

Staff / Board: Monique, Juan, Carlos, Dan, Jeff, Andy, Beckey, Laura, Alan
Guests: Steve, Gabi, Betsy, Gabi

Board Meeting



Culpeper Soccer Club

29 August 2017

Agenda



Culpeper Soccer Club

1. Call to Order
2. Presentation/Meeting from Gabriella Albertella on Sponsorship (attached)
3. Comments from Public
4. Treasurer/Office Manager Report
5. Travel/Academy Update
6. Recreation Update
7. Misc. Issues

NEW BUSINESS/COMMENTS FROM THE PUBLIC

Marketing Culpeper Soccer Club to New Sponsors

Presented to: Culpeper Soccer Club Officers

Submitted by: Gabrielle Albertella

I would like to get local sponsors for Culpeper Soccer Club. My goal is to market Culpeper to visiting travel and recreational teams and families when they come to visit us to play. The sponsors would also be exposed to our local teams and families that attend games.

Objectives:

- Get sponsors for Culpeper Soccer Club
- Have visiting teams/families go into town after/before their games
- Put up signs/banners to advertise our sponsors/businesses/Culpeper

Advertising our sponsors would encourage local businesses to sponsor Culpeper Soccer Club because it would 1.) expose them to a large audience of visiting teams and families and 2) give these teams a place to go after their game, or 3.) plan a trip on another visit.

Benefits:

- Sponsors will be get noticed by the teams and families
- Teams/families usually tend to go out and get food locally or they go do something after games
- Families might plan to go do something around town
- They could possibly plan another trip to come back
- Businesses will be getting extra exposure which could lead to extra business from the people out of town or locals that were unfamiliar with them
- Culpeper Soccer Club would gain extra revenue from the sponsorships

To get sponsors we would go to the local downtown restaurants and shops along with restaurants off of Route 666 and nearby shopping centers. We would also look to area business outside of downtown Culpeper, wineries, breweries and other destination places that may be interested in increased exposure.

Audience for Sponsors:

- Over pass gives easy access to the Complex
- The teams, parents, players, families and coaches
- Anyone from driving by the Complex or High School
- Even during the offseason, the sponsors will be seen at other high school games and events during go the year

Advertising for these businesses/sponsors would be through banners along the fence at the practice field. And if possible signs on permanent boards on the fields that would designate field sponsorship.

In order to get started on sponsorship packages and a plan to get sponsors, I do have a few questions that may help us get on our way.

Questions for the Board:

- How many banners could we put up along the fence?
- How much space on the fence can we use to put the banners on?
- Could we use A-frames and possibly have them sponsor a field?
- Do we still have the A-frames from years ago?
- Do we have any documentation of past sponsorship packages that we offered?
- What could we have the money go to?

Implementation/ To Do:

I plan to make a Sponsorship Committee of high school players that can earn community service credits to help get sponsors, put up banners and work with local businesses to make this work. I will be working with Tony and Kelly Rozwadowski at K Art and Design, Inc. to get the banners into production. We will all approach Xpress Copy about banner printing and include them as an initial sponsor to help with costs.

After I get some of the questions answered, I will be working with K Art and Design on a sponsorship package to use to go to businesses with.

Thank you for taking the time to consider my proposal.

Sincerely,
Gabrielle Albertella

Treasurer/Office Manager



Culpeper Soccer Club

- Budget to Actuals Report
- Balances
- 2016/17 Recreation accounts not paid in full
- Report on the Fall '16, Spring '17 and Fall '17 Rec accounts that are not paid
- Payroll taxes, Monique followed up with Dennis
- Report for the 17 - 18 year travel and academy payments
- Finalize goals and purchase them (Voted on no tip 7x21 to be ordered from amazon)
- Order the U6 awards and anything for fall tournaments

8/31/2017

Director of Coaching/Recreation



Culpeper Soccer Club

DOC Rec Updates:
Rec Updates

Final Number for Fall Rec Registration: 534

Coaches Meeting on 8/11 was a success. Great Participation & Drafts Completed.

We implemented a draft for the U14 & U18 Divisions. Feedback has been positive.

We moved the 7 Youngest players (2003's) into the U14 division to help with roster construction & competitive balance.

All Rec Schedules & Practice Schedules have been uploaded into the system.

First week of Rec Games ran smoothly. All games were covered by refs and had no issues.

Looking to Schedule another "E" License course for January/February time frame, Early March is back up date.

Should be completed by September 15th.

Application submitted for Culpeper All-Star Classic Tournament on November 11th/12th.

- Approved and will be posted on the VYSA website this week

- Registration is in the process of being created (one registration for ALL teams)

- Cost is \$375 for ALL teams

- Marcia is working on Marketing Materials

- Hope to get 1st Mail Chimp out Labor Day Weekend

- Planning:
 - 30 Days:
 - Marketing for All-Star Coaches & Teams Internal (Late this week)
 - Mail Chimp for Culpeper All-Star Classic Labor Day Weekend
 - Once a Week all September
 - Target VSA, VYS, McLean, FCSC, LMVSC, FPYC
 - Intramural Meeting and Marketing Collateral (Date will be set soon)
 - 60 Days:
 - Spring Rec Marketing Collateral
 - Winter Marketing Programs (U4 & Clinics)
 - Culpeper All-Star Classic Marketing
 - Registration for DOC Course in NJ
 - 90 Days:
 - Shells for Spring Rec in System
 - Spring Rec Schedule Outline
 - Fall Rec Wrap Up and Review
 - E Course Promotion

Technical Director



Culpeper Soccer Club



Immediate

- Travel Coach Email Regarding Fall Tournaments
- VYSA State Cup
- VSA Coaching Education
- First Aid Station
- Additional Academy Coaches
- Adidas Order - Delivered to Triple Image
- Tekker Training Fridays - 9/8, 9/15, 9/22, 9/29, 10/6, 10/13, 10/20, 10/27
- GK Training Fridays - 9/8, 9/15, 9/22, 9/29, 10/6, 10/13, 10/20, 10/27
- Winter Program Indoor Facility Reservations
- Manager Updates with Paula Stafford
- Daily Operations
- Run Sessions for Coaches as Requested
- Continue Work On Curriculum

30 Days

- Fall Fields Schedule with Lights (CCS vs. EHE)
- Winter Program Plan/Tentative Schedule
- Travel Team Pictures – Send Out Date/Time to Managers
- New Referee Course – Winter Date

60 Days

- Winter Program Planning Finalized

**Next Meeting Date:
September 26, 2017 7:30pm**



Culpeper Soccer Club

Notes

- Travel info for games
- Concerns about Grey Uniforms(will look into different options for future)
- Ref concerns with unnumbered uniforms
- Youth driving golf cart??
- Recreation flow chart
- Update travel and rec documents