



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

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

Members present: Katie Moe, Jon Asmussen, Martha Brown, Cassandra Fuller, Tamie Shadle, Mike Hoyman, , Randy Smith, Dan Allari, Carlos Nissen, Erik Hofstede, Chris Palmer, Pani Malar and Mike Stewart arrived late

Absent: Albert Villarde, Colin Chang, Erika Westhoff

Staff Present: Megan Walinski, Erin Sharpe

1) **Call to order** - Jon Asmussen calls meeting to order at 7:07

Jon Asmussen welcomes Pani Malar as our new board member.

Pani Malar speaks about his experience as the parent of both recreational and competitive players within the RAGE community and how he is excited to be part of the board.

2) **Acknowledgments**

Jon Asmussen (JA) thanks Colin Chang in his efforts of getting the parade done. Thank you also to Mike Stewart and anyone else involved.

Dan Alari thanks Erin Sharpe for showing up to a recreational game.

JA thanks Randy Smith, Marco Lopez and Erin Sharpe for working on our new equipment deal

JA thanks Tamie and Erin on their recruitment of interns for our marketing position

3) **Approval of minutes**

Strike the details of the closed door section

Dan Alari motions to approve the minutes with adjustments. Erik Hofstede seconds. Motion passes unanimously.

4) **BoD given time to review board reports**



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5) New Business

a. Reports

i. DOC

Erin Sharpe (ES) acknowledges what a great 6 weeks it has been. Thanks to everyone for making the beginning of the season a success. Enjoyed the parade and everyone's efforts.

ES is working to evaluate recreational players during games and training in the hope to identify players and possibly invite players for the spring. Already identified 12 players at the u8 level.

JA asks what that means in terms of staffing. ES says we will need to hire a new coach.

ES talks about continuing to work to educate our membership regarding our competitive pathway. We have Danielle Slaton coming in every other week to recreational sessions. Hopefully her playing resume will bring added inspiration to parents when considering joining a competitive team.

ES wants to explore grassroots coaching licences. She wants to be able to offer to our recreational coaches. Cost is \$25 per coach.

DA asks if it is a formal class. ES says yes. Marco and Walter are looking to be qualified as teachers of the course in the future.

DA asks who does the licencing program? ES indicates it is under US Soccer.

ES thinks we should explore recreational and flight tournament for next year.

ES talks about how we rolled out a common RAGE curriculum, methodology, and game model. All coaches are utilizing these models. Coaches should be sending out micro cycles to parents. Communication is important

ES talks about about the field sessions with Holland Football University. Our new methodology was well received.

ES congratulates Maddy Goldberg who committed to University of Oregon and Tiana Cello who committed to San Jose State.



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ES talks about our college information night for ECNL players. It was well received. She is working on a date for the next few weeks to host an information night for non-ECNL players.

RAGE hosted a state PDP event - Great opportunity. In thanks, Nor Cal donating to RAGE's scholarship fund.

ES discusses looking to require all RAGE staff to have a minimum of USSF D licence - we might need to host those courses to enable the coaches to get the licence.

ES talks about how ECNL results have been positive. We won the Marin event, tied MVLA. The 02 team won which was a huge success.

ES indicates that the Impact testing for all older players are complete

ES states that 2 additional PCA sessions were held and 90 parents participated

ES indicates that she is working with Rob Bell to add futsal as a third day of training

ES explains that we are expanding goalkeeping to all competitive players

ES is working to get Danielle Slaton to be part of our Leadership Speakers Series

JA asks to Erin to tell the board who Danielle Slaton is - ES talks about Danielle Slaton as a former Olympian, analyst, and national board member of PCA. She also played for Philippe.

ES discusses proposed changes to posted policies - ES would like to consider eliminating a couple of PIMS - specifically playing time. It is the responsibility of coaches to develop all players, but the PIM is taking away critical time for top players. ES also questions the logic of tournaments being exempt. Another PIM is tryouts for sick or injured players. Thinks these don't need to be public policies. Last one is the PIM on open boundaries. Believes that the policy creates unnecessary divisiveness. Wants to consider changing the policies. ES will send out all requests in an additional document.

