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BOARD OF DIRECTORS MEETING

March 22, 2021
7:30 pm

(via Zoom Video Conference Call)

CALL TO ORDER - R. Northing called the meeting to order at 7:30 p.m.

Present : R. Northing, K. Downes, J. Doyle, M. Ennen, G. Luengo, T. McNutt, D. Mann, C. Rudberg, R. Swanson, M. Winter-Greene, J. Yarkin

Absent: R. Martinez

Guests: K. Cesio, J. Michel, J. Owen, P. Uriz

1. CONSENT AGENDA

MOTION: To approve the February 2021 Board Meeting Minutes as presented.

Moved: K. Downes; 2nd: M. Winter-Greene; Passed: Unanimous.

2. PUBLIC COMMENTS/GOOD OF THE GAME

J. Doyle reported that the energy from our coaches and players, coupled with their laughter and enjoyment, are being seen on the practice fields and recently game fields with the return of game play.

M. Ennen provided her observation after watching a 2007 ECNL boys game. She remarked that J. Doyle is an amazing coach as he provides constructive comments to his players and real-time adjustments throughout the game while maintaining a calm demeanor. His players really enjoy playing soccer.

R. Northing added that he has heard from numerous families and even his own son, that they are excited for game play to finally be returning after a year of no soccer games due to COVID.

3. AGENDA ITEMS

3.1. Voice of the Coach

K. Downes introduced K. Cesio present on the the zoom video meeting.

K. Cesio grew up in the Danville area, playing soccer for the last 30 years. She played as a Mustang Soccer player when Competitive was called "Al Caffodio". She played soccer at Monte Vista High School then continued to play at the collegiate level with Cal Berkeley. K. Cesio is working on her

fourth season as a Mustang Soccer competitive coach. For the seven years prior, she had been a Mustang volunteer coach for Recreation and Competitive Premier teams. In addition, she has coached the Women's Soccer team at Monte Vista for 11 years. She currently co-coaches the 2008 Red girls team with C. Lum. She enjoys co-coaching as it allows her freedom and flexibility to be with her own children on the weekends. It also provides two perspectives in relation to each player and the team as a whole. She feels that the Board and management have been doing a fantastic job during COVID by keeping Mustang Soccer open to provide a recreational outlet for our players.

K. Cesio was asked by the Board for suggestions in helping our coaches. She feels that a new challenge currently is happening with bringing in premier players into the current elite team practices. Elite teams finally are allowed to do more, such as getting up to speed as a team and return to game play. These premier player additions can be challenging with fieldspace as teams may now have 23-25 elite and premier players practicing on a quarter field space. Coaches are trying to observe and evaluate their own elite team players, and the premier player additions are adding a new dynamic to the practices. P. Uriz will re-examine the number of Comp Premier players per team/session and will determine if a few adjustments can be made to these elite/premier combined practice sessions. Since this new premier opportunity recently began, he will further discuss with J. Owen and the Age Group Directors.

K. Downes thanked K. Cesio for attending then she left the meeting.

3.2. Return to Play, Competitive and Rec Camps Update

J. Doyle reported that teams are back on field, playing games with bordering counties.

Certain protocols were discussed relating to spectators and mask wearing. J. Yarkin informed that referees will not be mask wearer enforcers and the Board agreed. Mustang Soccer protocols for player mask wearing is as tolerable for the players. Now that we are returning to game play, a few suggestions included:

- New Field Signs for spectators – detailing whether spectators are permitted or not; mask must be worn at all times; social distancing (3 feet/6 feet) must be observed
- Authority being present and identifiable during the games – Board members may need to assist on weekends based upon future spectator game protocols
- Communication of expected behavior & COVID protocols – communicated to all teams, especially visitor teams prior to game day (ie. email sent 72 hours prior to game to reinforce what protocols must be followed)
- Maintain the safety of our older referees

J. Yarkin, J. Doyle, D. Mann, and K. Downes meet in the near future to further discuss these protocols in the changing environment.

