

## Minutes of August 28, 2018 CSC Board Meeting

### Meeting Participants:

Jeff Capellini	Dan Bales
Alan Moy	Fro Adu
Andy Ganas	Cindy Grotz
Elizabeth Fry	Janet Regan

### Meeting Minutes:

- 1) Jeff Capellini opened the meeting and stated that the terms of the three current board members will expire in November. **Action Item: Cindy to start sending out blasts asking for volunteers/nominations.**
- 2) The Board discussed the status of payments for travel players and decided that, for the 2018-2019 Travel/Academy season, players whose accounts are more than one month in arrears will not be allowed to play.
- 3) Also, for the 2018-2019 Travel Season, Coaches pay will be applied directly to their player's accounts. **Action Item: Cindy/Dan to review the coaches pay sheet for this year, fix any errors from last year and apply coaches' pay to the correct accounts and refund any overpayments that have been made.**
- 4) The Board discussed ideas to create extra revenue.
  - a. Winter Programs are important to retain interest and build excitement for spring. **Action Item: Cindy to request space at the Elementary Schools for Friday nights in January through March for a recreational intramural program.**
  - b. We have over 550 players in Rec soccer this fall (including Little Comets and TOPS), which is a record for this time of year. If we can get 800 players in the spring, that will bring in extra revenue. We have to make this a positive experience for every player this season. **Action Item: We need to post CCL Videos on Facebook and the Website to generate excitement.**
  - c. We need to find more ways to reach the Hispanic community in Culpeper. Perhaps we can have our Homepage and Registration page translated into Spanish.
  - d. We need to get more sponsorships from local businesses. One idea is to "hire" a marketing manager who works solely on commission.
  - e. Dan reported that the Little Comets Program will not cost us as much this season because we have only two paid volunteers: Kendra Callahan and Emily Eckhart and we also are not providing balls to the players. Kendra will groom someone, perhaps Emily Eckhart, to take over for her next year.
- 5) Cindy reported that we had a lot of size 3 and 5 balls that did not hold air and she had trouble outfitting coaches for the fall season. **Action Item: Cindy to contact Kyle from Dick's to see if we can get a discount on ten of each size ball.**
- 6) Dan reported that we have a trainer who will be present for the Sept. 9 games.
- 7) Goal Keeper Training: Mikki Easter can do the training on Tues/Wed for \$25 per session. For ten sessions that would be \$250.
  - a. Jeff suggested we get session plans from Henry in Warrenton.

- b. On the travel side, two new sessions are sent to coaches every Monday.
- 8) Dan reported that he will spend one more week watching matches and putting together notes for all the travel coaches.
- 9) There is a CCL Board Meeting in Richmond on Sept. 13 in the morning only. Fro will attend on behalf of the club.
  - a. On Nov. 7-8 there will be an Addidas/Soccer.com Quik Goal Summit.
  - b. There are scheduling issues on Sept. 22-23 with the President's Cup and the CCL Scrimmage Fest. It was decided that Fro will cover this event for the U10 coaches.
- 10) Opening Day for Rec Soccer is Saturday, September 8. **Action Item: Cindy to invite the Star Exponent and Culpeper News to come and cover these events.**
  - a. **Action Item: Cindy to send out Concussion Training to all Rec Coaches.**
  - b. Jeff suggested that we try to get Rec session plans from Steve at VSA.
- 11) Fro and Dan introduced the idea of a Rec Soccer All Star Fest.
  - a. The coaches could pick their top two players for this opportunity.
  - b. **Action Item: We need to get information out to the coaches to nominate players and ask Marcia to create a flyer.**
  - c. Fro could recruit these All-Star players for the Academy.
- 12) Marcia is working on a new Academy brochure to include Fro's information.
  - a. Fro will do monthly updates on the Academy to let parents know what we are working on. This will start in September.
  - b. Session plans for Academy coaches need to get out earlier.
- 13) Cindy reported that she has entered all the game schedules and the practice times that coaches reported, onto the team pages. It took many hours to complete this task.
  - a. During a "down time" before the next season, she will work on learning how to format an Excel spreadsheet and upload the games more easily.
  - b. PDFs of all game day schedules are now posted on the website.
- 14) The Board discussed ways to attract more Rec coaches and also ways to ensure that our rec coaches really know the game of soccer.
  - a. It was suggested that we provide session plans for each level, i.e., "this is how to run a U6 or a U8 session" or "here are some suggested drills."
  - b. It is up to us to make sure Rec coaches have what they need. We could offer a training session but when we do, many rec coaches do not attend.
    - i. We could make it a requirement to attend the training session if the coach wants to receive the discount for his player.
    - ii. Parents expect Rec coaches to know something about the game.
    - iii. We are using several travel players to coach U6 teams this season.
  - c. It was agreed that we will offer a \$25 player discount for any parent who agrees to coach next season and a \$10 discount for assistant coaches.
    - i. We will also compile and distribute a list of expectations for head coach.
    - ii. We need to start marketing for spring coaches in the winter.
- 15) Dan reported that the Eckhart family spent 3-4 hours cutting up broken goals and taking them to the scrapyard. They brought us \$82 for the scrap metal. The Board agreed to give the family a \$100 gift card to Dick's Sporting Goods to thank them for this work. **Action Item: Cindy to buy the gift card for Dan to deliver.**

- 16) Betsy Fry was unanimously elected as our new VP of Recreation. **Action Item: Cindy to set her up with a club email account.**
- 17) Cindy reported that she has made good progress and is nearly finished editing the Rec Handbook. Jeff directed her to send it to Betsy Fry, when she is finished with it.
- 18) The Board stated that we need to market Picture Day heavily and get some scholarship family volunteers to help run it. We are also scheduled to have picture days for the Academy and Travel teams so hopefully this will provide some revenue.
- 19) We also need to talk to Jason Berger and tell him that goals need to be locked at the end of the Rec games on Saturdays. The last coaches on each field should help bring the goals in so they can be locked up.
- 20) We also need to have crews of 5-7 Scholarship family volunteers every Friday evening throughout Rec season to line fields and 2-4 volunteers every Saturday morning and afternoon to put out flags, prepare fields and empty trash.
- 21) The Board discussed the potential of putting lights on the fields at Epiphany starting around the second week of October. We would want 4 on each field. We will ask K&M about a loan.
- 22) The Board reminded Dan and Fro that we should think about scheduling another Open House for the Academy and supplemental travel tryouts.
  - a. If we have an All Star fest for Rec players, we can do recruiting there.
  - b. Alan mentioned that we should plan some conditioning camps for high school students who are preparing to try out for the varsity teams this spring.
  - c. Next year, we are planning to charge the same price for all travel players since the older teams play more games in the fall.
- 23) It was suggested that we only have two weeks for Early Bird prices and that we limit the number of Early Bird registrations to 200 players. Perhaps knowing that there is a limit will motivate people to register quickly.
  - a. We could have a tent for on-site registration at the Rec fields during a game day as soon as we open Early Bird registration and try to get a jump-start and have a visible presence reminding people to register for spring.