



Board Meeting

Thursday, March 12, 2020

Location: Ballistic United Soccer Club
275 Rose Ave., Pleasanton CA 94566

Members present:

Erin Sharpe Cassandra Fuller Katie Moe Mike Stewart Mike Hoyman
Dan Allari Jon Asmussen Pani Malar Martha Brown Tamie Shadle

Members Joined by Zoom Meeting:

Erik Hofstede Colin Chang Albert Villarde Randy Smith Chris Palmer
(Zoom members were regularly checked in with)

Absent:

Staff: Megan Walinski Marco Lopez

1) Call to order: Fuller calls the meeting to order at 7:03 PM.

2) Guests: none

3) Recognition: Cassandra thanks to all who helped with transition, Tamie and Erin for Spring into Action. MB recognized Erin Sharpe for all decision making. KM recognized staff for swiftness and excellent communication regarding current status

4) Meeting Structure/Norms: KM, discuss process of board reports, process, Cassandra Fuller reiterated that these changes are made based on board workflow feedback to make meetings more productive and strategic

5) Introduction of new staff Toby Frohlich, board introduced and Toby discussed his background and experience with Ohio Elite

5) Approval of January Minutes: Asmussen motion to approve, MB second

6) Board Reports

Director of Operations:

MB asked about TGS vs Team Snap, potential transition i 1 year, TGS is rolling out a new app and a couple teams will Beta test. MB asked about volunteers and why we are using mostly board members. We have general members who will be interested in volunteering at certain events. Erin has direction for how placements will be run and will direct volunteer coordination. Jon A asked about billing. Katie M. asked about "Soctoberfest", where name came from? CF asked about incorporating the weekend and linking it to the October give back event. The weekend event would be able to include all levels of membership. Katie M. asked about the weekend feeling overwhelming with so many options. BUSC is going to spearhead a lot of it. RAGE will lead the Gala. Toby mentioned that in Ohio they did a pink sock fundraiser, to tie in an event with fundraising and club culture. Dan is asking about how we combine the event to make it family friendly, especially with alcohol being involved. Board agreed to move forward to



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flush out the details of the event more. Tamie will present again at the next meeting with more details and potential budget request. Martha B. and Cassandra F. are interested in helping with the advisory committee.

Director of Coaching

Erin reviews the transition from Flight to Select and benefits of the program. Albert V asked about Select at the older age groups, Megan W. answered...u16 players already play in nickel NorCal league which is similar to what select offers and they are already playing for an outside league. Dan A. asked how to respond when people ask "we lost our flight program?" what is the party line to that type of question...we added the features of the flight program to the rec program. Jon A asked how we make sure people know that they need to come to Placements...Tamie said that when registration opens we can continue to communicate. Jon asked if we need to do a phone campaign. Mike S, Martha B all said no phone calls. Dan A suggested Pleasanton Patch, NextDoor, Independent, Pleasanton Weekly. Mike H suggested SMS text messaging, Katie M asked if we have permission to send text. Mike S suggested postcard in addition to social media, emails. Board Consensus is to do some activities that are outside of the norm so we can make sure we are not missing anyone that may be interested in playing Select. Erin summarized staff restructure, full time staff members will coach 1 team and oversee a different age group as an age group coordinator. Erin explained that it does not affect the budget. Chris P. asked about coaching changes, if she abides to the 2 year expectation that a coach should stay with a team. Erin explained that there may be more changes this year given that it is her first year as she takes into account team dynamics, strengths of coaches as it relates to what the team needs. Albert V. asked if there are additional staff members that she is looking at, similar to goalkeeping, if there are specialized training opportunities. Erin has a potential staff hire that might have "Copa like" opportunity that may be explored. Dan A. asked about different response opportunities for staffing/coaching changes. Cassandra F. said that the board response should be that it is based on program need. Erin is on track to announce the coaching slate within 4-6 weeks of placement. Erin stressed that her evals are not solely based on what parents say, it is a small piece to take into consideration. Dan A asked what is the plan to acknowledge the responses to the parents that communicated in the survey. Cassandra suggested a simple "thank you" to all those that responded to show we appreciate the effort to complete the survey. College ID Camp, projected April 25/26 and may move to May 8/9. Martha B asked if College ID camps are being canceled more broadly.

Coronavirus - ECNL shut down all competitions and events through April 30th, PHX is canceled, Seattle is cancelled and hosting Santa Rosa this weekend. NorCal has suspended competition through the end of March and will reassess. Erin is still determining whether staff will work from home or in office. RAGE Honors night is canceled. Head coaches will be in communication with teams, there may be college meetings with older prospective athlete teams, coaches will assign homework. Albert V. asked if there are any platforms that can aide in the homework. iSoccer, TopYa and Google Classroom were discussed. Martha B. asked about Spring Rec Academies, they are under Cal North so have a different timeline than



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NorCal Comp teams. Mike H. asked about what will happen if a family asks for a reimbursement. Marco L. acknowledged concerns about coaching staff and making sure they stay healthy

Facilities Update - Jon updated that what we want (combination of office and futsal) is not available. We will have a very hard time finding it, going to be a challenge. He suggested that we find a high networth individual that would build a space for us in partnership. Even if we found a space it would take time to get a space set up. Our lease is up in June. Erin will continue to look for a space.

VP of Rec

Rec Program Budget in red. Randy and Colin are reviewing, asking for fundraising ideas to offset registration fees. Marketing, jersey sponsorship help is needed. Budget will be discussed.

VP of Comp

Postpone RAGE Honors Night to May or April if we can plan an event then. Hotel is allowing us to cancel for very small fee. Board agrees to attempt to reschedule the Honors night in April or May.

President

Thank you for survey feedback. Based on survey workflow, the strategic initiatives remain the same and that everyone is working towards measurement on these initiatives. Reminder for Board commitment for a committee and follow your passion. Spring into Action will be postponed or a virtual service project.

Treasurer

Loss at the end of Feb is normal for the club this time of year. Low interest rates could affect our income. Jon A asked if Directors and Officers insurance was renewed, Randy confirmed.

7) New Business

Rec Budget -

Randy presented budget, Jon A asked about forecast for Rec Tournament at the end of the year. The expectation is to include outside clubs that will help drive revenue. Erin, Is there a concern that the Rec and Comp budgets are separate? Jon A said the purpose is to be able to price the programs appropriately comp vs rec. Jon Assmussen moved to approve budget, Mike Stewart second. Budget passed. Zoom meeting participants were all confirmed.

Tournament Staffing (Martha Brown recused during this discussion)

Jon Assmussen - Marty Florian is stepping back and will not be at the two tournaments this year. Jon posted 2 jobs: Tournament director and Tournament competitive director (more of a supporting role.) \$4000 for tournament director, \$1000 for competition director. Jobs were posted publicly, two



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applicants for tournament director role (Martha Brown and Maryanne Mutzl). Marty spoke with both candidates. Recommendation for Tournament Director hire is Martha Brown. She is the far superior candidate, has been running the tournament as a volunteer for the last several years, she knows the ins and outs, knows the hotel relationships, etc. The other applicant has no soccer tournament running experience. Erik Hofstede moved to hire Martha Brown as tournament director, Erin Sharpe second. Zoom meeting participants were all confirmed.

Meeting adjourned at 9:22pm

Minutes by Katie Moe