

Minutes of April 17, 2018 CSC Board Meeting

Meeting Participants:

Jeff Capellini
Alan Moy
Kendal Barlow
Cindy Grotz

Andy Gantias
Dan Bales
Carlos Barona

Other Attendees:

Kendra Callahan
Mark Callahan
Elizabeth Fry

Meeting Minutes:

1) Public Comments:

- a. Elizabeth Fry presented a few issues that concerned her, i.e., that heading cannot be allowed at U12 games since there are 10 and 11 year old players on the field.
 - i. Dan and Kendal will ensure that referees and coaches are aware of this rule.
- b. Elizabeth Fry also asked that the High School Division be allowed to hold one game of the Culpeper Classic on Friday, June 1 since many of the players on Coach French's team will be involved with a private school graduation on Saturday, June 2.
 - i. It was agreed that the High School Division can be scheduled to play one game of the Classic on Friday, one on Saturday and one on Sunday.
- c. Kendra Callahan presented her concerns about the inconsistency of the pay scale for Little Comets coaches. She stated that the pay rate has decreased significantly over the past few years and is now lower than the pay rate for referees. She emphasized that the Little Comets coaches add value to the Club by providing a positive experience for our youngest players and their families and encouraging their commitment to the sport.
 - i. The board discussed this topic and agreed that the current pay rate is too low for lead coaches, since they set up fields, lead sessions, and mentor younger, volunteer coaches.
 - ii. **Action Item: Kendal Barlow will create a bulleted list of the responsibilities of Little Comets coaches and Dan Bales will turn this into a contract. Moving forward, we will have a signed contract with each Little Comet coach prior to the start of a season so that individuals committing to this position will know the expectations and the remuneration.**

2) Board Discussion Topics

- a. Little Comets Coordinator - Leah Wical served in this role last week, welcoming families and distributing balls and shirts. She currently serves as a volunteer but the Board agreed that a small stipend would be appropriate at the end of the season.
 - i. It may be valuable to keep this as an ongoing position, to have someone present to answer questions, keep track of a first aid kit and serve as a resource to families so that they have a positive experience and decide to remain involved with soccer.
 - ii. A coordinator for U6 might be another valuable position, or perhaps we could combine the two.

- iii. The Board discussed using older travel players as U6 coaches in the future. This could be a way to serve volunteer hours and also ensure that our youngest players have qualified coaches and learn the basic rules and skills.
- b. Scholarships
- i. The Board agreed that there will be no more full scholarships. All families will be required to pay at least part of the fees, except in extreme cases.
 - ii. The scholarship letter will be rewritten and will present a list of volunteer jobs and allow individuals to specify their preference from the outset.
 - iii. Volunteer hour requirements should specify that half the hours MUST be done in the fall and half in the spring. Help is needed year-round and families should not be allowed to put it all off until the end. Also, some families have quit after the fall and never performed their hours.
 - iv. The rate of “pay” for volunteer hours will be revisited as it is currently very generous. A requirement will be added that no one under the age of 12 will be allowed to perform volunteer hours.
 - v. An idea was presented that one of our volunteer jobs could be to serve as “Volunteer Coordinator” who would keep track of all the hours served and recruit volunteers as needed.
 - 1. Some concerns included that a volunteer might show favoritism in jobs assigned or hours recorded.
- c. Fee Structures
- i. Travel fees will be the same for 2018/2019 as for 2017/2018. Academy fees will be the same for U8 players but will increase to \$700 for U9 and U10.
 - 1. Carlos reported that the hardest thing is to find teams to play. In NCSL there are more brackets and we can move up as needed.
 - 2. Jeff stated that U8 needs to be marketed as a development program. After players develop technical skills, then they are ready to move on in the Academy
 - 3. Dan commented that the model we have used traditionally is that the Academy is developmental rather than competitive.
 - 4. Board members stated that, at a fee of \$700, parents expect a competitive program.
 - 5. After discussion, it was agreed that the program should focus on development through age 10 and should not be tryout based.
 - a. New ideas were suggested, such as charging \$500 to be a “practice player” or to have a “B” team with new and undeveloped players who join the Academy at the U9 or U10 level.
 - b. Marketing of the Academy needs to shift its focus to U8 players so that teams move up together and all players are developing at similar rates.
 - c. We need to look around and see what other clubs are doing; however, our marketing packets will be done this week so we can’t make a lot of changes.

