

**Pleasanton RAGE Board Meeting Minutes**  
**April 23, 2024**  
**6:30-8:30 PM**

**Attendees:** Sean Fogarty, Erin Sharpe, Tamie Shadle, CJ Napolitano, Megan Walinski, Eric Stein, Ryan Callahan, Lytia Zazzeron, Dawn Chapman, Martha Brown, Sebastian Nosker, Mike Rodriguez, Ryan Wittmer (by Zoom), Vishakha Sant; Katie Moe (by Zoom)

**Meeting Begins** - called to order at 6:33pm

**Acknowledgements:**

Martha acknowledged CJ for working on the budget. Vishakha acknowledged Eric, Lytia and Katie for assisting in gathering Pleasanton businesses' contact information from the Pleasanton Chamber of Commerce. Erin thanked Marth for organizing Honors Night. Sean acknowledged Erin for coaching the US Club Soccer id2 u14 team in Spain.

**Approval of March Minutes:** Martha moved to approve minutes, seconded by Ryan.

**Reports**

**DOC: Erin Sharpe**

- ECNL Phoenix Event: 4 of 5 teams picked up points. There was great college coach exposure for the players. Maylen Montoya was selected for a second time (which is rare) to play in the National Selection Game and scored.
- Tryout logistics finalized and pushed out.
- 24-25 Comp coaching slate finalized and pushed out.
- Team seasonal plans will be pushed out upon approval of budget.
- New coaches are getting in front of players before try-outs.
- New coach from Mustang: Brandon Kearney. Will coach 2011 ECNL-RL and be Co-Fitness Director with Jonathan Decker as we move fitness programming in-house
- Congrats to new college commit: Azariya Smith (Southern University). Many more regularly taking visits and in discussions with schools now. There are a lot of offers on the tables for our players. Will be exciting to see where they commit.
- TOPSoccer started back up
- Training and interview video shoots have gone well with Wildhouse Productions. They will have a presence at Honors Night, TOPSoccer this week, Spring into Action this week, games this weekend and training next week. We will have a marketing video to push out in advance of tryouts.
- Upcoming in the next 2 weeks:
  - RAGE Honors Night (Thurs, April 25)
  - 2 PCA Workshops with emphasis on navigating emotions and support throughout placement process (Mon, April 29 and Thurs, May 2)
  - RAGE Open House for new prospects and those interested in new RAGE programming (Tuesday, April 30)
  - GK clinic, partnering with Bay FC GK Katelyn Rowland (Friday, May 3)
  - Younger tryouts start (Monday, May 6)

- Eric asked whether information about try-outs was being posted online and Erin confirmed it was.

### **Dir. Operations: Tamie Shadle**

- Tryouts
- Registration will begin once budget is approved.
- PUSD & City of Pleasanton
  - PUSD cost increase: TFM 2023 = \$412.87 → 2024 = \$848.29
  - COP: Attended last Sports Council Meeting to get “feedback” on sales tax increase ...charge for fields is coming.
- Comp teams are finishing up spring league.
- Future Initiatives
  - Tournaments: July & August
  - Plan for 2024-2025 season: passes, league registration, orientation for new coaches and managers, scheduling, etc.

### **Dir. Recreation: Megan Walinski**

- Spring clinics are completed – 75 players participated
- Friday Night Football: 35 players came out and it was super fun.
- Future Initiatives:
  - Age Group Coordinators (“AGC”) meetings.
  - Registration
  - Comp/select try-outs.

### **Competitive VP: Katie Moe**

- Video Production
  - Working with staff and videographer. Two dates have been completed, just working on last couple of shoots (Spring into Action, Honors Night, ECNL Game day) with the goal of a rough draft of the “Why RAGE?” video by next week.
- Working with Sponsorship Group (see below report from Vishakha).

### **Treasurer: CJ Napolitano**

- CJ reviewed the Financial YOY Performance Summary and Budget vs Actual Summary with the Board.
- Operational Updates:
  - Bookkeeper relocating to San Diego
  - Discussed Pleasanton Youth Soccer League tax returns. It needs to be determined if RAGE or Ballistic is to complete the forms.
  - BOD approved \$10,000 marketing resource spend in current soccer year. (Eric motioned, Vishakha seconded). Motion was approved.
- Discussed Interpretation of Bylaw 3:01:02
- V0.9 24/25 Budget was distributed to Board on April 7<sup>th</sup>.

### **Facilities: Ryan Callahan**

- Ryan gave a general update on seeking potential sites for new RAGE offices and facilities.
  - Ball is still in RAGE's court to create a fundraising plan to generate funds for a potential site.
- Pleasanton Middle School field project:
  - Three futsal courts similar to what is existing
  - Two of three grass 7 v 7 or 9 v 9 fields
  - One 11 v 11 turf field
  - Have not received an update from PUSD for about 5 weeks.
- Conditions of existing grass fields at Aquatic Park:
  - Hearing complaints from parents on height of grass
  - Discussed whether RAGE or BUSC can do anything about it. Requests were put into the city but a burst pipe impacted mowings and they are not willing to cut the grass shorter at this time.

