

Sunnyvale Alliance Soccer Club
Board Meeting
Tuesday, April 10, 2007

Attendance

Board: Masood Mokhtary, David Natwick, Mark Fellows, Craig DeNoce, Cheryl Ching, Sandra Todd, Neil Hughes, Susan Lundberg, Karen Bustamante, Evelyn Dixon, Julie Banks

Guests: Andrew Ransome

Approval of Minutes

March Rec numbers reported were corrected.

Minutes for March and February accepted with correction.

Officer and Committee Reports

COMPETITIVE REGISTRAR: Julie Banks:

Julie is proposing Deanne Phillips as the new comp registrar effective May 1st. Julie is a backup and an advisor. Julie also asks that she remain on the SASC Board email. Board accepted this during the transition. Julie motioned, Cheryl second. Majority ayes.

Game Cards will be on Julie's porch on Friday. Please hold off on any questions about online registration until after the orientation later in the month. Susan Lundberg wants to make sure we have a plan to ensure that the known fee waiver players get the registration forms on time before the June 20th cut off date.

FUNDRAISING: David Natwick - Comp uniforms. Youth uniforms are delayed. 3 teams are waiting out their order. They will use their practice t-shirts with a number. Coaches will coordinate with guests so they are not white. Except for one U17 team, and 4 other teams all comp teams are in uniform.

Fundraising: Fine gold donation from Stevens Creek Quarry valued in \$2K. It has already been installed at SSC. In the process of composing of a new letter for corporate donation request.

REFEREE DIRECTOR: Mark Fellows:

Julie commented about the toxic cloud over the fields on last Saturday when we have another situation. Who gets to make the decision? Mark indicated that the games should not have taken place if the kids were at risk.

Mark advised the board that two Sunnyvale teams: U14G Roadrunner and U18G Phoenix had advanced to the sweet 16 of D2.

Action: Julie will send us the highlights for our website. Need to also connect with Bob to setup the place for team recognition.

The payment system for the referees will change. We will be cutting pay for all the games including DeAnza will send an invoice probably monthly.

RECREATIONAL REGISTRAR: Craig says there is a 28% growth... Maybe the baseball enrollment is down. Consider the growth and the capacity of the team. The demographics show the buckle at U8-U10.

VOLUNTEER & EVENT COORDINATOR

Cheryl Ching we need a date for picture and fun day.

Sandra wants to know when the contract with Shooting Stars ends so that we can look into alternate contracts. It is believed the contract is in the president's binder.

RECREATIONAL DIRECTOR: Sandra Todd

Field issues this spring includes: Vargas starting construction after fields were lined. They were relined at the last minute. Thanks to all those who helped out. Masood indicated that the city was not informed about the nature of the work and that they would try to provide us with restitution. Sandra asked Masood to advise the city that while we are grateful for any restitution it cannot compensate us for the inconvenience and need for fields. Hollenbeck will shrink as Challenger is also planning construction. There are concerns that our growth coupled with the shrinking of available fields will force limit the size of the recreational program. We may start limiting U8 sides because of the numbers we need to see where we are with field capacity.

Plans at end of the month to explore restructuring the U8 format. Interested parties to be part of this restructuring plan should contact Sandra. Team counts 19 U6; Sandra expects 22 U8 teams in house. U12 boys may be 6 in the fall; we want to stay in house.

Concerns were expressed by Sandra and Evelyn about online registration because of the need to have to have a concession/mechanism for team formation for in house teams. Julie indicated that she will be sure that our in house needs are represented.

Porto-potties. 3 schools, combo locks are working at the fields.

COMPETITIVE DIRECTOR: Neil Hughes

Introduced Brad Thornbrugh (West Valley College Mens Goalkeeper Coach) to SASC to help coach our keepers. There seems to be more demand than he can meet so Neil is thinking of setting up some clinics.

The San Jose Frogs a soccer minor league team that play out of PAL stadium wants to work with local clubs to hold days that boys (girls too?) can be ball boys and hold small clinics.