- 3) Volunteer Schedules
 - a. Fields need to be prepped on Friday nights for the Saturday games. Volunteer hours need to be completed.
 - b. Two emails/week should be sent to request volunteers.
- 4) Travel Tryouts and Academy Open House Marketing Efforts
 - a. Dan has ordered 300 packets (which will include a custom brochure, personal letter and 5x7 postcard) from Xpress Printing to advertise Travel and Academy Tryouts. The printing will cost \$877.80 and will include 900 copies of the brochure, which we can ask current players to share with friends and family.
 - b. Digital marketing includes a boost on Facebook that started yesterday.
 - c. For \$199, we can get three posts in the Star Exponent/website.
 - d. **Action Item: Dan and Cindy to create and send a community notice/article about travel and academy tryouts to the Culpeper Star Exponent and the Culpeper Times.**
- 5) Travel Tryouts and Academy Open House Plan with Staff Responsibilities
 - a. Paula has agreed to help.
 - b. Cindy will be present for registration each evening.
 - c. The goal is to get the team rosters out by the end of May. We should let outside players know if they made the team before Memorial Day. Internal players should be informed of their status after the Cannon Cup.
- 6) Travel/Academy End of Season Awards/Party
 - a. **Action Item: Dan and Cindy to order awards. Travel and U10 Academy should have a trophy for MVP and the Coach's Award. Academy U9-U10 teams need three team trophies. Academy U8 needs medals.**
 - b. Carlos is hosting a party at the Skating Rink for all the Academy teams.
 - c. For Travel teams, it would be nice to have a pizza party at Epiphany. We might even be able to use the small building near the fields. The Friday before Memorial Day, May 25, would be an ideal date.
- 7) CSC Classic Planning:
 - a. An email needs to be sent to all coaches about availability, to ensure we have enough players for Saturday and Sunday.
 - b. If we are going to do shirts, we need more sponsors. **Action Item: Alan will try to recruit a few more sponsors to cover the cost of the shirts.**
- 8) Picture Day
 - a. Cindy will be present to help run Picture Day.
 - b. Cindy will contact Tod Cohen for the final schedule.
 - c. Cindy will provide soccer balls for use in photos.
- 9) Summer Camps
 - a. Dan will run summer camps.
 - b. The cost will be \$90 for four evenings, with Friday Make-ups.
 - c. Team camps will be July 30, Aug. 1 and Aug. 3. All travel coaches are expected to be there.

10) Recreation Calendar for Fall 2018

- a. Early bird registration will open June 1 and close June 17.
- b. Regular registration will open June 18 and close July 31.
- c. Late registration will open Aug. 1 and close Aug 7.
- d. The first practice will be held Aug. 27
- e. Games will be: Sept. 8, 15, 22, 29; Oct. 6, 20, 27 and Nov. 3. We will keep Columbus day weekend as a makeup day.
- f. For the fall we will start charging a \$25 fee for any cancelled registrations. After the first game, no cancellations will be accepted except for medical reasons or a move of more than 50 miles from Culpeper.
- g. Prices will remain the same for Rec registration (\$75 for early bird, \$90 for regular and \$115 for late).

11) Open Board Positions

- a. Future email blasts and MailChimp need to highlight the following open positions on our Board of Directors:
 - i. Treasurer
 - ii. Secretary
 - iii. Member at Large, Recreation
 - iv. Member at Large, Travel