

## ASA Board Meeting

September 23, 2019

### Minutes

#### Attendees:

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

The meeting was called to order by Allie at approximately 7:31 PM.

1. **Minutes:** The August meeting minutes were not available. They were recorded and will be transcribed at a later date.

#### 2. Board Business

##### A. Communications- Status of hire, plan for creating communications strategy, etc. (Adam Brick).

- Anna Baker will be the freelance consultant to assist in development and implementation of a communications strategy. She will develop a communication plan and strategy, create and refresh our communication collateral and deliver workshops with staff to review the strategy.
- Social media communications is included in the scope, photography is not.
- Allie noted that the Board is invited to weigh in on the communications strategy and should be a resource for the consultant.
- Per Allie, the communications strategy should do the following:
  - How to tell our story to the community at large
  - How we communicate to our coaches, staff and volunteers
  - How to handle crisis communications
  - How we deliver social media communications.
- There was discussion on making sure story telling is involved with the communication strategy (e.g., stories of players, coaches, etc) as well as establishing protocols for team social media accounts
- Brian raised concern about information on the website and how parents are frustrated with it. It was noted that the consultant will look at and provide recommendations on the communications on the website, but will not be involved in handing website communications directly.

##### B. Fundraising Plan (including 50<sup>th</sup> Anniversary) (Adam Brick)

- **Corporate Sponsorship:** Graham Dunn is the freelance consultant who will develop partnership and revenue generation strategies. A sponsorship inventory has already been started.
- **Fundraising:** Adam is finalizing an arrangement with a fundraising consultant who will conduct a program assessment, develop a case for giving, and a campaign plan for annual giving.
- All of the consultants will work together, in conjunction with Adam, to collaborate their efforts with a focus on the 50th Anniversary. Each will also

provide Adam and the Board with recommendations on permanent resources for these functions (e.g. hire full-time, part-time or consultant)

**C. Social Media Policy** (Adam Brick)

- Adam shared the proposed social medial policy. It was adopted from U.S. Soccer's Safe Sport Policy.
- The version shared is currently with legal counsel for review. All Board members are encouraged to review it from a parent perspective and provide Adam comments by September 30.
- There was discussion on practical impacts of the Social Media Policy (e.g., when a player communicates to a coach that he/she is late to practice) and how to roll out the social media policy when it is final (e.g., FAQs, setting expectations in the beginning)

**D. Financial Reporting** (Ali Protik)

- Ali reported that the Finance Committee is going to review the financial reporting dashboard that was previously created to see if it "answers the mail" for the Board. The Committee will propose a new dashboard, timing of reports, etc at the October Board meeting.

**3. Executive Director Report** (Adam Brick)—Distributed via email

• **Boundaries Training**

- Tentatively scheduled for Sunday, October 20th from 7-8pm at Central Library. In-person training intended for staff and professional coaches. Possibility of taping the session to provide for those that cannot attend and ultimately for volunteer coaches. Board Members are encouraged to attend.

• **Third Party Reporting**

- The contract for Third Party Reporting is under review by legal counsel. We will offer an external reporter for those individuals within the Arlington Soccer community who feel uncomfortable reporting allegations of inappropriate behavior directly to Arlington staff or management. In the event such an allegation is made, the external reporter will work with us to determine what if any investigation should be conducted. The contact info for the external reporter will be on the Arlington Soccer website.

• **Strategy Playbook**

- Adam walked through the Strategy Playbook that he shared via email with the Board
- Adam noted that the next phase is to determine who is responsible for what and to develop operating plans.
- There was discussion and questions from the Board on how the Playbook is organized, and the difference between the defining goals, standard objectives and thematic goals. Adam took the input received and all Board members were encouraged to share additional input off-line.

• **Travel Jersey Sponsor:**

- Concerns were raised by ARL families about the SAIC logo and sponsorship
- It was acknowledged that the sponsorship was not communicated well by ARL.

- Adam is working with SAIC on a statement that will be pushed out once it is ready.

#### 4. Program reports

##### A. Rec program – Brian Plesser.

- The Rec Committee is pushing for ARL to hire a communications person. Concerns have been shared by Rec families on communications by the club (e.g. when to register)
- Next month the Rec committee will be discussing uniforms,
- The Rec Committee is exploring a Rec futsal league for winter.

##### B. Travel program – Marc Garufi

- Marc shared that the Travel Program Council meeting in September did not have quorum so the process of electing new members did not occur. 4 member slots of the Council are up for election (including the chairman's slot). The meeting was rescheduled to October.
- There was discussion about how to increase participation in the Program Council meeting (e.g. allow electronic voting, change the name of the meeting)
- Marc indicated that 3-4 members are working on updating the Travel Program Charter. At some point Marc will come to the Board with a new charter.

#### 5. Committee Reports

##### A. Finance Committee (FC)- Ali Protik

- As noted above, at the next Board meeting, the FC will propose a new dashboard
- The FC has started on the endowment process.

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

- David is working on creating reasons and causes to activate people. Linking the COF's work to the 2 fundraising events will help.
- Allie suggests that David build a resource of field advocates.
- There was discussion on a proposal for Marymount getting more hours at Longbridge and whether that will impact ARL. Adam and Allie agreed to check on that during an upcoming meeting with Arlington DPR.

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

- Chris shared that they were considering options for the 50<sup>th</sup> Anniversary event. The FC is considering a fundraiser at Audi Field; the Tower in Rosslyn is also an option.
- The plan is to have the fundraising event in September/October 2020 and a community day in May/June 2020.

##### D. Human Capital Committee (HC)

- All HC business to be discussed during Executive Session.

##### E. Risk Committee (RC)

- The RC is working on organizing its first meeting in early October.

The next Arlington Soccer Board meeting will be Monday, October 28, 2019

The meeting adjourned at 9:28 PM.