

**Pleasanton RAGE Board Meeting Minutes**  
**June 18, 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

**Meeting Begins** - called to order at 6:40pm

**Acknowledgements:**

Sean acknowledged Ryan C. for his work on Project Bronco. Vishakha acknowledged team for their help with contacting potential corporate sponsors.

**Approval of April Minutes:** Vishakha moved to approve minutes, seconded by CJ.

**Reports**

**DOC: Erin Sharpe**

- Tryouts and Team formation complete:
  - Comp: Same number of teams as last year in returning age groups 2007-2016 birth years - added a 2016 Premier team, removed a Grey team by combining 09/10 Grey. Down 2 teams total with 3 graduating u19 teams (2006) and 1 incoming u8 team (2017). This is normal.
  - Select: Same total number of teams as last year – added 2016 Select, 2015 Select II, removed 07/08 Select and 12/13 Select II
  - Approx. 68 new players to RAGE Comp/Select, 77 promotions within Comp and Select (excludes promotions from RAGE Rec and Black teams)
- Comp Opening season meetings (and uniform fittings) completed, Select to take place June 20<sup>th</sup>.
- Congrats to new college commits: Maylen Montoya (University of Washington, 2025) and Kylie Gutierrez (William Jessup University, 2024). More players regularly taking visits and in discussions with schools now.
- *Why RAGE?* Wildhouse Productions video dropped and excellent. GK video dropping soon.
- USL team much improved from last year. Festival on Thursday, June 20th
- Bay FC Katelyn Rowland clinic was excellent and she's working with our GKs again at the USL Festival
- Successful Honors Night, Spring into Action and Open House. Estimated that about 100 people attended the Open House.
- PCA Spring Workshops not a success and cancelled the second one due to attendance of 5 people at first one (Sean and Katie included). Fall sessions drew 30 people each.

- Tournaments: Currently 46 Showcase teams applied and 18 Summer Cup. On track for this time of year. Concern to not have received mow estimate yet and insinuation that it may be higher than last year
- Maylen Montoya invited to ECNL Conference Cup (ECNL National Camp). First player from RAGE ever that staff is aware of.
- Eric asked how goal keeper retention was doing. Erin reported that it is on track as last year.
- Eric and Sebastian opened up a discussion around metrics to measure success at club level. Board discussed what potential metrics to use, whether the club had the resources and time to track such metrics, etc. Eric and Sebastian were given the action item to come up with a proposed metric system for ECNL.

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

- 2024-2025 season underway: passes, league reg, new coaches & managers, scheduling, etc.
- Held 1st Team Manager meeting on June 8<sup>th</sup>.
- TeamSnap will be transitioning to an upgraded platform. Email will go out to club members with instructions on how to complete the upgrade.
- Athlete One acquired TGS.

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

- Held Age Group Coordinators (“AGC”) meetings. The meeting went well.
- Rec Registration – registered 440 players (509 in 2023 at this time)
- Volunteer coaching (~30 head coaches)
  - Made a big push with effort to find new coaches
  - Off to a good start but numbers are lower than expected
- Summer Camp went well.
- Future Initiatives:
  - Team formations by the end of July
  - Hold Coaches meeting
  - Hold in person coaching clinic
  - Plan for Rage Parade for August 17<sup>th</sup>

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

- Team Manger Meeting on June 18<sup>th</sup> was a success! (30 Team managers attended)
- Working on a Kick-off/pre-season survey for comp.
- Media
  - Why Rage video has rolled out
  - GK video is currently in review, comments have been given and edits are currently being made

#### **Treasurer: CJ Napolitano**

- CJ reviewed the following financial reports with the Board:
  - Financial YOY Summary (May-April 2024 vs 2023)
  - Budget vs Actual Summary (May 1, 2023 – April 30, 2024)

- CJ was able to setup on Paypal an invoice tracker and QR code/ payment link for individuals to donate or make payments for merchandise.
- 2023 Audit
  - CJ requested from the Board to move to have another audit as there is a gap
    - Katie motioned to have audit, Martha seconded
    - Board approved
- 2023 Tax returns have been filed
- CJ requested the Board to have Pleasanton Youth Soccer League entity dissolved since not applicable anymore. Any money coming left in the entity will be split with BUSC.
  - Erin motioned and Sebastian seconded
  - Board approved
- First Republic to Chase Bank transition
  - Reason for transition is that Chase has a much better platform
  - Consolidate all team accounts which makes it much easier to manage.

#### **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.
- City of Pleasanton Budget Cuts
  - Hearing big budget problems coming down the line. Likely some departments will get cut.
  - Suggest to get membership to talk to City Officials about not cutting departments or funds that benefit RAGE.

