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BOARD OF DIRECTORS MEETING

February 16, 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, R. Martinez, J. Doyle, G. Luengo, T. McNutt, D. Mann, C. Rudberg, R. Swanson, M. Winter-Greene, J. Yarkin

Absent: M. Ennen

Guests: O. Antezana, C. Callahan, M. Kelley, J. Michel, J. Owen, F. Wilson, P. Uriz

1. CONSENT AGENDA

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

Moved: K. Downes; 2nd: G. Luengo; Passed: Unanimous.

2. PUBLIC COMMENTS/GOOD OF THE GAME

J. Doyle announced that Dominic Kinnear will be coaching the 2005B ECNL team. He has been a MLS Soccer Coach and a National Team soccer player. He coached the Houston Dynamos, San Jose Earthquakes and more recently LA Galaxy. We are excited about him joining our Mustang Soccer coaching staff.

3. AGENDA ITEMS

3.1. Voice of the Coach

K. Downes introduced C. Callahan and O. Antezana, who were present on the the zoom video meeting.

C. Callahan grew up in the East Bay, played with a local soccer club and graduated from College Park High School. She played at the collegiate level with University of Portland, winning a National Championship, and played professionally until the League folded. Upon her return to the Bay area, she began working with Neil McGuire at Cal Berkeley and worked there for the last 10 years. She also has been with Mustang Soccer for four years as the Goalkeeper Girls' Director. She enjoys staying in the game and helping female goalkeepers succeed. She has developed and assisted many Mustang Soccer female goalkeepers, such as Angelina Anderson and Kailey Kimball. Cori was asked by the Board for any suggestions in helping her with her job. She suggested additional full size goals at the Complex in order to continue her goalkeeper training program now that her

sessions have been moved to the Complex with all the other teams. G. Luego will coordinate and work on moving more goals to the Complex. R. Northing added that Cori is a great communicator to the her Mustang goalkeepers' parents. She does an outstanding job and her work is appreciated.

O. Antezana played soccer in Costa Rica as a youth. He continued to play in Concordia, Skyline College and St. Mary's. He has been with Mustang Soccer for the last 15 years and has had great experiences while watching Mustang Soccer and Complex evolve. He has obtained many soccer licenses, including the "B" license. Over the years, he has coached in the Elite, Premier and Recreational Plus programs and created a futsal program for all levels of players. O. Antezana currently coaches the 2008B Elite and 2013G Elite teams. He feels the Coaching Directors have been supportive of him and the rest of the coaching staff. G. Luengo commented that Oscar is a phenomenal coach with a great attitude. R. Northing added that he is also one of the nicest coaches, and players enjoy having him be their coach.

K. Downes thanked C. Callahan and O. Antezana for attending then they left the meeting.

3.2. Return to Play Update

F. Wilson reported that it continues to be a dynamic, fluid environment in terms of youth sports and their returning to play. New youth sports guidance is expected to be issued by California Department of Health Services in the next two weeks. Contra Costa County's adjusted new case rates per 100,000 has continued to decrease being currently at 16.1. Elementary schools started in person learning last week as a result of the rate moving below 17. In the meantime, F. Wilson continues to work with the State and Contra Costa County Health Services, while also continuing discussions with local soccer clubs in order to be ready to switch gears and play intracounty games when allowed.

In addition, future Spring tournament play is being examined by the Coaching Directors and communicated to team coaches. Currently, there is no plan to COVID test players; however, we may institute a screening process used in the Teamsnap app where parents answer specific questions prior to practices or games.

It has come to the Executive Committee member's attention that scrimmaging may be being coordinated and played with other clubs, which is independent of our current competitive program plans. We have no coaches or trainers that have been involved. Board discussion followed. A communication reminder will be sent to Elite and Premier teams this week. These players or teams are not able to represent themselves as Mustang Soccer teams and/or dress in any Club attire.

3.3. Status for Competitive including Value Tracker and Fees Collection

D. Mann reported that selected Premier players are being invited to train and play with Elite teams. A communication, along with a form, will be sent out this week to determine those players interested in participating.

