

**NOTES: Pleasanton RAGE Board Meeting**  
**June 14, 2022**  
**7-9pm**

**Attendees:** Colin Chang, Martha Brown, Randy Smith, Tamie Shadle, Erin Sharpe, Megan Walinski, Erik Hofstede, Cassandra Fuller, Vishakha Sant, Sean Fogarty, Todd Carter, Katie Moe, Dawn Chapman

**Meeting Begins - 7:07**

**Thanks:**

Julian, Vishakha, Sarah, Dawn, Katie, etc ... leading a great WPSL event, 30-40 kids and upwards of 200 attendees.

- Lots of interest in merchandise (sold stickers, tshirts, sweatshirts, pj bottoms)

Further, thank Tamie with help with team formation

Todd shares his recognition of the Rage Signing Night ... so well done and inspirational

Review and approved April meeting notes (Randy motions, Martha second, approved)

Sean Fogarty in attendance as interested BoD ... introduction and shares desire to join BoD  
*Katie motions to approve, Erik seconds ... approved*

**Director of Coaching Report:**

- Competitive team formation was complete ... unfortunately was cumbersome. Added 5 new teams ... still have to hire coaches to support (got some great coaches in process)
- Challenges chasing players to accept (need to update with notification that “didn’t accept”); lots of kids tried out for comp but then fall back to select
  - Vishawka proposes we do a better job of setting expectations; hold steadfast on the 48 hours (we want discipline from players/parents)
  - Further, direct to website or create a little video/FAQ/infographic
  - 624 registered vs. 580 LY
  - Stress over communication/messaging
- Grant officially full time staff and 9v9 AGC ... will prioritize technical acumen; replacing Toby who was having some performance issues (exploring sanctions that would prevent players that followed from playing / illegal)
- 50 teams for showcase, primarily SoCal and out of state (57 LY) and 30 teams (50 LY) for summer cup ... hopeful will land another 40 teams per the budget. Potential impact from Mustang, who scheduled a tournament at the same time as the Summer Cup.
  - Not many college coaches registered
- Mental health workshop ... manage teen player pressures
- NPL qualifiers this weekend for 4 teams and next week 05s and 06s going to Seattle

- First chaperoned trip since onset of Covid ... making progress
- Erin walked through the formation process ... and challenges / delays
- Cassandra proposes that all teams wear their RAGE sweat suits when traveling
- Dawn/Randy wanted to ensure that kids on the bubble were notified ... Erin confirmed these meetings happened in person (and Dawn's case, her daughter didn't have a meeting / coach turnover)
- Katie motions to approve the \$7500 in financial assistance/team in the even that they qualify for games beyond the 25th (Todd seconds, approved)

#### **Direction of Operations Report:**

- Post formation activity to ensure player passes, rosters, and uniforms
- Also taking on the rec tournaments
- Building out rec teams ... should be formed by early July, season starts in August
- Still working on Orange & Gold venue (need 300 pp capacity)
- Need BoD members to help out with Tournaments

#### **Director of Rec Report:**

- 522 rec registrations so far (667 LY) ... expecting surge last day of early bird discount (down to date vs. last year) ... targeting ~800 including Select
- Facilitating background checks (post Larry Nassar USA gymnastics scandal)
- Rage's year for the parade

#### **VP of Rec Report:**

- Cassandra suggests communicating into the schools where not too late
- Need lots of help with the parade this year

#### **VP of Competitive:**

- Updated financial aid FAQs and built new aid applications (including travel)
- Well distributed financial aid requests ... 11 have been approved of which nearly 50% from Pleasanton
- Working through uniform ordering, jersey numbers
- Supporting incoming team managers

#### **Treasurer:**

- Net assets at \$1.6M
- Filed 990 extension last month ... will file in September (as we always do)
- Will start measuring quarterly budgets vs. actuals
- Continue to invest in short term treasuries

**President:**

- Completed Spring Into Action ... need parent liaison (assigned by team manager)
- Finalized board formats to include “what help needed”
- Deploying an annual employee satisfaction survey in December (both paid & volunteer coaches)
- Finalize executive board job descriptions
  - Randy motions to approve, Erik seconds, approved

**Fundraising:**

- Raised \$1300 at WPSL ... marketed that proceeds will go to scholarships

**Marketing / Corporate Sponsorships:**

- Walked through the proposed program ... building out pitch deck
- Targeting Pleasanton companies
- Some questions as to who's leading the merchandising / streamline / specific items