JA talks about the need to read her requests in preparation for our next regular board meeting.

ES discusses accounting and collection - RAGE will be transitioning from Stack Pay to Teamsnap for accounting and collection. Stack Pay has numerous problems and Teamsnap is a cheaper, more stable platform.



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JA asks are we confident that the conversion will not affect those who have set up auto pay with Stack Pay. ES indicates that we have postponed auto pay date until October 15, to catch any issues

ES talks about COPA STC- A high tech soccer training facility in Walnut Creek. ES says it is incredible with technical, physical and emotional training for players. ES gives examples of technology. We should show our support for the facility. It is too far for formal training. But we can have a RAGE only event to get exposed.

RS asks if we are adding more coaching for the additional goalkeeper trainings. ES says that it will be Brittany as part of her role.

DA asks about ECNL travel contract - ES says it should be deleted

ii. **Operations**

Tamie Shadle (TS) indicates that competitive and recreational seasons are 3 weeks in. We still have a few kids asking to join mid season. We have added their names in a database for future seasons, and they can sign up for winter.

TS indicates that pictures went smoothly

TS updates on the Orange and Gold Gala - She encourages board members to please purchase tickets. This will be a fun event. Cabanas are still available.

TS informs that we have the ECNL travel finalized - We will be using Kaiser Air for the November trip to Phoenix. TS explains that changes have been made to the chaperone policy. There will be 2 chaperones instead of 3. The process will be more streamlined which will help keep costs down. TS indicates that we are following the model that ES used with San Juan.

TS indicates that there are two 02 ECNL players who are interested in the marketing internship. Both are injured players. Coach Enrique Rojas has marketing background so he will help Jon Asmussen and Erik Hofstede in working with the interns.

TS reiterates the transition to Team Snap for payment vendor

CF asks about drug issues at Barrone's - Are we aware of it?

TS and Jon indicate that we are aware of it and spoke to the owners at the time. Will reinforce with owners again and talk about added security.



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TS says we are at about ½ of desired tickets sales, but are tracking to normal sales to date. We have very cool prizes coming in. JA says we should post prizes on Social Media as a push.

Pani Malar asks about how Orange and Gold has been advertised. TS says via email Stax and Constant Contact

JA asks about Orange and Gold - are we encouraging coaches to attend. TS indicates that coaches get half priced tickets and that we should think about offering this deal to recreational coaches next year. JA suggests maybe a loyalty program for recreational coaches. JA suggests that we give a few tickets away to coaches who have been around for a while. Up to 10 tickets to give away.

JA solicits a motion to approve 10 tickets.

Cassandra Fuller motions to approve and Mike Hoyman 2nds. Motion passes unanimously.

TS suggests a reserved Cabana for Philippe to celebrate his last year.

JA asks about how that will work with Ballistic - TS indicates that we will have to pay Ballistic for ½ \$650. JA solicits a motion to approve the cost of the cabana for Philippe.

Mike Hoyman motions to approve the cost of the cabana and Katie Moe seconds. Motion passes unanimously.

iii. **Rec**

Mike Stewart (MS) shares numbers for recreational players. We have 895 players, which is 18 more than last year. Of this number, 595 recreational and 300 are flight players. This is the first year we have been positive for flight growth. Overall in recreational, we are down 36 players from last year.

Randy Smith asks which age groups grew the most. MS not sure yet. Dan Allari indicates that bring a friend brought an increase in middle ages. MS says bring a friend was a good idea that was poorly executed. The form for registration needs to be improved. The data is a mess, but we have been sorting through the data and trying to manage the validation. The program will cost us about \$10,000. If



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the players come back next year, that cost will be covered. There are additional players at almost all age groups.

Erin Sharpe asks if the players are new to soccer. MS says we do not have that data mined yet.

Martha Brown asks if we will do it again. MS says yes with changes.

MS talks about goal differential still being a problem with the recreational teams.