J. Owen added that a Value Tracker system is currently being utilized for the Elite teams to track training sessions that have been conducted since July. It helps track any cancellations, reasons, makeups, and details the number of training sessions per team. This information is useful for the Coaching Directors and Executive Committee members to demonstrate the value that these teams have received in terms of training sessions, in lieu of game playing as a result of COVID. It was noted that this Value Tracker Tool data has been discussed with parents if needed.

R. Martinez will summarize the fees collection information in the below Agenda Item 3.5.

3.4. Rec/RecPlus Update

T. McNutt reported that this week comprises the third of four week training sessions for the Recreational February camps. Approximately 230 players are participating in these U6-U12 camps. The camps are being offered Monday, Tuesday and Wednesday in 2 one-hour timeslots being staffed by Mustang Soccer professional coaches. As elementary schools started last week, camp schedules were adjusted to accommodate school. March Recreational camps are in a holding pattern. F. Wilson added that coach staffing and field space are being researched as the camp times would need to be shifted with the return of school.

K. Downes provided a suggestion of additional camps or programs for younger aged children - 4 to 6 years old. C. Rudberg added that early summer camps could be a possible option for that age group. Demand will need to be determined, along with field space and staffing resources.

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

R. Martinez provided an update on the expected Spring Program Fee revenues. Approximately, 90% of the total \$468,000 has been collected through February 11. The remaining 10% represents approximately 70 Elite and 30 ECNL players. All players are currently attending trainings; however, players will not be allowed to play games until the remaining balance has been collected.

R. Martinez added that budgeting process for the 2021/2022 financials will begin in the coming weeks. Individual board member meetings will be scheduled as needed to discuss registration numbers, projections, then a combined budget will completed for board approval.

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 overall 2021 marketing campaign, using traditional marketing and content for coach and player engagement. More coaching webinars will be created and posted to the Mustang Soccer you tube page. Player and referee videos will also continue to be posted in the coming months. Kate Moore has offered to assist with our social media platform after Alex Lobban's departure.

5.2. Competitive Elite & Premier Update

Nothing to add – see Agenda Item 3.3 above.

5.3. Rec and RecPlus Update

Nothing to add – see Agenda Item 3.4 above.

5.4. Equipment Update

R. Swanson reported that our soccer ball inventory currently consists of 1,100. An order for 200 additional soccer balls has been placed. In addition, he will be working on a Nike "package" in order to provide to families for personal ordering.

5.5. Referee Update

Nothing to report.

5.6. Tournament Update

G. Luengo will be building a framework for summer Showcases with the Coaching Directors. R. Nowacek has offered to assist with the Showcase framework and organizing resources. These events will be on a smaller scale compared to past Stampede Tournamnets once competitive game play has returned.

5.7. Sports Alliance Update

G. Luengo reported that a Sports Alliance meeting is being scheduled for the approval of the Diablo Vista Park grass field lighting enhancement. This option will provide more field space for our soccer teams. Soccer goal frames will be moved to the Complex in order to assist with the goalkeeping training sessions. G. Luengo reminded Board members and coaching directors to forward any field or goals that need work. Goal nets were mentioned that may be in need of repair.

6. NEW BUSINESS

6.1. Sponsorship Opportunities

J. Doyle announced that he will be working on setting up a formal sponsorhsip program in order to find the best sponsors for our Club, besides Nike and Provident Field Sponsors. Board discussion followed. Sponsorship ideas included being tied to our social media marketing campaign, sponsors on wall, field boards and sponsorship tiers. Other considerations to be determined will include choosing sponsor profile, real and tangible, audience, and ensuring no confilcts occur with our current sponsors. R. Swanson and M. Kelley offered their help and involvement in this program.

6.2. Board Retreat Dates – Proposed Date Options

Based upon the Board members' availability, the two dates discussed for the Board Retreat Date were Sunday, February 28th or March 14th. The first date was chosen for the Board Retreat. The 2021 Annual Board Retreat is scheduled for Sunday, February 28 via Zoom from 4 to 8pm. The Zoom meeting info will be sent out in the coming days.

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