**Alumni Outreach:**

- Build out database ... start now
- Leverage alumni ... involve them, make available (will look for help as to how to communicate/message)
  - Success stories, overcoming adversity

**Meeting ends - 9:09**

# Board Highlights June 2022



# Director of Coaching Report

Erin Sharpe

Respect \* Attitude \* Greatness \* Expectations



# Updates/Current Projects



- Team formation process:
  - Success with 5 additional Comp/Select teams formed than what we had last year (could have formed more but Rec determined more appropriate for a lot of players).
  - Challenges include players not registering in a timely manner, trying out for wrong program, not opening emails from TGS. Coaches for new teams likely not to be available to start until mid to late July. Staff coverage in meantime
  - Improvement solutions: TGS to create 'decline roster spot' option, promote only trying out for the program you intend to play for if offered (Comp vs Select)
- Grant Matsumoto, new 9v9 Age Group Coordinator/full-time staff member
- Tournament progress: Approx 50 non-RAGE teams registered for the RAGE Showcase and 30 for Summer Cup to date. Application deadline is June 20
- This Friday: Workshop for High School aged teams: *Pressure is a Privilege* with Mariah Cameron and Gabriel Farias to help our players manage pressures and mental health challenges they face as student-athletes
- NPL Qualifiers for 4 teams this weekend and ECNL Playoffs in Seattle for 2 teams next week
  - Propose club financial assistance to 05 and 06 ECNL teams if they advance to the Finals and need to extend their stay by an additional 2 days (or if they advance to the Semi-Finals and game time is late enough to require an additional night stay). Costs would include hotel and local transportation (vans, gas, insurance), and chaperone expense assistance of up to \$7,500 per team. Assisting teams financially in National Championships has been done by RAGE in the past and is common practice amongst elite soccer clubs. Teams must win 3 guaranteed games between June 22-25 in order to advance to the Finals on June 27

# Director of Operations Report

Tamie Shadle -





# Current Initiatives - June 2022

- Comp Team Formation/Paperwork
  - player passes
  - rosters
- RAGE Tournaments
- Rec Team Formation

# Future Initiatives

- Rec team formation/coaches meeting
- Orange & Gold - venue + event planning
- RAGE tournaments - volunteers



# Recreational Director Report

Megan Walinski -





## Current Initiatives - June 2022

- Registration - 522
- Team Formation
- Coach Recruitment/Registration

## Future Initiatives

- Coaches Meeting - end of July
- Parade

# Recreational VP

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# Competitive VP Report

Martha Brown

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# Current Initiatives - June 2022



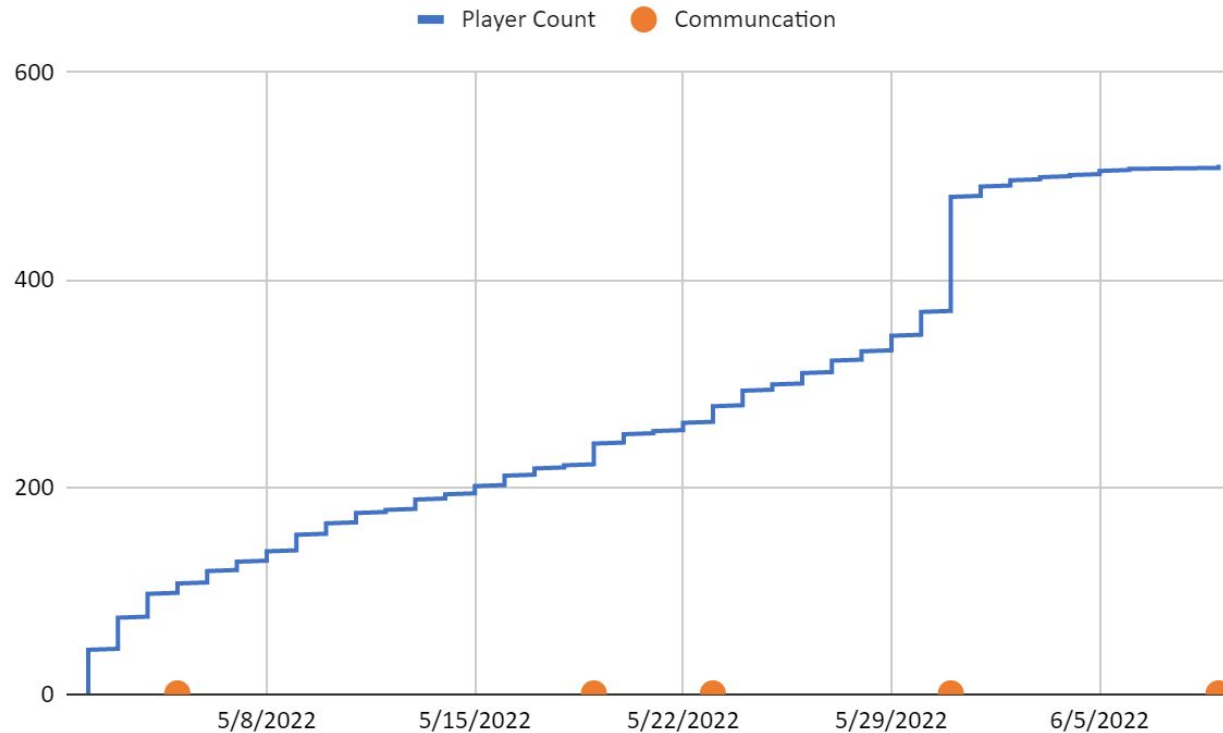
- Financial Aid & FAQs – Comp Player’s Club Dues: Updated application and info on the website (see doc in packet); Removed Covid application
- Financial Aid & FAQs - Comp Player’s Travel Expenses: Created new application and FAQs based on April Board meeting proposal, discussion & approval (see doc in packet)
- 2022-23 Team rosters / jersey numbers / uniform site & ordering – Busy!
- Other: Grant Matsumoto; Team Manager assistance ongoing; Stanford Youth Academy Agreement renewal done & signed;