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

- Provided a strategy for gaining sponsorships: Near Term, Mid Term and Long Term.
  - Near Term
    - 30 organization in progress in progress
    - 5 interested – need follow up
    - 5 secured (1 USL, 4 Rec)
    - 16 not interested
    - ~300 not started
    - 8% out of 64 orgs

- Forecast: 24 more (12 at \$500 and 12 at \$1,000 = \$18,000)
- Received: \$3,500, Awaiting \$2,700 = Total \$6,200
- Mid Term
  - Select
  - Comp
  - ECNL
  - Ongoing
    - Not much traction at this point. Service Max may be interested
- Long Term
  - Still researching on feasibility of acquiring a facility
- Artifacts
  - Business Outreach Directory has been created with pre-assigned Board members assigned businesses to contact. Script and email template have been provided
  - Rec Club Sponsorship One Pager information is provided
  - USL-W Club Sponsorship One Pager information is provided
  - RAGE REC Sponsorship One Pager information is provided
  - The [sponsors@pleasantonrage.org](mailto:sponsors@pleasantonrage.org) email is set up and ready to go.
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### **Fundraising & Social Events Update: Lytia Zazzeron**

#### **First event in the books!**

- Co-Revenue event with Porky's = \$440.52 (\$2202.58 rev total)

#### **Coming up next 3 months...**

##### June

- USL Fan Fest 6/20 5p-7:30p (BoD Volunteers?)

##### July

- Co-Revenue event with TeaZenTea (15% kick back) 7/17/24
- *Pending* Co-Revenue event with Parktown Pizza (finalizing date)

##### August

- *Pending* Mom's Night Out
- *Pending* Co-Revenue with Habit

##### September

- *Pending* RAGE day (combine with Picture Day)
- Co-Revenue event with Porky's (20% kick back) 9/11/24

## **Orange & Gold Gala planning underway!**

- Date: Friday 11/1/24
- Theme:
  - Masquerade
- Activities:
  - Live auction for business contributions
  - Silent Auction with each comp age contributes a themed basket of \$200
- Next Steps:
  - Planning has started, most urgent is location for venue and getting the save the date out!
- Support needed:
  - Committee suggestions, any and all information from last gala!
  - Flyer approval - will be changing the day (Fri instead of Sat), any other changes?

## **Outstanding questions**

- Team level fundraising – discussed what is the interest in organizing as a club. Email question out on the Team Snap marketing fundraiser (need to confirm by 6/21)
- Gala flyer (previous slide)
- Calendar holds working out to keep the group updated? Any other staff I should include?
- Monthly updates to Board, Staff, Team Manager and Parent Volunteer for club events/fundraising – discussed best way to send and get contacts?
- USL Fan Fest – requesting BoD volunteers

## **Team Fundraising Ideas**

Lytia presented the following fundraising ideas:

- Partnering with Krispy Kreme
- Partnering with Jamba Juice
- See's Candies Fundraiser
- College Showcase and RAGE cup (must have player participate to collect funds)
  - 50/50 raffle
  - food/snack stand
  - Merch sales
- Team Snap Fundraising Program
- Find a program where families can gather donations for support (team snap has an option) Total Fundraising Accelraise – Total Global Sports!

## **Goals for Fundraising & Social Events Committee**

Presented the following information at Team Manager Meeting:

- Increase opportunities for player access to all levels of soccer through financial support  
Fundraising events include: Orange & Gold Gala, Golf Tournament and Co-Revenue Events

Give our players, families, staff and community ways to connect throughout the year

- Social events include: USL Fan Fest, RAGE Day, Mom's Night Out

Promote RAGE values and bring community awareness to the benefits of our program

- Events include: RAGE Kicks Cancer, Spring into Action, Holiday events

Lytia presented at the Team Manager meetings that in order to succeed with the above mentioned events we need the Team Manager and their team's support by promoting events and having volunteers.

## **President's Update**

Strategic Plan - Mid Year Update

### **1. Attract, develop, retain players, & team strength.**

- Overall net membership increased.
  - o Higher retention at younger ages. ~85% departures (cut or left club) were at the high school ages.
  - o Teams with highest struggle to retain: Select 2 and high school age second team players.
  - o ECNL/Pre-ECNL teams averaged 2.1 departures per team (higher at older ages, lower departures at younger teams). Includes "bubble players" that left before being cut, and those who are moving out of the area. Program is still attractive to outside players - specifically at the higher levels.
- Development / Team Strength
  - o Many additions were seen as an upgrade and will help the club.
  - o 83 total promotions in the comp program.

### **2. Attract, develop, and retain coaches and staff**

- One coach departure. Exit interview conducted by multiple board members.
- Two coaches recruited from other ECNL clubs. One has a national championship.

### **3. Drive a commitment to developing leadership, character, and a service mentality in our players**

- Spring into Action, RAGE Kicks Cancer, Speaker Series, Get on the Bus, Top Soccer....

### **4. Community outreach engagement.**

- PCA, improved social media, marketing video, increased alumni engagement through USL-W, new parent social events & fundraisers.
- Need continued board support and leadership.

### **5. Invest in facilities to improve future programming and ensure RAGE maintains financial strength in the future.**

- Project Bronco

## **6. Organizational governance, execution**

- 2024 Nominating Committee chair: Katie Moe
- Committee to assemble asap.
- Continue to vet potential new board members and leverage strengths.
- Maintain a strong, cohesive board & staff alignment.

Sean Fogarty Adjourned at 9:34 pm