

Arlington Soccer Board Meeting

December 2, 2019

Minutes

Attendees:

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

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

1. **Minutes:** The October meeting minutes were approved.

2. Board Business

- **Board Nomination Process-** Discussed the need for a Chair of the Nominating Committee for Board Member recruitment. Kristin created a Standard Operating Procedure for whoever takes over. Allie to reach out to current Board Members and appoint Chair before next Board Meeting.

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

A. Fundraising

- Communication, fundraising and sponsorship consultants are meeting every two weeks to coordinate work. They are also doing their own independent work.
- Fundraising efforts for the rest of the year--Concentration on Giving Tuesday and year end (between Christmas and New Year's). "Thankful" email sent out by Adam was one of the outputs. On Giving Tuesday, there will be 2 emails, one from Adam and one from Allie. Financial goal for Giving Tuesday is \$24,000.
- Fundraising consultant performing data analysis to understand how ARL exists in the community. Data has been provided to consultant for analysis. There was a Board discussion on data gathering process, access controls, and data protection.
- The fundraising consultant working on Fundraising Strategy. Adam meeting with consultant this week to get update on status of Fundraising Strategy. He will update the Board after the meeting.

B. 50th Anniversary

- The Fundraising Committee (FC) met and discussed the 50th Anniversary events. They discussed Audi field as a possible venue. There is a smaller space and a larger space. They also discussed inviting some soccer celebrities. They discussed timing given soccer games and traveling. There is a thought that the space could be donated or fees reduced.
- There was discussion about ensuring we have strong attendance and concerns were raised about it being an event with tables that could be sold to

teams and corporations as opposed to a stand-up reception. Other venue ideas welcome.

- It was suggested that we look at the space and hire an event planner.
- The FC also discussed Family Day. It was noted that Family Day will be open to everyone, would be held in June and would be free. Adam has started discussions with the Arlington County to partner with them on the on the day. He also plans to invite the Sports Foundation to partner. Family day would **not** be a fundraising effort targeted to families.
- There was a discussion about the endowment and need for coordination between the Fundraising Committee and Finance Committee on the endowment such that fundraising can be built around the endowment.
- The Communication consultant has been in touch with some of the Board Members and is working on gathering information in order to develop the communication plan and strategy.

C. Club House

- The property by Kenmore Middle School on 4th street is available. Adam met with the owner and broker for property. The owner is open to any and all financing possibilities. Adam looking to the Board for guidance on financing possibilities.
- It was acknowledged that a special use permit would need to be granted for ARL to use the property for a Club House. It is also possible that we would need an easement from County or APS for entrance.
- Board members support exploring this option, but with caution to considering obstacles that might come up (e.g. entrance, parking, setback requirements).

D. Honoring ARL Soccer Members

- John Mingus: Volunteer of Year--US Youth Soccer Awards Banquet – Saturday, January 18, 2020 – Baltimore; VYSA Banquet – Saturday, February 1, 2020 – Fredericksburg
- Leslie Hickman, Jr named VA/DC Teammate of the Year

4. Program Reports

A. Rec Committee – Brian Plesser

- Rec Committee exploring transitioning from multi-club uniform to home and away uniform under one Arlington Soccer label.
- There was discussion about the appropriate approach to volunteer coach discipline when VYSA and Club policies are violated.
- Concerns about lack of referees for Rec games. There was discussion about encouraging travel players to coach Rec games.

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 soon. This would be for 2020-2021 season.
- Travel Committee Charter was sent to staff. Marc will send it to the Board for comment and ask for comments back in January. These are substantive changes.

5. Committee Reports

A. Finance Committee (FC)- Ali Protik

- Fraudulent check was made on operating account. No funds were drawn; it was detected by bank teller. The account was frozen. A new account was created with positive pay feature (i.e., bank sends text to confirm transaction).
- The FC did an analysis of the endowment to validate assumptions from when proposal was initially made. Ali notes that FC may need to change numbers if the clubhouse is a possibility. There was discussion about ensuring that we think through the name of the endowment (e.g., scholarship endowment).
- Staff has started the budget process. There are check points that the staff has with the FC.
- Annual Report. Board agreed that last version needs to be updated and that it should be part of end of year fundraising push.

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

- No Report

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

- See above

D. Human Capital Committee (HC)-Margaret Core

- .No Report

E. Risk Committee (RC) Sabine Schlorke

- No Report

The next Arlington Soccer Board meeting will be Monday, January 27, 2020

The meeting adjourned at 9:33 PM