

ASA Board Meeting

July 1, 2019

Minutes

Attendees:

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

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

1. **Minutes:** The May 2019 minutes were not available for review and approval. Allie to follow up with outgoing secretary, Mia Petree, regarding status of minutes.

2. Board Business

A. Elections: Election of new officers was conducted, with the following results.

- President: Allie Signorelli
- Vice President: Shaara Roman
- Treasurer: Ali Protik
- Secretary: Kristin Hanmer

B. Committee Chair Appointments: Board Committee chair appointments were made with the following results:

- Fields & Community Outreach: David Tyhala
 - Brian Plessner to join this committee
- Fundraising: Jason Mugg with Chris Pryor serving as 50th Anniversary Chair
 - Brian Plessner and David Tyhala to join this committee
- Finance: Ali Protik
 - Brian Plessner to join this committee
- Human Capital: Margaret Core
 - Shaara Roman, Kristin Hanmer and Jason Mugg to join this committee
- Risk: Hold on appointment pending discussion with Sabine Schlorke
- All Board Committee charters have been signed. Kristin will send out charters to each committee chair.

C. New Rec Policy: The Board discussed the new Rec Policy relating to the restriction of travel players on rec teams 5th grade and above. Adam and Allie received feedback via email from High School coaches, parents and players and a request to meet to discuss the policy by the Arlington Department of Parks and Recreation (DPR). The discussion points were as follows:

- The background of the decision making process on the new policy was reviewed for the benefit of the new Board Members:
 - The new policy was a recommendation that originated from the Rec Committee. The Rec Committee discussed this issue in a variety of

ways over many years and this past year voted to recommend the new policy.

- In its work, the Rec Committee consulted with both the Travel Program Committee and the ad-hoc Joint Program Committee. Both of these committees voted to recommend the new policy to the Board. That information was provided to the Board, along with recommendation from the staff, and the Board voted to adopt the policy.
- Subsequent to the Board's vote, there was an opportunity for comment from players, families and coaches. The Board received comments on both sides of the issue, families and players who supported the new policy and families and player who did not. The Board reviewed and considered all those comments.
- Based on those comments, the Board referred the matter back to the Rec Committee for its reconsideration, particularly concerning grandfathering. The Rec Committee voted to recommend to the Board that the policy be implemented in the fall without grandfathering.
- The Board accepted the recommendation of the Rec Committee and reaffirmed its position that the new policy will be implemented this fall.
- Adam and Allie shared that they received emails from coaches, parents and players in the High School rec program who were unhappy with the new Rec policy. The overall sentiment from the emails was that the players wanted to continue to play with their friends to finish their high school soccer experience. There was a request from this group to meet with the Board. Adam and David Gould, Rec Commissioner, offered to meet with the High School representatives to hear their feedback, but the offer was not accepted.
- Arlington DPR contacted Adam and Allie requesting to discuss the new policy as DPR had been contacted by representatives from the High School Rec program asking for a new High School soccer league. Adam and Allie met with DPR representatives. DPR suggested that Arlington Soccer be open to listening to the feedback and concerns raised by the High School representatives. DPR did not ask that Arlington Soccer change the new policy.
- The Board decided that a response should go out to the High School parents and players who emailed, providing information on how and why the policy decision was made and that members of Arlington Soccer staff (Adam Brick and David Gould) and the Board (Marc Garufi and Brian Plessner) would offer to meet with the High School coaches to listen to their feedback on the process leading to the decision.

3. Executive Director Report (Adam Brick)

- Distributed via email.
- Adam presents:
 - A gantt chart for the:
 - Strategic Plan Development. It includes a plan and timeline for developing a framework, mission vision and core values, vision, values and program pathway

- Board member raised concern that the Board gets involved at the very end of the process. It was suggested that a representative from the Board, like the VP, be involved in the process so there is Board representation and that Adam find ways to engage the Board more as the process develops.
 - Organizational re-design
 - Clubhouse
 - Communications and fund development
 - An outline establishing a framework for the overall planning process "Creating Clarity".
 - An updated organizational chart with staffing pattern.
- Adams shares that he has decided to engage with consultants who are subject matter experts in the areas of fundraising, corporate sponsorships, and communications.
 - For corporate partnerships it will be a 2-phase approach: a) development of a framework for corporate partnership sales and b) revenue generation with outbound sales to grow the level of existing partnerships and deliver new annual partnerships.
 - The communications work will deliver a communications plan to include foundational messages differentiated by key audiences; compelling facts and statistics; brand tone; delivery methods and frequencies; and other tactics for face-to-face, web, email and social media. The work will also include an editorial style guide and some marketing materials. The consultant will also provide a workshop to help staff, Board members and other key volunteers to acclimate to the new communications strategy.
 - The fundraising work will consist of an assessment to determine our fundraising position, strengths, opportunities and recommended areas of focus. It would also consist of the development of a fundraising strategy, an operational plan and a stewardship plan.
- Some Board members raised concern about using a communication consultant as opposed to investing in a communications specialist as a staff member. The feeling was expressed that the Arlington Soccer communication efforts should be managed by someone who is embedded in the organization. Adam indicated that he is not sure whether that type of position would be full or part time and feels that using the consultant will help flush that out.

4. Program reports

A. Rec program – Brian Plesser.

- Brian shares Rec Program registration dates:
 - Guaranteed return to team—7/16
 - Guaranteed rec placement ends—7/29
 - 1-HS schedules posted--9/5
 - 1-HS season starts—9/14
 - Kinder season starts—9/21

B. Travel program – Marc Garufi.

- Marc shares that the Travel Program Council will begin the process of electing new members. 4 members slots of the Council are up for election (including the chairman's slot). The process kicks off with a note going out to travel families seeking nominations

5. Committee Reports—None. New Committee chairs were just nominated.

The next Arlington Soccer Board meeting will be Monday, August 26

The meeting adjourned at 9:30 PM.