

Board Meeting



Culpeper Soccer Club

25 October 2016

Agenda



Culpeper Soccer Club

1. Election Nominations
2. Proposals
 - a) Powell Wellness Triathlon
 - b) Paid Field Coordinator
 - c) Travel Uniform Policy
 - d) Uniforms
 - e) Land Acquisition
 - f) Culpeper Rec Club Partnership
 - g) Marketing Proposal
3. Board Member and Staff Reports – brief by exception only
4. Updated Planning Calendar
5. Dates of future meetings
6. Adjournment

Elections Nominations



Culpeper Soccer Club



President: Jeff Capellini

VP of Travel: Marcia Degnan

VP of Recreation: Andy Ganas

Treasurer: Laura Trull

Secretary (Board Approval Only – Midterm): Beckey Morgan

Elections Process - Update



Culpeper Soccer Club

- A list of nominees will be posted to the web site within 3 days after the October board meeting. Nominee questionnaires will be posted to the website without address/phone/email information.
- An email with the list of nominees and the election date will be sent to CSC members within 3 days of the October board meeting and again one week prior to the November board meeting. TO BE INCLUDED IN THE WEEKLY NEWSLETTER
- Questions for the nominees shall be submitted to the Nominating Committee by midnight the Sunday before the November board meeting. Questions will be reviewed by the NCC for propriety and validity. The NCC will inquire to the Board if a question appears improper. ANNOUNCEMENT TO BE INCLUDED IN NEWSLETTER
- The Nominating Committee will prepare ballots and a ballot box for the elections at the November board meeting.

Proposal Discussions



Culpeper Soccer Club

Powell Wellness Center Triathlon Fundraiser



Culpeper Soccer Club

Dates: Saturday - 14 or 21 January 2017 (snow date) at 8:00PM

Volunteers: Culpeper Soccer Club and the Eastern View High School Varsity Swim Team

Sign-ups: PWC or CSC website

Cost: \$30-\$40 plus a t-shirt (need sponsors to cover cost)

Split of Profit: 25% soccer club, 25% swim team, and 50% Powell.

Marketing – PWC, CSC, EVHS, Rec Club websites, email distro, word of mouth, facebook, Parks and Recreation, etc.

Participants participate in groups of 15. Swim 10 full laps (or as many laps as they can in 25 minutes) Transition to the cycling room, participants will begin cycling as soon as they are ready. Miles should be tracked electronically, with several volunteers in the area to assist as needed. Cycling distance somewhere between four and ten total miles so participants must cycle a total of 7 miles, or as many as they can get in 25 minutes. After the cycle distance is complete, participants transfer to the indoor running track. Participants finish the triathlon with a 5k run.

Paid Field Coordinator



Culpeper Soccer Club

The Field Coordinator creates and maintains drawings/diagrams for all game fields and facility fields as well as maintains a list of field equipment. They ensure that all field equipment is setup at the beginning of each season and put away at the end of each season. They schedule/coordinate field and equipment maintenance and the requisition of supplies as required. They schedule the marking of fields on a regular basis and support the coordination of the use of all fields for practices and games for all CSC programs. Maintain information on CSC website about fields/schedules.

- Option 1: Field Coordinator = 5 hours per week, \$10 per hour, 36 weeks per year + taxes = \$1,960.20 annually
- Option 2: Field Coordinator = 5 hours per week, \$10 per hour, 24 weeks per year + taxes = \$1,306.80 annually

Travel Uniform Policy



Culpeper Soccer Club

On behalf of the U-12 boys team, we propose the following:

- In the event an entire team would like to wear a sock other than the uniform issued sock, they may do so as long as the entire team's socks match for all players and match the uniform. They also may choose a different sock for an awareness reason, for example pink for Breast Cancer Awareness.

Recreation Uniforms



Culpeper Soccer Club

Registration Fees

Fall 2017 Early Bird Registration: \$75.00

Fall 2017 Normal Registration: \$90.00

Uniform Ordering Process

After the registrant selects their program, a drop down menu would take them to a uniform ordering window with jersey size requested and an additional \$20.00 fee for **two** uniform jerseys.

