

SMSC Board Meeting

September 20, 2010

- I. Minutes approved from august
- II. In attendance: Tad, Robin, Kristina, Tamara, Mike, Rick and Phebe
- III. President Report - Tad
 - Pay raises approved for gbysl refs
 - Intra-club play procedures changed – teams can now transfer players between teams within the club as needed (an injury, low roster numbers, whatever). Tad is not supportive of this change because it is very hard to implement cleanly – coaches abuse it to help their team win record.
- IV. State of the club – Tad
 - Registration essentially done
 - All is rolling along
- V. Director of coaching – Casey not here
 - Conversation about how to grow club but not compete with ayso – probably offer younger kids programs in ayso off season
 - Robin asked that we not forget the older girls – what can we offer during the non-high school season. We will email all high school aged players in our database and offer eval dates etc.
 - Casey is doing a great job connecting with coaches and providing coach support and player development strategies. We will need to focus more on curriculum development and planning for the future moving ahead.
- VI. Treasurer's report
 - Fire in the sky financials thus far – ballpark \$13,500 profit. Great job!!
 - Spring 2010 finally closed out. We are looking at the AR still, but it won't make a big difference. Profit was higher than expected. Same with last fall. So what do we do about fees for this spring? Need to nail that down before the fall evals. Ideally we do not want to raise fees (balanced budget was built on a \$110/kid increase.)

- Winter training program can be a revenue generator – the program is sounding like a mix of team training and futsal league. It will be separate from TDRPD.
- Rick and Kristina will work on financial “to do’s”

VII. Administrators report

- Club newsletter needs to go out – Robert wants to get one out
- We talked about an email blast sooner saying thanks for the tourney help etc
- Club office is almost done! It looks great!

VIII. Registrar report

- Robin thinking of ways to improve things in the future – anyone with ideas should email her
- Need to print paper reg packets in the future
- Need a reg rep at every team meeting

IX. Tournament committee

- Incredibly successful – tons of great feedback, huge thank yous to all who helped so much
- Thank yous need to go out – to sponsors, donors and the whole club

X. Facilities report

- Need to add KB and TC

XI. Operations

- Tad and Casey will meet in the next few days. Tad will ask Casey to add info to his next doc report about winter etc

XII. Scholarship

- We need to tighten this up a lot! We will set a cap before each season based on estimated player numbers (approximately 20% of estimated players). Phebe will talk to coaches about understanding the value of the scholarships and that each team really shouldn't have more than 3-4 scholly players ideally. Late adds cannot take the field in the future until reg is done completely, and a scholly app is completed and some payment is made!

XIII. Budget

- Talk about the UNR chairs we purchased and we will offer them to our sponsors as a thank you

XIV. Sponsorships and Fundraising

- Tamara is spearheading the sponsorship program with Robert – trying to build a database
- She wants to have our website have logos of our sponsors and then the capacity to click through to our sponsors
- Wants to do plaques in the future with photos – no photo from this tourney so may do mugs this time
- Newsletter is key for sponsor thank yous – and useful for the membership
- Building the idea of a tiered sponsor system
- We talked about setting up host hotels
- Need to get copies of the sierra sun column
- Tamara will start following up with managers on team fundraising – making sure that everyone is doing it

XV. Old Business – none

XVI. New Business – none

XVII. Meeting adjourned! Next meeting October 18th, 6:00

Casey To Do:

- Figure out a winter training program that can generate revenue – look at setting up some lake options
- Work on the ayso recruitment strategies for the spring – more U10 and U9 teams but also a training program for 7-8 year olds (jr passers and little kickers) - need to start recruiting before ayso ends October 15th (flyers at school or ayso games? Drive people to website to sign up for email info on upcoming soccer stuff?)
- At coaches meeting need to educate coaches about the registration and scholly program