



4680 Camino Tassajara, Danville, CA 94506 (925) 648-4121

BOARD OF DIRECTORS MEETING

April 19, 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, R. Martinez, J. Doyle, M. Ennen, G. Luengo, T. McNutt, D. Mann, C. Rudberg, R. Swanson, J. Yarkin

Absent: K. Downes, M. Winter-Greene

Guests: M. Kelley, J. Michel, J. Owen, P. Uriz, F. Wilson

1. CONSENT AGENDA

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

Moved: T. McNutt; 2nd: R. Northing; Passed: Unanimous.

2. PUBLIC COMMENTS/GOOD OF THE GAME

R. Northing reported that full on games were held at the Mustang Soccer Complex this past weekend. Everyone was excited for game play after none occurring in the last 12 months. There are a few follow-up items, and much credit is to be given to our Mustang coaches, directors, staff and board members. In addition, the second PPP funds were received. All the work by F. Wilson is greatly appreciated.

3. AGENDA ITEMS

3.1. Voice of the Coach

Nothing to report.

3.2. Elite and Premier Coach Slate

J. Doyle, along with P. Uriz and J. Owen, presented the Competitive Elite Coach Slate for the 2014 to 2003 Age Groups. Board discussion followed.

MOTION: To approve the CE Coach Slate for 2014 to 2003 Age Groups as presented.

Moved: D. Mann; 2nd: R. Northing; Passed: Unanimous.

F. Wilson presented the Competitive Premier Coach slate for the 2013 to 2003 Age Groups. A few coach slots were pending as waiting on decisions, call backs, etc. Board discussion followed. Approval of a revised Competitive Premier coach slate listing will be conducted via email.

The revised Competitive Premier slate was emailed by F. Wilson to the board members. The Competitive Premier Coach Slate as presented was board approved by a majority vote via email on April 23, 2021.

3.3. Return to Play Update, Game Feedback, and Rec Camps Update

J. Doyle reported that we have officially begun playing competitive games with our players and referees back on fields. In addition, spectators are allowed to be on the sidelines during the games. A few improvements will need to be made to the logistics of future games. During games, both teams were seated in the shaded area of the MSC bleachers while spectators were seated on the opposite side of the field from their team. It seemed to work in most situations. Overall, a good job in getting games started for our teams.

C. Rudberg discussed that April RecPlus camps are in progress and positive feedback is still being received from the parents. RecPlus registration is about ½ of budget numbers. Currently, focus is on capturing demand for the Fall season. He will be sending an email to 2019 recreational plus registrants (pre covid) to encourage their registration again for this 2021 season.

T. McNutt reiterated a huge shout out to F. Wilson for all his work, including the Rec Camp process, administration and management. In the Recreational Division, the Ponies program currently has 265 registrants versus budget of 175 registrants. In addition, U6-U8 age groups have approximately 600 registrants, about ½ of total registrations.

M. Winter-Greene, T. McNutt, and C. Rudberg will also be focusing on Age Group Coordinators (AGCs) recruitment now through May. Then plans will be the coordination of a late May scheduled AGC zoom meeting and to request their assistance in recruiting coaches by the end of June. In addition, we will be utilizing coaches to help push more registrations from their former players, friends, etc.

3.4. Registration Update and 2020/21 Fees Collections

R. Martinez reported that current registration numbers are 1,660, approximately 50% of our budget as of March 31st. Relating to 2020/2021 Spring Program Fees, 97% of fees have been paid to date. Registrations are continuing to come in. We are in a good position and registrations numbers will keep pushing upwards.

M. Ennen suggested sending out an email to our Recreational families to provide information about how our Fall season will look, ie. game playing, to help create interest for playing in that division.

F. Wilson discussed extending regular registrations to June 30th – past our normal deadline of June 15th. This two week extension will provide families more time to register if they are waiting to see how the State opens up based upon California's stated June 15th timeframe.

3.5. 2021/2022 Budget Approval

R. Martinez presented the 2021/2022 Budget. He expressed thanks to the Board members for reviewing their respective budgets and providing revisions which were incorporated into the budget. The budget is based upon 3,400 registrants and shows a cash basis net loss. However, additional donations, future sponsorships and increase in registrants will offset the loss as the current year budget used a conservative approach in terms of revenue and expenses. Board discussion followed.

MOTION: To approve the 2021/2022 Budget as presented.

Moved: R. Martinez; 2nd: C. Rudberg; Passed: Unanimous.

4. COMMITTEE REPORTS

4.1. Honor the Game

Nothing to report.

5. OLD BUSINESS

5.1. Sponsorship Follow-up

R. Northing reported that the Top Why priorities, from the Board members' responses, were #1 Field space followed by increased Financial Aid program. Board responses for these priority selections provided great feedback and discussion around this topic. Coaches would also agree that more field space is needed, and more cash at our disposal with the use of sponsorships will help with this objective. The Sponsorship Committee will continue to move forward and provide future updates.

5.2. Multi-divisional Social Media Communications

R. Martinez discussed that their committee is working on hiring a dedicated person solely to work on marketing efforts and social media. This role would help with increasing our registration numbers through their work.

5.3. Competitive Elite & Premier Update

R. Martinez wanted to thank M. DeJesus for the work she has done in helping Premier teams find field space for scrimmaging and practice.

5.4. Rec and RecPlus Update

Nothing to add – see Agenda Item 3.3 above.

5.5. Equipment Update

R. Swanson reported that Board member gifts have been ordered. These gifts will be Nike shirts showing our new logo. The coach gear distribution event is scheduled for this weekend on Friday and Sunday.

Snack shack is currently closed until June 15th; however, the Executive Committee will place this item on their weekly meeting discussion to determine whether opening earlier is a possibility.

5.6. Referee Update

J. Yarkin reported that registered referees are down 75%. Brainstorming will be needed in order to determine adjustments required as a result of the current referee shortage. F. Wilson will work with J. Yarkin to create and send out a google survey to find out the reasons that our referees are not registering or may be waiting to actually register.

5.7. Tournament Update

G. Luengo will be meeting this week with P. Uriz, J. Owen, J. Doyle, and F. Wilson to finalize the future tournament schedule relating to Invitationals, Stampede and Showcases.

5.8. Sports Alliance Update

G. Luengo reported that new wheelsets and frames were placed on the upper MSC field on April 3rd to ensure goalkeeping practice had their own goal set. MSC has been inventoried relating to field/goal items. The Diablo Vista Park Light Enhancement project has been approved by the Town of Danville, and the Sports Alliance approved its funding. Notification to the nearby residents is in process. The project work is slated to begin in the Fall of 2021, with completion in 2022.

6. NEW BUSINESS

Nothing to report.

ADJOURNMENT: R. Northing adjourned the meeting at 8:55 p.m.