Available for purchase would be optional black shorts/socks. The registrant would order their jerseys directly online, which would be shipped to the club for pick-up on our Dick's appreciation day. This simplifies the uniform ordering process, and removes the sorting/labeling process for CSC staff and volunteers.

Early Bird Registration + Uniform: \$95.00

Normal Registration + Uniform: \$110.00

Comparison Analysis

WYSC: \$125.00 for normal recreation registration, and uniforms are approximately \$20.00-\$25.00, depending on ordering socks.

FCSC: \$125.00-\$135.00 for normal recreation registration and uniform kit is \$56.00.

Recreation Uniforms



Culpeper Soccer Club

Customization Proposal

- CSC Logo Only
- Black and White Logos Only
- Uniform numbers are not needed, and is a considerable cost savings
- Sponsorship of Recreation uniforms would be additional revenue for CSC



Land Acquisition



Culpeper Soccer Club

- Met with George Tingler (Asst. Coach U12 Girls/Speed & Agility Coach) about converting 6-7 acres of Belle Meade Farm to soccer fields
- CSC would sign a 10 year land lease with the farm which would allow CSC to submit for grants
- Initial cost of lease would be \$500/per acre annually (\$3,000 - \$3,500 per year)
- CSC would be responsible for the costs for the land improvement
 - Contacted Bob Benyo from Premier Sports Fields for initial estimate to include grading, irrigation, and seeding
 - \$100,000 without rock screening
 - \$200,000 with rock screening
 - If we plant bermuda grass, field would be ready Fall 2017