## Future Initiatives

- ImPACT concussion testing of new 2022-23 players
- Team Manager meeting



# Current Initiatives - June 2022



## Future Initiatives

- Rec Committee members + member volunteers

# Treasurer's Report

Randy Smith

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# Current Initiatives -

## ● Financials

- Net Operating Income     **-\$97,297**
- Net Assets:                 **\$1,596,767**
- This is a slow revenue period for the Club. Most competitive payments are completed by March.
- Balance sheet continues to be strong.
- 990 extension was filed last month.

## Future Initiatives

Revisiting Budget with the increase number of teams.

Now that budgets are consolidated will try to do quarterly budget vs actuals.

Investing in short term treasuries.



# President's Report

Cassandra Fuller

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## Current Initiatives - June 2022

- Completed Spring Into Action
- Finalized group reporting formats
- Brief employee satisfaction survey
- Finalized Executive Committee job descriptions

## Future Initiatives

- Look into alternative to survey monkey
- Work with DOC to create a more comprehensive employee survey to be administered in December

# Facilities Update

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# June Updates

- Goals by the end of the year
- Measures of success
- Needs/Dependencies



# Two Part Strategy

## Enhance Existing Fields

- Pros:
  - Less capital intensive
  - Possibly quicker results
- Cons:
  - Red tape issues
  - Control of fields after enhancements have been complete

## Purchase RAGE Facility

- Pros:
  - Full control of fields
  - Longer term solutions for RAGE
- Cons:
  - Capital intensive
  - Longer duration for project



## Enhance Existing Fields

- Work with City of Pleasanton on Val Vista turf project
- Work with PUSD on existing fields that RAGE can participate in projects of improving field conditions (PMS field)
- Reach out to any local private schools with fields that we can partner with



# RAGE Facility Requirements

- What should a RAGE Facility have:
  - Futsal (indoor or outdoor and number of courts )
  - Additional Outdoor Soccer Fields (number of fields)
  - RAGE Office
  - Meeting Room
  - Training Facility
- Possible Strategy for securing property
  - Partner with Developer
  - Partner with City of Pleasanton



# BOD Direction Needed for Next Steps

1. Enhance Existing Facilities
  - a. What enhance existing project to prioritize
  
2. RAGE Facility (wish list or vision of facility)
  - a. Size and amenities
  - b. Location



# Fundraising Update

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# June Updates

- Goals by the end of the year
- Measures of success
- Needs/Dependencies
  - parent volunteers to help with events

- Please see:

<https://docs.google.com/spreadsheets/d/1FvDD1kXlStXyZiGEUSk5aAIBUtKAFHLNZCIIPQpOPzQ/edit?usp=sharing>



### Fundraising Opportunities

- College Showcase
- Rage Summer Cup
- Additional opportunities potentially available with tournaments
- Progressive Dinner Fundraiser
- WPSL Events
- Donut order for RAGE Opening Day Parade

### Fundraising Opportunities

- Orange & Gold Gala
- Pink Socktober
- Community Watch Day: ECNL/ECNL-RL teams with food trucks/pre-order, Boba/Coffee/Tea, Club Merch and Canned Food Drive (Alameda county or other local food bank)

### Fundraising Opportunities

- Poker Tournament with wine or distillery tasting tickets
- Photo Contest
- Progressive Dinner Fundraiser

### Fundraising Opportunities

- Cornhole Tournament with food trucks and beer tasting/tickets
- Farmer's Market community outreach with plant sale
- Golf Tournament with community sponsorship
- WPSL Events



# WPSL Festival

Huge Thank YOU!!!!!!!!!!!!!!