He also indicates that we need to put up PCA signs at games. MS mentions concerns about jersey sponsor logos. We need to make changes for next year.

Jon Asmussen asks about coach clearances - do we have any uncleared? MS indicates, yes, we have a few who need to be addressed. JA asks what the plan is.

Somebody on staff is working on this. Randy Smith asks if all teams have at least one cleared coach. MS says yes but Tamie Shadle says no. Dan Allari talks about this being a major liability. Randy Smith asks if they can not be cleared by this weekend, what should we do? Discussion suggests that we need to find a sub for that team. Dan Allari reiterates that this is a liability issue and coaches should not be allowed. There are 2 head coaches that need to be cleared. Eris Sharpe says we should send an email that says you are not allowed to be on the field and that games will be forfeited if the coaches are not cleared.

iv. **Competitive**

Martha Brown (MB) explains that an NPS survey went out on Monday, and will be resent on Thursday. This survey was for both recreational and competitive players.

MB indicates that the college advisory night was a success and that we had a large turnout.

MB talks about the Trace video program - Marco Lopez has done a great job, but we need to make sure that batteries are charged. Marco is receiving and acting on feedback. Erin Sharpe indicated we are having some technical difficulties.

MB talks about ImPACT screening - we have full compliance

BLS - Erik Hofstede will help with the roll and will work with Cassandra Fuller and Erin Sharpe to make sure it is up and running.



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MB indicates that the employee handbook is updated and will be handed out to all staff.

v. **Treasurer**

Randy Smith (RS) says we are doing well financially. We have net income at \$133,023. RS indicates that our income is up. Expenses are lower due to fewer coaches and the completion of our transition to part time employees. We have been working on liability insurance and making sure that we are covered appropriately.

Jon Asmussen asks if we are close to closing out tournament. RS indicates that we are waiting on hotel checks. We are down about \$30,000 from last year.

vi) **President**

Jon Asmussen (JA) talks about NPS survey. JA talks about having marketing interns so that we can do a better job promoting the great things we are accomplishing as a club. JA wants a "RAGE up to speed" video on the web each week and blasted out. We want to help the interns build their skills while promoting the great things we are doing.

JA wants to give Erin Sharpe a formal budget for next year. This would allow her to be more prepared and flexible.

JA recaps that Marty will help with tournament leadership but doesn't want to be here both weekends or to be the onsite director. JA indicates that there may be an open role for that position. If anyone is interested, let Martha Brown know. We need to post the opening, go through diligence and hire someone.

JA talks about Tahoe Training Camp - He wants to continue for 2020. We need to be concerned about filling slots. Perhaps partner with another club. Perhaps open it up for a recreational camp on one side.

JA explains that if you are interested in being an officer for next please step forward.

JA talks about Verizon futurists, and the Artificial Intelligence. We need to think of our club as critical nature to our youth as we are immersed in a digital world that limits our children. RAGE is here for fun, activity, and friendships which broadens the players perspective.



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President

5 b) PIM 003

Jon Asmussen talks about the history of PIM 003 in terms of transparency of non-resident players to report to the city. We are less than one percent higher in terms of non-resident players as compared to last year.

Motion to approve PIM 003 - Erik Hofstede motions and Mike Stewart seconds.
Motion passed unanimously.

5 c) Slate of Candidates

Martha Brown presents seven candidates for seven open positions

Names the 7: Jon Asmussen, Mike Hoyman, Pani Thangaraj , Katie Moe, Carlos Nissen, Randy Smith, and Albert Villarde

We can still accept applications up until AGM in October. Will put the slate on the website. Need ballot blurbs from all candidates to go out with ballot after the AGM. Slate to be approved at AGM.

5 d) Constitutional Amendments

Martha Brown talks about changes to constitution which must be approved at the Annual General Meeting. We need to change our mission statement to reflect the changes from the last Strategic Meeting.

DA says that we will need to do the same to the By Laws, which can be done at any BoD meeting. We will add this as an agenda item to the AGM agenda

5 e) Nike and Adidas Proposals

Erin Sharpe (ES) talks about responses to RFP for new equipment deal.