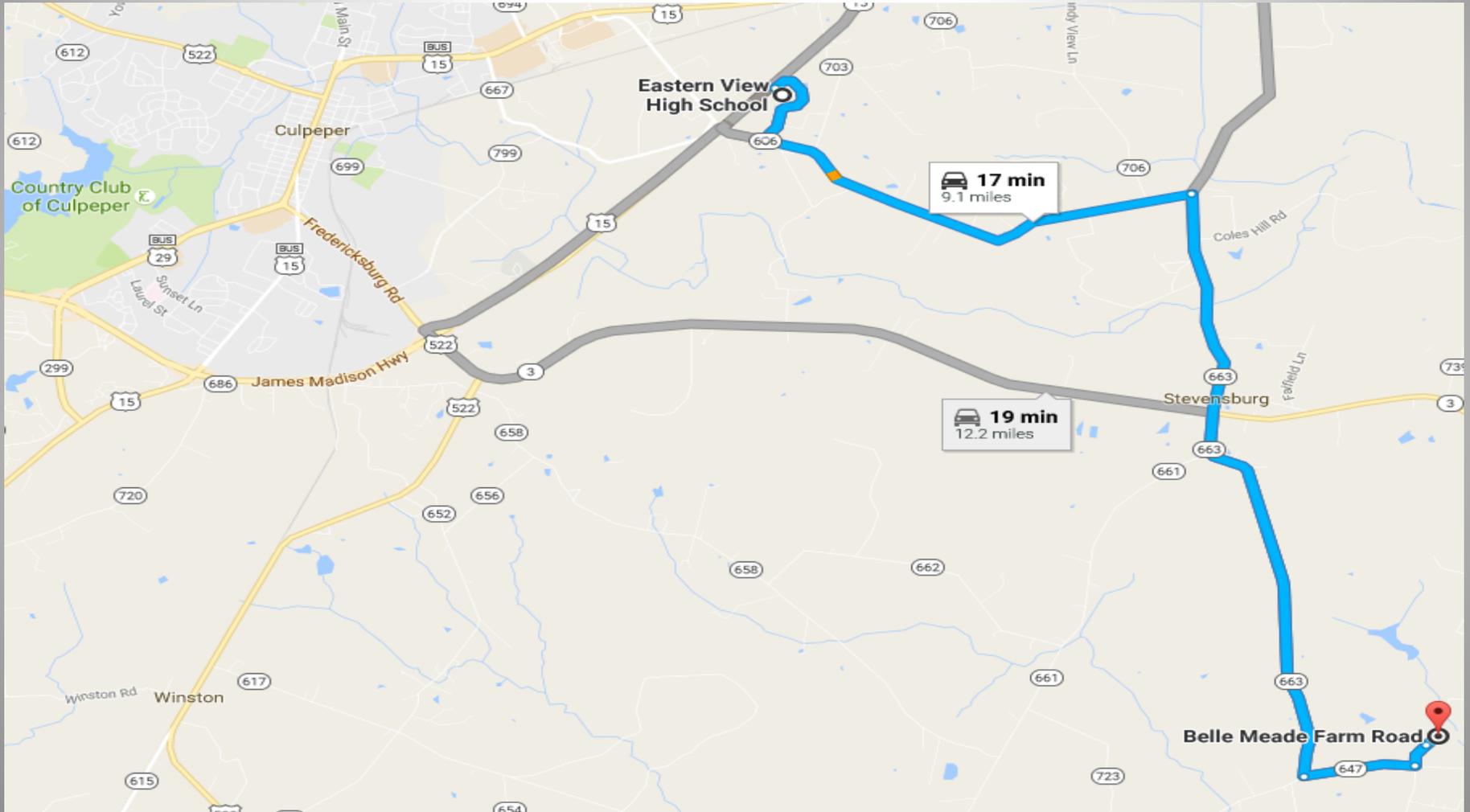
Land Acquisition



Vote



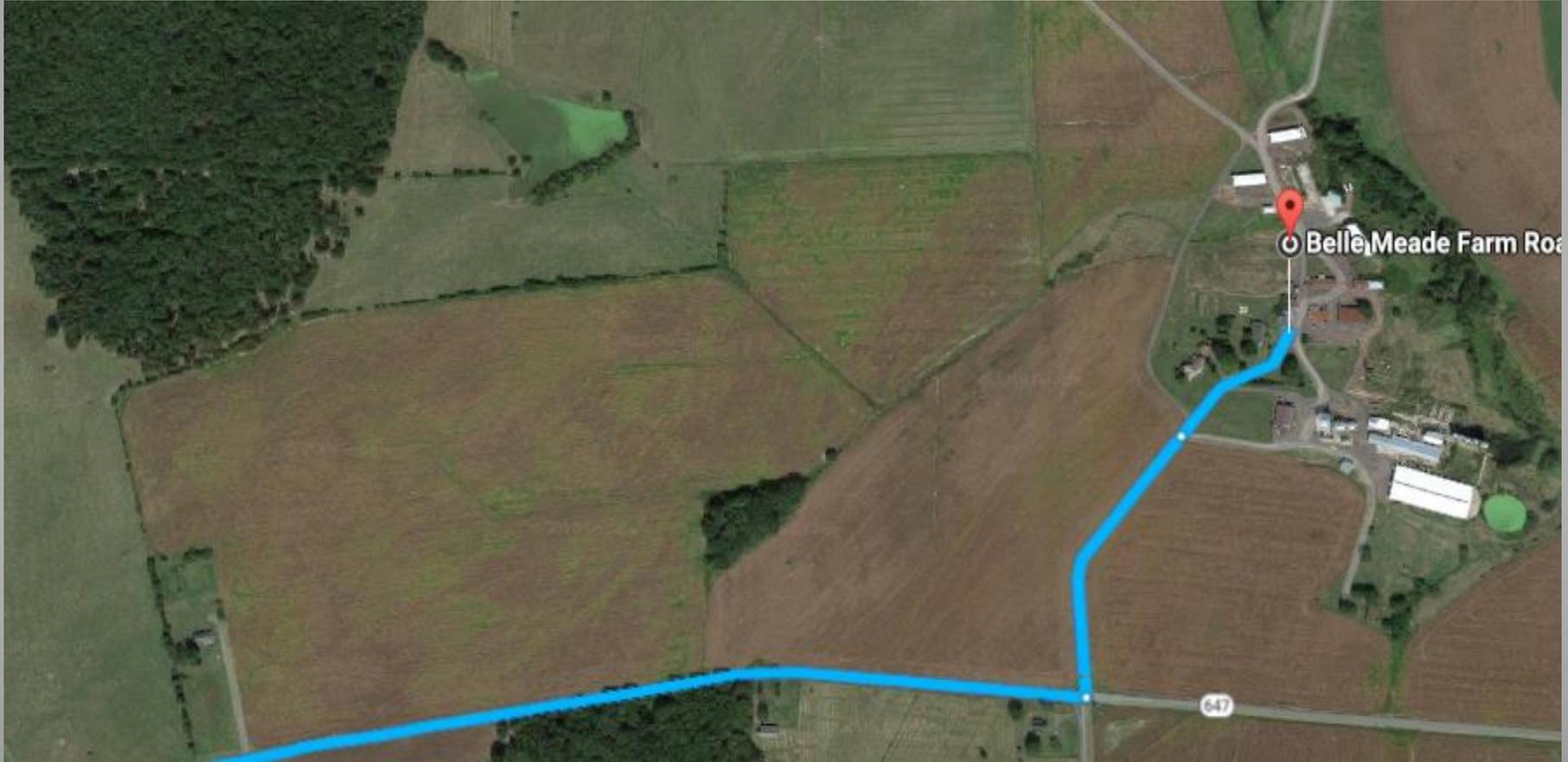
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Land Acquisition