- 200+ registered on Eventbrite
  - ~50 participated
    - Issues: Right at the end of club break, super hot, warriors game, couldn't have a food truck, limited sizes for merchandise, partners got very little traffic
    - The Good: A lot of younger Rec players participated, the Q&A sessions were a hit, shooting on the keeper was a hit, lot of families stayed to watch the games, good turn out at the following game as well
- Raised ~\$1300
  - some will go to WPSL for their partnership



## Why Fundraise?

- To build, strengthen, and develop the RAGE Community and RAGE within our communities
- To increase opportunities for player access to and success in all levels of soccer by helping players and their families seek, obtain, and make the best use of all financial resources
- Create an accessible soccer environment both locally and beyond our borders

## What will the funds support?

- Academic Scholarship Fund
  - Goal: Increase the number of scholarships available and/or the monetary amount
- Financial Aid Fund
  - Goal: Increase the number of families that RAGE can support
- Future Indoor Facilities Fund
  - Goal: Initiate fundraising for a future indoor facility

## How will we raise funds?

- A comprehensive national search of soccer clubs created a long list of ideas



# Additional Fundraising

**Goal:** Compile a list of team-level fundraising options available to all teams to help fund their “incidentals” account for things such as (but not limited to) team bonding events, team dinners at tournaments, tournament snack bags, team swag, etc. Also, some fundraisers can be used as an opportunity for individual families to raise money to pay down their club dues

## Current ideas:

- Poinsettia Sales
- Super Bowl Pool Squares
- Jamba Juice fundraising cards
- Kicks for Kids: Skills camp taught by older team for youngers
- RAGE car magnets or decals

# Partnership Needs

- Community Outreach
- Marketing/branding
- WPSL
- BUSC
- Tournaments





## Next Steps

- Research and cost analysis for new initiatives
- Possible creation of subgroups for larger events
- Reach out to partner groups



# Marketing/Corporate Sponsorship Update

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## June Updates

- Goals by the end of the year: Secure sponsors to cover \$100K of corporate sponsors by December.
- Measures of success:
  - 25% Secure - OK
  - 50% Secured - Average
  - 75% Secured - Above Avg
  - 100% Secured - Excellent
- Needs/Dependencies: 1-2 min video showcasing how awesome Rage is <pitch video>

# The Opportunity

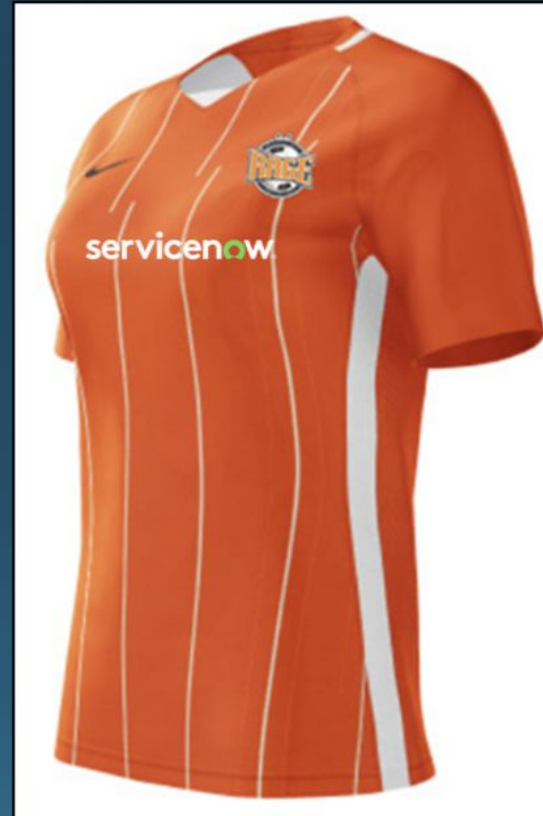
A 2-year partnership to grow this alliance within the Pleasanton community & surrounding areas.

