

ASA Board Meeting

April 22, 2019

Minutes

Attendees: Allie Signorelli, Margaret Core, Kristin Hanmer (by phone), David Tyahla, Paul Bobeczko, Marc Garufi, John Mingus, Adam Brick, Jason Mugg, Mia Petree (by phone), Sabine Schlorke.

Absent: Shaara Roman

The meeting was called to order by Allie at approximately 7:30 PM.

1. **Minutes:** The March 2019 minutes were approved pending edits; an updated copy of the minutes will be distributed.

2. Board Business

A. Financial aid endowment: Paul presented the financial aid (FA) endowment business case (distributed in advance via email). Some of the considerations that the Board discussed:

- Is the purpose of the FA endowment to provide budget relief with respect to Arlington Soccer FA efforts, or to expand the FA budget? Will it enhance the current FA program or replace it?
- Are we in a better fundraising position overall if we have an endowment in place? The Board concluded that endowments don't in and of themselves generate giving to endowments, but an endowment connotes an organization that has long-term plans and is serious about being responsible financial stewards.
- Will it be restricted? The level of restrictions has not yet been determined, but the more restrictive an endowment is, the harder it is to manage. We should not put in place restrictions that might make it less attractive to potential donors.
- Is there a desirable minimum level at which we are able to mitigate the FA shortage, while still allowing progress on other strategic priorities (such as Arlington Soccer clubhouse), and achieve lower management fees?
- How do we reach the desirable initial level of the endowment – do we deposit gradually or all at once? If we deposit it all at once, what effect will that have on the club's cash flow? We need to look at this with the finance staff.
- The endowment would be funded from the current surplus.
- There is a gap between FA need and resources in both the Rec and Travel programs. Currently, in the Travel program, FA for eligible players (those players who receive Free/Reduced Lunch in schools) covers 60% of Travel program fees. 10-20 eligible players each year do not receive FA because funds are exhausted.
- Setting up the endowment is a 6-month process. We do not currently have a firm engaged to invest and manage the endowment.

The Board directed, via an approved motion, the Finance Committee to put forth an endowment purpose statement for Board approval.

B. Committee charters: Kristin reviewed the status of committee charters:

- Human Capital committee charter is in good shape
- Finance committee charter is in good shape
- Risk committee – this is one of the newest committees. Most sections of the charter are well-served by the template language, but the Responsibilities section requires additional thought. The charter will focus on how the committee will be established, how often it will meet, what it will do and how it will engage with staff on risk. There was some discussion about the role of the Risk committee, and general agreement that professional staff should manage risks with the advice and oversight of the committee. The committees were asked to identify and communicate the risks that fall under their purview; the Risk committee will compile this input and work with staff and legal counsel to identify and understand risks to Arlington Soccer, including health and safety (which is paramount), finances, transportation, insurance, social media use, general reputational risk, among others.

C. Travel player limitation in Rec: After the last Board meeting, the Rec committee was tasked with considering the feedback received from club members about the policy change. The Rec committee met after the membership meeting and had a thoughtful discussion about the feedback received; Allie and Marc attended this meeting. Following this discussion, the Rec committee decided not to make any changes to the policy. Grandfathering players from the new policy was specifically discussed, and due to the difficulties in implementing a grandfather clause (who is included? for how long?), the committee declined to grandfather players. The committee recognizes that this change has made some people very unhappy. However, the decision was made by volunteers from the parent community (with staff input) after a year of careful deliberation; it's not the case that it was made without stakeholder input. As a club, we have the responsibility to respond to the thoughtful feedback we received, addressing specific concerns and laying out the facts about the decision-making process and why we implemented the policy.

C. Nominating committee update: The Nominating committee has received 8 applications for Board member positions. Reminders will be sent to the club constituency that we are seeking candidates, and that the application period will close on May 3. The committee will set interview and meet & greet dates in May.

3. Executive Director report

- Distributed via email.
- The club has formed 520 teams, which is slightly down from last year at this point, and slightly below budget.
- Staff are working on developing program pathways that will better serve players and not silo programs.
- We have a huge need for referees; this need is exacerbated in the spring, when many teen referees play high school soccer. One challenge is getting referees under

- the driving age to games in S. Arlington; staff is considering implementing a ride service to make transportation easier.
- Most coaching assignments will be finalized before Travel tryouts, which begin the weekend of April 26. Development Academy players should know their status before Red team tryouts; uncertainty in this regard is very painful for players, and we need to do better.
 - FA applications are open now.
 - ADP is in full swing.
 - The Real Madrid program is at 9 schools and is going well. A documentary about the program featured some Arlington Soccer participants.
 - Girls with Goals is a new program in partnership with the county and 4-H. The program was successfully piloted at one school and other schools are asking to host it. We will expand it slowly. Look for a story about it in the *Sun Gazette*.
 - Arlington Soccer clubhouse: Adam and staff have been trying to meet with the owners of the potential property for the clubhouse. Staff are meeting tomorrow to consider three additional options: continue in current space, rent different space (wouldn't start looking for several months), work virtually. The current lease expires December 31, 2019.
 - Communications: working on creating more promotional videos. *Off the Post* will be renamed to *Inside the 18* and will be more like a newspaper (with sections for the different programs), delivered electronically twice a month. 2018 Annual Report is in its final stages and will be distributed to donors via email and available as a .PDF on the website. We are developing a communications plan for the new logo, which will go on the new uniforms. Also developing a style guide to ensure consistency in Arlington Soccer communications.
 - Still looking for a fundraising candidate.

4. Program reports

A. Rec program – John Mingus.

- Bylaw changes were approved by the membership and have been adopted.
- Tuesday Night Training (TNT) is running at two sites. This program, where professional coaches work with kindergarten and third grade players each week, has been very well-received.
- To build on the success of TNT, we are starting Friday Night Without Lights this Friday, where four coaches will teach Rec coaches about goalkeeping, team psychology, and tactics.
- The Rec committee has been notified that John is term-limited and they need to put forward a candidate for the Board position. John will document the job.

B. Travel program – Marc Garufi.

- Marc will circulate the revised refund policy language in the next couple of weeks. The refund policy itself will not change, but the language will be clarified to reflect that whether parents pay the full balance of fees up-front or in installments, they have an outstanding obligation to the club for the full seasonal year.

- Our NCSL representative has dealt with a disciplinary issue related to an Arlington Soccer parent's behavior.

5. Committee Reports

A. Risk – Sabine Schlorke

- See discussion of Risk committee charter.

B. Community Outreach and Fields – David Tyahla

- The final public spaces plan vote is on April 25. The plan should be approved, but we should remind families to attend in uniform to show their support for the county's plan. Should there be questions about utilization data, John can answer them at the meeting.

C. Finance – Paul Bobeczko

- We now have audited 2018 financial statements; the Finance committee will approve them, and approve the audit itself. The committee would like staff to regularly produce the financial dashboard again.

D. Human Capital – Shaara Roman

- No update.

E. Fundraising – Jason Mugg

- Providing input on talent search for fundraiser; position description is still being finalized. Consider using a consultant to develop fundraising strategy.

The next Arlington Soccer Board meeting will be Tuesday, May 28 due to the Memorial Day holiday on the 4th Monday of the month. The candidate meet & greet will be Wednesday, May 29 from 7 – 8:30 PM.

The meeting adjourned at 9:33 PM.