T. McNutt added that the same type of Competitive game protocols will be followed for the Recreational Division in the Fall season.

M. Ennen suggested that parents and players stay on the same side of field with the visiting team on the other field side.

T. McNutt added that Rec camps are continuing on a monthly basis. Approximately 200 players are attending the March Rec camps. The April Rec camp will begin on Monday, the 12th, the week following SRVUSD Spring Break.

3.3. Registration Update, 2020/21 Fees Collections, Current Budget Status

R. Nothing reported that current registration numbers are behind those from two years ago across the Divisions. There was a feeling that registrations would be slower, but with COVID restrictions easing, we should see more registrations occurring. Relating to fee collections, approximately 20

families show outstanding program fee balances. This number had been much larger but with the collective efforts of F. Wilson, P. Uriz, J. Owen, J. Doyle and R. Martinez, it has been significantly reduced.

3.4. Sponsorship Update and Brainstorming

R. Northing began discussion about future sponsorship opportunities. The Sponsorship sub-committee members, J. Doyle, D. Mann, R. Swanson, will be working together on this project. The first step in their plan is brainstorming ideas for a meaningful “rallying cry”. Then the sub-committee will finalize “rallying cry” areas, develop return on investment for potential sponsors, then identify and recruit sponsors. The Sponsorship Committee’s purpose is finding appropriate high-quality sponsors that reflect our brand in a positive way. There may be opportunities for single or multiple sponsors, by playing level (ECNL girls vs ECNL boys vs Comp Elite). In addition, conflict of interests will be examined and avoided where possible.

Several initial ideas were discussed for the “why” priorities. Some ideas included new fields, financial aid, coach recruitment, investment in technology, recreational coach education and MSC facilities improvements.

R. Northing requested that Board members provide their Top 3 Why priorities for Sponsorships by the end of the week.

4. COMMITTEE REPORTS

4.1. Honor the Game

Nothing to report.

5. OLD BUSINESS

5.1. Multi-divisional Social Media communications

R. Martinez, C. Rudberg, T. McNutt, and J. Yarkin are continuing to work on the marketing campaign. They will be having a meeting this week and will provide an update at the next Board meeting.

5.2. Competitive Elite & Premier Update

Competitive Elite and Premier 2021/2022 season will be treated like a normal season with tryouts. Teams will not be kept the same as movement will occur amongst the teams and divisions.

5.3. Rec and RecPlus Update

Nothing to add – see Agenda Item 3.2 above.

5.4. Equipment Update

R. Swanson reported coach gear and soccer balls have been ordered. In addition, he is in process of organizing a coach gear distribution event in the coming weeks.

5.5. Referee Update

Nothing to add – see Agenda Item 3.2 above.

5.6. Tournament Update

G. Luengo provided a preliminary tournament plan:

- July (late) - ECNL Invitational (U16/U17) to highlight our sophomore and junior soccer players
- August - Stampede Tournament type event for competitive elite level players, possibly premier level included.
- Fall - Tournament (U14/U15) soccer players as preparation for 2022 Invitational.

5.7. Sports Alliance Update

G. Luengo reported the MTV turf field has been closed and our equipment locked up until June. He attended a Danville Town Meeting on March 10th to assist in maximizing our park and community field usage. In addition, Sports Alliance are continuing discussions about the Diablo Vista Park grass field lighting enhancement. Nearby soccer goal frames will be moved to the Complex to assist with the goalkeeping training sessions. G. Luengo is working on wheelsets for those goals then will coordinate the move. J. Doyle provided a Kwik Goal contact to assist with proper wheelset configurations if needed.

6. NEW BUSINESS

J. Michel announced that Mustang Soccer has hired a new office employee, Sabrina McCann. Her initial focus will be working on the Recreational and RecPlus Division. We are excited to have her join our team today!

ADJOURNMENT: R. Northing adjourned the meeting at 9:14 p.m.