World Cup: All Teams  
\$100K

Champions League: Competitive Teams  
\$70K

Copa: Rec Teams  
\$35K

Spirit Sponsor: Age Group Level  
\$25K



Logo on Front of RAGE Home and Away Jersey



# Additional Benefits

A 2-year partnership to grow this alliance within the Pleasanton community & surrounding areas.

Benefit	Description
Official Designation	Top Level Club Sponsor
Jersey and Apparel	Branding on apparel
Use of Club Logo	Use of club logo in sponsor marketing
Sales Lead Generation	Access to club members, coaches, and supporters for purpose of advertising
Physical Field Signage	Tournament and game fields where possible
Digital Signage	Club website, Logo on Website, Meta, Instagram
Presentations	Spotlight at gala, golf tournament (or other fundraising activities)





# Target Company

## Started

ServiceNow

Workday

## Planning

Hendrick Automotive (Pleasanton Auto Mall)

Cliff Bar

Nordstrom

J C Penny Co

Leisure Sports

Clubsport of Pleasanton

Covidien LP

Shaklee Corporation\*

Ericsson Incorporated

Veeva Systems\*

Patelco Credit Union\*

Thermo Fisher Scientific

Zeltiq Aesthetics Incorporated

Stoneridge Creek Pleasanton

Safeway

Oracle

Pleasanton Unified School District

Macy's

Blackhawk Network

Wal-Mart

Clorox Service Company

State Fund - Compensation Insurance

E M C Corporation

Thoratec Corporation\*

Roche Molecular Systems Inc.

KPMG





## Brand Extensions (Merchandising)

- Introduce new retail products for membership base
- RAGE to manage inventory, but profits 2-3x currently retail avenue
- \$20K Revenue Target @ 50% yields \$10K Profit (\$50K Revenue through SoccerPro required to yield equivalent \$10K Profit)



<u>Pros</u>	<u>Cons</u>
<b>SoccerPro</b>	
No Cash	Profit 20%
No Inventory	Limited Control of Store
<b>RAGE Owned</b>	
Profit ~50%	Cash outlay
High Control and Flexibility	Inventory mgmt

# Social/Community Outreach Update

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# June Updates

## Goals by the end of the year:

- Build a robust database of Rage Alumni with purpose of reconnecting with their former soccer network and community at large to help give back, while moving club priorities forward.
- Create strong reasons and incentives to give back and participate in RAGE events throughout the calendar year.
- Create leadership/personal development experience for both Alumni & current players.
- Create year-round programmed approach with many opportunities for mutually beneficial involvement.

## Measures of success:

- Increased Alumni engagement in RAGE events.

## Needs/Dependencies:

- Align with Staff and Walter to pull contact info from WPSL players. Create specific messaging and begin a campaign of outreach with a variety of opportunities for involvement.





# Current Initiatives June 2022

## Alumni Outreach Campaign

1. Create Database starting with WPSL players designed to integrate into messaging and programming moving forward.
2. Developed Alumni Survey to gauge areas of interest in staying connected with Rage.

## **Objectives:** Drive increasing engagement with RAGE alumni

Primary responsibility: Build out programmatic approach to ensure increasing engagement, leveraging our alumni for mutually beneficial relationships (e.g., two-way, if Alumni has desire to follow a marketing career path - use our membership to potentially network).

- Coordinate with Director of Social Media to promote Alums that are currently competing in college or professional soccer careers.
- Track our alumni in the following areas: Successes in continued soccer career, career successes, Job networking, Speaker series, Mentorship opportunities, overcoming adversity, dealing with unforeseen changes and life's curveballs.
- Host Alumni Events, including Alumni Game, Breakfast Alumni event, and other leadership opportunities.



# Current Initiatives June 2022

## **Support and Bolster Social & Leadership Events:**

- Objective: Continue to work with Staff to make Pleasanton RAGE synonymous with leadership development
- *Primary responsibility:* create plan, identify and facilitate leadership events (examples include Big Sister/Little Sister, speaker series, PB celebration, Parent BBQ).

## **Community Outreach Initiatives:**

Continue to develop community-based programming in underserved areas in order to diversify membership and provide additional valuable life lesson opportunities to our players. Liaise with Staff on creating and supporting diversified Community Outreach and activities and events (Spring into Action, RAGE Kicks Cancer, additional partnerships for service at the team level including, but not limited to food pantries, school literacy partnerships, etc.)