

Arlington Soccer Board Meeting

January 27, 2020

Minutes

Attendees:

- **In Person:** Allie Signorelli, Shaara Roman, Brian Plessner, Marc Garufi, Ali Protik, Chris Pryor
- **By Phone:** Sabine Schlorke
- **Absent:** Kristin Hanmer, Jason Mugg, Margaret Core, David Tyhala

The meeting was called to order by Allie at approximately 7:34 PM.

1. **Minutes:** The December meeting minutes were approved. Allie

2. Board Business

- **Board Nomination Process-** Dave is not able to take the lead in the nomination process. Adam will take the lead in moving the process forward for now. Marc and Chris will support and are the Board POC's.

3. **Executive Director Report** (Adam Brick)— Detail report was distributed via email and discussion.

A. 50th Anniversary

- June event – County interested in partnering with / supporting us and are offering amenities (food trucks, shuttles, etc). June 13 is the selected date. Free event for the families. Will be funded by sponsorships. Include a canned food drive and/or support charity in Uganda.
- Gala – Considering November 13 or 14 weekend. Audi field does not seem to be a viable location due to MLS schedule, appropriate sized venue, etc. We need to invest in an event planner and graphic designer immediately. Gala will benefit the scholarship fund. The fund establishment is in progress.
- Request for the Board members to focus on bringing in new sponsors: two \$25k, two \$10k and four \$5k. Aim to raise \$130,000 for the two events. Assuming \$65k for gala; \$15k for community day. Net \$50k for the endowment and/or after school programs.
- Need to finalize messaging for these events and the fundraising soon.
- Would request all Board members financially support the 50th Anniversary.

B. Communications Reports from Consultant

- Consultant provided excellent insights and recommendations after completing the assessment to include recommendations for appropriate staffing of the Communications function, gaining insights through surveying families more regularly, and consistent branding and messaging.
- ED is moving forward with recruiting for the Communications Director per the recommendation.

C. Social Media Policy

- The policy is ready for communication, education, and posting on website, etc.

D. Codes of Conduct

- Revised for both players and parents and updated with accountability for both
- Volunteer coach code of conduct has been drafted and discussed with the Rec Club Managers.

E. Rules and Disciplinary Procedures

- Beginning the process to define and outline a process that is beyond the League disciplinary actions.
- Would include a process where there is a Sportsmanship Committee that disciplinary issues are raised to if the staff is unable to resolve.
- Rec Committee discussed what other Clubs are doing and spent a good portion of their meeting on this.
- Need to create a charter and a clear description of what misconduct includes.

F. General Updates

- Considering doing a Club Wide Survey of all families to give us concrete data to share with stakeholders as needed (satisfaction, etc)
- Fundraising Stakeholder interviews to be completed by end of February
- 4th street property is no longer viable. The zoning attorney explained that it would be about \$300,000-400,000 to do all the civil engineering pre-work.
- New property being considered across street from Long Bridge.

4. Program Reports

A. Rec Committee – Brian Plesser

- Rec Committee – prime place for a pilot of R&D
- Uniforms are still pending decisions to move under one Arlington Soccer label.

B. Travel Committee– Marc Garufi

- Travel Committee has been told by US Soccer that we will learn about the possibility of DA expansion to the Boys side by mid-February. This would be for 2020-2021 season.
- Travel Committee Charter, with substantive changes, was sent to Board for comment. Review the Charter for information only. The Charter now clarifies the role of the TC, and also improves the document to reflect the actual responsibilities and simplifies the language. A preliminary consideration for the new name is “Competitive and Development Committee” Charter.

5. Committee Reports

A. Finance Committee (FC)- Ali Protik

- Reserve analysis being completed.
- The staff has a draft budget drafted and the budget process is ahead of schedule thanks to the team’s hard work and focus.
- Calendar recommendation for the endowment will be brought to the Board next month to include a recommendation on investment firm.
- Budget to be approved in the March board meeting.

B. Community Outreach and Fields Committee (COF)- David Tyhala

- Attended Gunston Bubble renovation meeting. Construction starts late 2020.

C. Fundraising Committee (FC)-Jason Mugg and Chris Pryor

- No Report

D. Human Capital Committee (HC)-Margaret Core

- No Report

E. Risk Committee (RC) Sabine Schlorke

- Met in December.

The next Arlington Soccer Board meeting will be Monday, February 24, 2020

The meeting adjourned at 9:30 PM