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Land Acquisition



Culpeper Soccer Club

- Recommend forming 4-6 person team to fully develop proposal and options
- Ability to find alternative options for some of the work:
 - Rock Screening
 - Grading
- Focus items: Planning Commission Requirements, Financing Options and Grants, Lease Agreement, Final Cost Estimate, Sponsorship/Fundraising

Culpeper Rec Club Partnership



Culpeper Soccer Club

- Proposed in-kind partnership agreement with Culpeper Rec Club (CRC)

CSC Would Provide the Following:

- Banner ad/Logo in Sponsors/Partners box on our home page.
- Personalized "About Partner" page (banners can be directed there or to your own Web site).
- Banner ad inclusion in weekly CSC Newsletter and Social Media outlets
- Marketing of CRC membership drive and other special CRC events to CSC membership via email blasts, Newsletter, and Social Media outlets as needed
- CRC Logo on all free CSC T-Shirts (Winter Training, Culpeper Classic, Camps, and 4th of July Tournament)
- Registration table at any/all Saturday Spring game days (7-8 weeks) plus CSC Classic event. This will be announced on our website and sent out as a blast email weekly.
- Participation via registration table at all CSC onsite registration events which are hosted January – March and June – July at various local restaurants and Dick's Sporting Goods
- Professional staff to support Spring Break Camp (1/2 day) and Summer Camp soccer (full day) programming (i.e., Soccer and Splash Day Camp)

CRC Would Provide the Following:

- Access to field facility in November, March – July
- Facility and Staff support for all camps
- Discounted CSC member day at Pool in June
- Site for end of season Travel banquet/picnic

Culpeper Rec Club Partnership



Culpeper Soccer Club

Spring Break Camp Details (Half Day):

- 10-14 April
- Players will participate in activities and games, specifically designed to produce fun and competitive play, focusing on creativity and flair.
- Rain or shine, the camp will go on -- no cancellations. Players will have full access to the CRC facility for the duration of the camp. Qualified staff members will provide constant supervision of all players.
- Registration includes a camp T-shirt.
- Camp will be marketed in all surrounding counties
- Price for camp registration and split costs/profit to be agreed by CSC and CRC

Summer Camp Details (Full Day):

- Need to Check Sherriff Camp Dates
- Players will participate in activities and games, specifically designed to produce fun and competitive play, focusing on creativity and flair.
- Rain or shine, the camp will go on -- no cancellations. Each day, players will have to time to enjoy the CRC pool
- Qualified staff members will provide constant supervision of all players.
- Registration includes lunch each day, morning and afternoon snacks, as well as a camp T-shirt.
- Camp will be marketed in all surrounding counties
- Price for camp registration and the split of costs/profit to be agreed by CSC and CRC

9:00am to 10:30am	Skill Focus
10:30am to 11:00am	Cool Down & Snack
11:00am to 12:00pm	Games
12:00pm to 1:00pm	Lunch
1:00pm to 2:30pm	Games
2:30pm to 3:00pm	Cool Down & Snack
3:00pm to 5:00pm	Pool