ES says we should make a decision which is in the best interest to the club, but we should consider what the membership wants. ES discusses the costs



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associated with the switch. She indicates that the players prefer Nike because of fit, which is designed for girls. Although there may be costs associated with change, the overwhelming number of girls want a switch. ES prefers Nike but understands that it is a business decision. ES goes through the two proposals. Proposals from Nike are estimated on historical data from SoccerPro. Nike has more access to US National events. ES will play the two companies off of each other. We need to finalize in the next 3 weeks. ES asks if the greater board is ok with letting Executive board make the decision.

Chris Palmer asks what the costs will be to parents. Discussion ensues regarding what the incremental costs might be. We need to be cognizant of these issues. Additional costs include: Tents will have to be rebranded - 25 can be sold, 25 can't because they are co-branded. Nike can get us tents at a discounted price.

Jon Asmussen shares his concern with the 8 year term vs 4 year terms with Adidas. Either shorter term or an escalator with numbers year over year. ES says that the difference in the past 4 years with Adidas was only 1%. Randy Smith talks about how the 20% of the amount spent is better than the fixed with Adidas. Jon Asmussen asks about the recreational needing to rebuy jerseys every year. ES says numbers are based on historical data, so if we changed that, it would affect our outcomes. ES share that the clause from NIKE, about 8 years is technically 4 with a revisit clause for 2 following year cycles.

Erik Hofstede reiterates the question about comparable price in kits for players. ES will find that number.

Tamie Shadle asks if we will still work with Soccer Pro. ES says yes.

Randy Smith asks if we can make this decision as executive team once we have that final numbers. Dan Allari moves that we allow the executive board to make the final decision regarding the equipment deal. Katie Moe seconds the motion. The motion passes unanimously.

6 b) WPSL

ES shares that the WPSL program is important to our club. The program is a link to alumnus, and is the top of the pyramid. We need improvements by mirroring what Storm in Sacramento has done. For example, during tryouts, we need to get



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a deeper commitment level from players, have a team of interns that work for WPSL, and have a head coach that doesn't have all the same responsibilities. There were conflicts that disrupted continuity for players. ES is asking for an additional \$6000 up from \$9000 last year. This increase would cover a WPSL coaching stipend increase that would potentially attract higher level coaches. JA asks about cost to players. ES indicate that a \$150 fee was charged last year and that we need to charge something to have skin in the game. ES suggests that alumni get a discount.

Chris Palmer asks if most clubs charge fees. Martha Brown says San Ramon does not. ES thinks most do.

Chris Palmer Motions to allot the additional \$6,000 for WPSL. Erik Hofsted seconds the motion and it passes unanimously.

6 a) Charitable Process

Cassandra Fuller shares the revised process for the club choosing organizations to support for any future fundraising. Randy Smith motions to adopt the new process and Erik Hofstede seconds the motion. The motion passes unanimously.

6 a i.) Rage Kicks Cancer

Cassandra Fuller goes over the plan for the fall community service event, RAGE Kicks Cancer. She is working with a group of 05 players to organize the fundraiser. It will be a club-wide event that brings awareness to breast cancer, and raises money for two organizations, HERS Breast Cancer Foundation and Culinary Angels. Cassandra asks for the support of the board and ES to get the coaches to buy-in. Cassandra Fuller asks for a \$500 budget. Martha Brown motions to approve the \$500 budget. Erik Hofstede seconds the motion and it passes unanimously.



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Randy Smith suggests that RAGE matches donations made by our players up to \$5,000. Randy Smith motions to approve the matching funds of \$5,000 and Martha Brown seconds. The motion passes unanimously.

7 a) New Matters

Jon Asmusses talks about AGM - He suggests that we promote it for membership as a presentation.

Jon Asmusses solicits November agenda items. Suggestions are:

Discussion about prodigy progress

Continued discussion about coaching clearance.

8) Adjournment 9:34