



Board Meeting Minutes July 25, 2022

Attendees: Candace Abbey, Frank DeMarco, Marc Garufi, Trinh Lieu, Laura London, Mark Merrill, Jason Mugg, Brian Plessner, Brent Polly, Michal Simek, Shaara Roman, Jon Temin.

Meeting called to order at 7:33 pm

1. The Board unanimously approved the minutes from the May meeting.
2. Executive Director Report:
 - a. Closed out the season successfully. Five teams played post-season across the country. 2005 Boys Red won the Eastern Regional Championship and qualified for the USYS National Championship.
 - b. 1000+ kids registered for summer camps and clinics. Six different camp offerings over 9 weeks for players of all ages and abilities.
 - c. We have a record number of Super Y teams competing this summer.
 - d. Completed the team formation for Academy, ADP and Travel programs.
 - e. 4700 kids registered for rec club in fall.
 - f. Players First Leadership Council – There are 4 main areas of focus, one of them being offering free clinics to players in club. Clinics were held July 9 and 10 and fully run by the Players First Council and other volunteers. Plan to expand the size of the leadership council to get more people involved and potentially offer more opportunities.
 - g. Communication: We've had a lot of outreach and great media. A highlight was having Andrea Mitchell on the field for a segment on 50th Anniversary of Title IX where she interviewed players. Also successfully launched several campaigns to get the Soccer community involved and engaged in land use matters impacting sports.
 - h. Partnerships: Signed a 1-year 30 minute HIT Arlington. In discussions with Lindsay regarding renewals and started conversations with Amazon to explore creative ideas to do more with ASA.
 - i. Community Relationships: There have been a number of meetings with sports foundation, Marymount and others and were able to collaborate on the

- Kenmore project. Marymount is working on getting a new stadium for their use and would then free up Long Bridge 1 for us.
- j. Valuing People: Were able to hire Grady Renfrow to coach the Mens Pro23 Team and help build out and reimagine our futsal programming and curriculum.
 - k. Participate in the neighborhood 8-week college program. Brought in different members of county government and was able to work with them, build relationships,
 - l. Board Election process completed.
 - m. Cogeo Update: Salesforce licenses have been set up for the organization. They have developed a Case Statement which provides a high-level overview of the Club. Cogeo has also put together a Corporate deck and an Economic Impact deck, and also started a white paper on Endowment. They have also researched and prioritized a list of Foundations to apply for grants.
3. Field Update: APS was a great partner in getting conversations going with the County Board to result in the county approving the 10 year CIP with the modification with Kenmore moving from FY 2030 to FY 2025, with preliminary work beginning in FY 2023. \$10M budget with \$2M coming from partnerships.
 4. Endowment Fund: Would need to select a firm to manage the Endowment as well as determine the financial commitment the board will vote on.
 5. Rec Committee. 4700 players registered this season and expect more to come. On August 9 the teams will be finalized before school starts.
 6. C&D Committee. Several teams participated and moved to regionals and nationals. The teams very much appreciate the financial support they receive from the Club for regional and/or national travel. Due to the unforeseen departure of a committee member, the Committee had to nominate a new member.
 7. Internal Advisory Committee: Did not meet.
 8. External Advisory Committee: No update
 9. Board Officer: All officers were voted in unanimously.
 - a. President – Brian Plessner
 - b. VP – No candidate
 - c. Internal Advisory Committee/Treasurer - Mark Merrill.
 - d. Secretary – Shaara Roman.
 10. There were no candidates expressing interest in the role of VP at the time of the meeting, however, all board members were given the opportunity to reconsider serving as VP. On September 2, the Board was notified that Jon Temin expressed interest in the role. The Board voted electronically on September 6 to elect Jon Temin as VP.

Meeting adjourned at 9:08p