Marketing Proposal



Culpeper Soccer Club

Marketing Activities	Description	Target Audiences	Frequency	Resources Involved	Target Implementation Date
CSC Marketing Collateral	Create flyers, website graphics, and posters for winter and spring registrations. Collateral should be non-perishable (i.e. no dates or time period)	All		VP of PR K Art and Design	Nov 29 2016
CSC Website	Provide flyers and graphics to post on scrolling images of website with links to registration for winter and spring registration	All	Ongoing updates as needed	VP of PR Office Manager	Dec 1 2016
CSC Newsletter Updates	Insert graphics/announcements weekly	All	Weekly	VP of PR Office Manager	Nov 29 2016
Social Media Campaign	Supporting graphics and announcements for Facebook	All	Weekly	VP of PR Academy Director	Dec 1 2016
Onsite Events	Host onsite registration events twice per month at local restaurants and Dick's (Saturdays)	All	Monthly	Office Manager All Board and Staff	Jan 2017 (2) Feb 2017 (2)
Downtown Banner	Coordinate with Town for banner placement	All	Once	Office Manager	Feb 2017
Flyers in Local Businesses	Post informational flyers in major businesses/shopping areas -SPONSORSHIP OPPORTUNITIES	All	Blanket entire county	VP of PR All Board and Staff	Jan/Feb 2017
Outside Signage around county, schools, and neighborhoods	Place cardboard signs in high traffic areas around county and surrounding counties. Target high density shopping centers and neighborhoods. Signs should be reusable annually	All	Monthly		Jan/Feb 2017
Newspaper Campaign	Provide: -narrative for free post in community sports notes section (Dec-Feb) -One paid advertisement in Jan and Feb -Paid email blast (Feb) notification to all papers (Culp, Orange, Madison, Greene)	All	Weekly/Monthly	VP of PR Office Manager	Dec 1 2016

Board Member and Staff Reports



Culpeper Soccer Club

Staff Updates



Culpeper Soccer Club

See weekly updates

President



Culpeper Soccer Club

Action Items

- Follow Up with Culpeper Rec Club
- Discussion with Belle Meade Farms
- Weekly Newsletter
- Planning Calendar Update

VP of Travel



Culpeper Soccer Club

VP of Recreation



Culpeper Soccer Club

- Season Make-Up Games Remaining (9 Games + U6)
- Future Area on Website That Outline Specific Procedures For Coaches
 - Reschedule Games, etc.
- Begin Developing Strategy to Integrate Coaching Director as the Club's Frontline for Parents & Coaches Instead of Office Manager
- Continue Working to Improve Website for Better Functionality for Parents and Coaches.

VP of Public Relations



Culpeper Soccer Club



Treasurer



Culpeper Soccer Club

- Budget to Actuals Report
- 2015 - 2016 Travel Payment updates
- 2016 Super Y Payment updates
- Goal anchors/corner flags/wind plans
- Volunteer Gift Cards

VP of Adult League



Culpeper Soccer Club

Planning Calendar



Culpeper Soccer Club

	October 2016					Nov 2016 ▶
Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4 -WEEKLY NEWSLETTER	5 VYSA COURSE	6	7 BOOT CAMP KEEP TRAINING SPEED/AGILITY	8 COMPLEX CLOSED
9 -OPEN EARLY BIRD REGISTRATION FOR SPRING – SEND ANNOUNCEMENT	10	11 -WEEKLY NEWSLETTER		13	14 BOOT CAMP KEEP TRAINING SPEED/AGILITY	15
16	17	18 -WEEKLY NEWSLETTER		20	21 BOOT CAMP KEEP TRAINING SPEED/AGILITY	22
23 -ELECTION NOMINATIONS DUE	24	25 BOARD MEETING -WEEKLY NEWSLETTER		27	28 BOOT CAMP KEEP TRAINING SPEED/AGILITY	29
30 -RELEASE NOVEMBER TRAVEL TRAINING SCHEDULE AND LOCATION	31	Notes: -ALL STAR TRYOUTS AND TOURNAMENT REGISTRATION -ANNOUNCE MID SEASON TRYOUTS AND ACADEMY OPEN HOUSE				

