked to bring in 50% female refs. JA indicates that Stanford Children's is



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amazing. KM reiterates how great the refs were.

**6 d) Board appointment**

Jon Asmussen talks about the Pani Malar nomination. Pani has offered to take Ross' seat and then run again in the fall. Jon Asmussen moves to appoint Pani to the open seat. Dan Allari seconds the motion. Motion passes unanimously.

**7 a) Tahoe Training Camp Finances**

Jon Asmussen indicates that we owe \$11,000 to Tahoe Camp for open spots. We can perhaps add that to next years' camp costs. The decision will be made in the September/October time frame. Will know if we can apply the 11K to future year.

**7 b) Tournament Staffing -**

Martha Brown leaves the room a closed door session.

**8) Adjournment 9:21**