Tickets are \$8 and can be used as a fundraiser where we would sell a block of tickets and we give \$3 per ticket. We need a volunteer to coordinate the ticket purchase and organization. Neil will touch bases with Tom Brough as he is on the Frogs to communicate and facilitate the program.

TREASURER REPORT: Susan Lundberg

Susan presented the board with reports on the following

- 2006 Income and expenses

- 2007 budgeted income statement

- 2007 expenses forecasted with per player cost

Recommendation for 2007/2008 registration costs

The Budget committee met earlier and used the reports above and discussed the known club goals and recommends that we do not raise fees for Fall 2007.

VOTE: Sandra motioned: We maintain the fees at the current rate: Comp at \$135 and Rec at \$95; with

the early bird special at \$90. Third child free for families with kids in any of the programs and that we revisit the fees in November. Cheryl second. Motion passed 10 votes.

Status of City of Sunnyvale fee waiver/grant application

Susan stated that we will definitely lose the funding after June. We need a proposal to cover the fees for those in need. There are about 58 kids today; 2/3 in Rec. Susan predicts there will be a total of 122 for 2007. We will continue to push the city to provide infrastructure to help us determine who is eligible. At this time we are being optimistic that this will take place.

Action: David is working with Susan on a plan to make sure we can meet this financial need.

Susan indicated that we are positioned to carry to the payroll for DeAnza/SASC referees. The checks are cut from our accounts and then DeAnza is billed.

PUBLICITY / PCA – Evelyn Dixon

We lost 3 banners in the spring and will have to replace those for fall registration. Unfortunately they were the new bilingual banners.

The current email tool provided by our current website host; 1and1 is usable, but it is a little unfriendly to manage the emails. Each email group does not know of the other and the diagnostics for bad imports are non-existent. As a club we probably want to decide how the emails are being used we do not have a published privacy policy. Using the email system under 1and1 may expose the emails. Other email management systems are more robust and provide better tools for address management and somewhat better editors (but all are lacking.) These systems can cost anywhere from \$30-45 dollars a month for 1500 emails. 1and1 only charges us extra \$1 for every 1000 emails. Masood motioned that we subscribe to a 3rd party email management system because we need to have a reliable, easy to use communication package. However no votes were tallied. Did anyone second this motion?

We will host a Second –Goal parent workshop presented by Positive Coaching Alliance this month. We had good coach turnout in the fall, and there are still many parents that haven't attended. We will try to focus on the younger age groups; where in the past there most incidents (and noise level) is reported.

In addition we will have Honor The Game day the weekend after. We will not make it a Silent Saturday format and notice how it goes.

New Business:

Neil's proposal of a development program that can serve as bridge between the recreational program and class 3 team:

There were several concerns about how players would be selected for the program and that we ensure that we have a plan to provide feedback to the players and parents that includes recommendations for what choices are available to the player based on their performance in the program.

The additional cost to provide the program was raised as a concern, but did not seem to be the limiting factor in implementation. Some talk on how the families should pay extra for this service; anywhere from \$30-60; an average of \$5 a session per player charge. However, Neil and other board members do not want to exclude any kids. Then perhaps to make it a donation but it was thought that voluntary donations were difficult to collect. There was concern on the whole collection of monies and how that was going to be done.

VOTE: An electronic vote was taken on whether to support a pilot program this Spring. Shall SASC spend up to \$3300 on a pilot implementation of an extension to the Coach and Player Development program as proposed by Neil Hughes the Competitive Director. The Pilot implementation will include players in the U8 and U10 age groups identified by Rec coaches, Andrew Ransome and those that attended the Winter Tryouts. Players will be asked to make a voluntary contribution towards the program to offset the cost. This is a one time commitment. Continued support is contingent on program evaluation review and funding plan due at the end of the program or July, whichever happens first. Proposal submitted by Sandra Todd and David Natwick.

Responses

| Choices 1 (reply Only) | Votes | % |
|--------------------------------|--------------|----------|
| Yes - Approve expenditure | 11 | 84 |
| No- Do not approve expenditure | 0 | 0 |
| Abstain | 2 | 15 |

Meeting adjourned at 10:20.