	November 2016					Dec 2016 ▶
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 -WEEKLY NEWSLETTER	2 -SUBMIT SPRING FIELD USAGE REQUEST TO SCHOOLS	3	4 BOOT CAMP KEEP TRAINING SPEED/AGILITY	5 END OF RECREATION AND ADULT SEASON -RETURN GOALS TO SHED (FIELDS 1-2)
6 -COMPLEX CLOSED -RETURN GOALS TO SHED (FIELD 3-6)	7 -COORDINATE PORTABLE LIGHT SETUP TO PRACTICE LOCATION -MID-SEASON TRAVEL TRYOUT -ACADEMY EVAL	8 -WEEKLY NEWSLETTER	9 -ACADEMY EVAL -MID-SEASON TRAVEL TRYOUT	10	11 -REF REPORT DUE -COACH PAY REPORT DUE	12
13 COMPLEX CLOSED	14	15 -WEEKLY NEWSLETTER -RELEASE CHECKS FOR REFS ANFD COACHES	16	17	18	19 -ALL STARS TEAMS TOURNAMENT HERNDON -ACADEMY TEAMS TOURNAMENT RICHMOND
20 -ALL STARS TEAMS TOURNAMENT HERNDON -ACADEMY TEAMS TOURNAMENT RICHMOND	21	22 -WEEKLY NEWSLETTER	23	24	25	26
27	28	29 BOARD MEETING (ELECTIONS) -WEEKLY NEWSLETTER	30 -CLOSE EARLY BIRD REGISTRATION @MIDNIGHT	Notes: -SCHEDULE REFEREE COURSE -WINTER T-SHIRT ORDER/SPONSORSHIP -SUPER Y TRYOUTS -PRESENT SPRING MARKETING PLAN -VSA TOWN HALL -ANNOUNCE ELECTION RESULTS -DEVELOP COLLATERAL FOR MARKETING PLAN		

	December 2016						Jan 2017 ▶
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
	-Schedule onsite events for Jan/Feb			1 -OPEN REGULAR REGISTRATION -OPEN WINTER REGISTRATION FOR REC	2	3	
4	5 -EARLY BIRD ROSTERS COMPLETE	6 -WEEKLY NEWSLETTER	7	8	9 -CONTACT NEWSPAPER TO SCHEDULE AD CAMPAIGN	10	
11	12	13 -WEEKLY NEWSLETTER	14	15	16 -FORM TOURNAMENT COMMITTEE FOR CLASSIC, 4 TH OF JULY, AUGUST SCRIMMAGEFEST, AND GOBBLER	17	
18	19	20 - BOARD MEETING -WEEKLY NEWSLETTER	21	22	23	24	
25	26	27	28	29	30	31	

	January 2017						Feb 2017 ▶
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
1	2	3 -SUBMIT SPRING FIELD USAGE REQUEST TO PARKS AND REC -WEEKLY NEWSLETTER	4	5	6	7	
8	9 -WINTER PROGRAM STARTS	10 -WEEKLY NEWSLETTER	11 -ONSITE REGISTRATION EVENT @ EL JARIEPO	12	13	14 -ONSITE REGISTRATION EVENT -TRIATHALON EVENT	
15	16	17 -WEEKLY NEWSLETTER	18	19	20	21 -TRIATHALON EVENT (SNOW DATE)	
22	23	24 -WEEKLY NEWSLETTER	25	26	27	28	
29	30	31 SPRING TOURNAMENT SUBMISSIONS DUE - BOARD MEETING -WEEKLY NEWSLETTER	Notes: -FIELD REQUESTS: COMPLEX 1-6, PF A, B, C, D; SCHOOLS: EMERALD HILL, FTB, PEARL, {EVHS AND CCHS (SUNDAYS ONLY FOR TRAVEL GAMES)} -IMPLEMENT MARKETING CAMPAIGN & COACH RECRUITMENT -REFEREE COURSE -RECREATION UNIFORM ORDER -SUPER Y TRYOUTS -SPRING BREAK CAMP -DICKS CONTRACT RENEWAL				

**Next Meeting Date:
November 29th at 7:00**



Culpeper Soccer Club