### **Sponsorship / Marketing: Vishaka Sant**

- Provided a strategy for gaining sponsorships: Near Term, Mid Term and Long Term.
  - Near Term
    - Katie, Eric, Vishakha to identify potential community sponsors
    - April 25 – List of companies
    - April 26 -May 14 – BoD divide and conquer (if needed)
    - May 15 – disposition by 200 companies
    - May 30 – Vector logo's in specific format
    - Print Rec / USL-W
    - Rec. Sponsorship
      - Target 200 companies with the goal to land 75.
    - USL-W sponsorships
    - Goal is to sign sponsors by 5/15/24
  - Mid Term
    - Select
    - Comp
    - ECNL
    - Ongoing
    - Goal is to sign sponsors by 5/15/25
    - Continue to seek mid to large size sponsors for competitive teams
  - Long Term
    - Potential Facility
    - Goal: Capital Campaigns
    - Reviewed sample timeline of a Capital Campaign.
    - The question asked was whether we want to conduct a feasibility test? \$60K-\$100K. The feasibility test is an important piece of information and can be used for other projects.

- Looking at three potential companies to engage with to conduct capital campaign.
- Sean requested that all Board members help with seeking sponsorship
- Vishakha will send out talking points for reaching out to potential sponsors.
- Reviewed sponsorship materials. Vishakha requested that all board members review the sponsor materials.

### **Fundraising & Social Events Update: Lytia Zazzeron**

#### Committee Recruiting:

- Update: Actively recruiting committee members to assist with Spring/Summer RAGE Golf tournament and Fall/Winter Gala.
- Requesting 4-5 committee members at least...if we want to hit our goals.
- Support needed:
  - Refer a committee member & suggestions on incentives.
  - *Board support on the events we have planned this year.*
  - All golf info from last year & suggestion on golf tourney date.

#### Mid-Small Business Outreach

- Update: Started a doc for outreach. *Goal: Easy to view, sharable materials on how a mid-small business can engage with and support RAGE.* Shared for feedback, ideas and information needed.
- Support needed:
  - Missing information on the doc or suggestions on what may be missing.

#### Orange & Gold Gala

- Tentative Date: 11/8/24
- Theme is TBD (Roaring 20s, 007, Masquerade, Disco, Hollywood Glam)
- Activities suggestions: Live auction for business contributions
- Silent Auction with each comp age contributes a themed basket of \$200
- Next Steps: Board review, committee recruiting
- Support needed: committee suggestions, any and all information from last gala.

#### Big Sis/Little Sis

- Support Needed: Need some thought starters and potential staff/team manager input for event/activities ideas.

#### Recruiting Slides

- Shared recruiting slides for Golf Tournament and Gala.

#### What are we trying to achieve?

- Increase opportunities for player access to all levels of soccer through financial support
  - Achieve this by raising \$90k with \$50k by Sept. 2024 and \$40k by April 2025
- Give our players, families, staff community ways to connect throughout the year
  - Achieve this by having 2 major events, 2 social events, Big Sis/Little Sis events
- Promote RAGE values and bring community awareness to the benefit of our program
  - Achieve this by promoting our 2 community centered events.

#### What are we fundraising for?

- RAGE Scholar Athlete/Community Service Scholarship – Pleasanton RAGE
- Financial Aid for both Rec and Comp
- Future Facilities Fund
- Corporate Sponsorships
- Additional scholarships

### **President's Update**

- Spring Into Action Currently Underway. Todd Carter is running point.
  - 14 teams planned/executed events
  - Events include: Kids Against Hunger, Top Soccer, Cleat Drive, Food Drive, Mothers Day Cards @ Senior Center, park cleanups, Valley Humane Society food drive.
  - Event summary and PR in the works.
- Honors Night - Thursday 4/25 - Please attend.
- PCA Workshops 4/29
- Committees - Thank you for volunteering! Lots of fundraising coming up.
- Team Manager Meeting June 18, followed by our next board meeting.

### **Budget Approval:**

- CJ discussed the budget and deficit and proposed ways to balance the budget.
- Board discussed that we need to generate \$100k from sponsorships and fundraising.
- Also discussed how we need to rethink how merchandise is sold. It has to be more user friendly. Need a volunteer to run the merchandising program.
- Eric motioned to approve budget. Katie seconded.
- 11 voted for, 2 opposed, 1 abstained. Budget passed.

Sean Fogarty Adjourned at 9:08pm