

ECU Board Meeting

Meeting Minutes

Sunday, Nov 26, 2017, 7:00 pm, Eau Claire Indoor Sports Center

Present: Tanya Hanson, Gretchen Hudacek, Jim Mitchell, Susie Shinnors, Kevin Vallez. Doug Morosky via phone.

Next meeting: Sunday, Dec 17, 2017, 7:00 pm, Eau Claire Indoor Sports Center

I. Old Business

Past Meeting Minutes:

- a. All teams except U9 and U10 have been announced.
- b. There has been no change in the tax-exempt status yet. Gretchen stated that the accountant hopes to have this resolved soon.

A motion to accept minutes from Oct 22, 2017 meeting with notations was made by Jim Mitchell, seconded by Kevin Vallez. Passed by unanimous voice vote.

II. New Business

- a. Secretary position – No action taken. Lucinda not available to put forth appointment. Suggestion for appointment and vote via email at later date.
- b. Treasury
 1. Budget was presented for 2017/2018. Income from club fees were projected using current membership numbers of 215 players and 32 high school players. The Tournament Income estimate is a conservative \$15,000. Player development income is assumed to be approximately the same as last year. Discussion noted that the most effective way to increase income is to increase enrollment and maximize income from tournament.

Budgeted expenses for scholarships is now set at \$6000.00, a number closer to our actual scholarship expense than previous budgets. Scholarship discussion identified a need that scholarship players have for help with tournament fees. Currently, scholarship players pay a \$40.00 registration fee, uniform costs and all tournament fees. Board requested more information regarding the costs of covering scholarship players' tournament fees (Gretchen and scholarship committee).

Board recommended no changes to the \$250.00 club fee discount board members receive for service on board.

Ongoing action required on non-profit tax status. Board would like more information from Tom via Gretchen.

2. Reviewed P&L reports from 2014/2015 thru 2016/2017. Discussion regarding equipment purchases not showing up under equipment expense account requires a reexamination of equipment expense account to ensure proper coding (Gretchen). Discussion also included questions about what is coded to the Misc. (Program Expenses) account. Gretchen stated that she would look at that account also.

A motion to accept 2017/2018 budget was made by Susie Shinnars, seconded by Kevin Vallez. Passed by unanimous voice vote.

c. Player Development – Susie Shinnars

1. Enrollment is still open for Sessions 2-4, all winter training, academy and K2 training. Kevin will put info regarding registration for all sessions in December newsletter.
2. Need was identified for goal keeper training for younger players. Suggestion for a rotating goalie coach to work with players during team practices. Coach would be available for all United teams. Place on agenda for discussion at next board meeting. Action Required.

d. Tryout and Team Formation – Susie Shinnars and Doug Morosky. Tryouts completed for high school boys. Work on forming teams needs to happen this week. Teams will be announced Dec 10th. Arron Hanson is coaching. Date for high school girl's tryouts not set. Registration cut off should be at the end of January. Action required.

e. Boys Division Director – Doug Morosky

1. New player registration deadline for U9/U10 is Feb 1. Boys need to add 2/3 at U9 to fill team and 6 at U10 to form two viable teams. Discussion led towards a need for a meeting for current U9/U10 (both boys and girls) parents to present options. Meeting set for 6:30pm on Jan 8, 2018 at the ECISC. Kevin to note in newsletter. Board would like a list of indoor players that are not currently in United Club so that they could be contacted for possible recruitment (via Tanya).
2. The new C2 U16 team hasn't been approved yet. Action required (Tanya).
3. Coaching assignments are progressing but have not been completed.

- f. Girls Division Director – Susie Shinnors
 - 1. New player registration deadline for U9/U10 is Feb 1. U9/U10 Girls teams have the same player needs as the boys. Joint parent meeting on Jan 8th to explore options.
 - 2. All other teams have been formed and announced.
 - 3. Coaching assignments are almost complete.

- g. Safety Director – Jim Michell. No new equipment needs.

- h. Marketing – Kevin Vallez
 - 1. Kevin discussed previous recruitment efforts with Jan. Discussion of hinderances to new club membership identified initial costs of membership (club fees and uniform costs) as the primary hurdle to new members. Discussion suggested lowering club fees for the initial season of play for players that join at the U9/U10 level. This would require an increase in revenue from other streams. Discussion suggested a meeting of the scholarship committee to see if funds are available. Additional scholarship funds could be raised thru sponsorship. Action required. (Kevin)
 - 2. Newsletter will be out on Dec 6. Content is due on Dec 4.
 - 3. UWEC project will most likely start in February. More info to follow.
 - 4. Tournament ad will appear in digital version of Minnesota Soccer Times in January. The ad will have a link to our website, so online tournament registration must be operational before the ad appears sometime in the second week of January. Immediate action required (Tournament Committee).
 - 5. Other marketing and fundraising opportunities exist with local businesses. Culvers and Chipotle both offer non-profits a percentage of sales on group nights. Kevin will examine possibilities for a spring group night as soon as our non-profit status is resolved. Action required (Kevin).
 - 6. General marketing discussion identified a lack of information on the overall effectiveness of the club’s marketing activities. New marketing efforts should include ways of tracking effectiveness (website analytics, dedicated splash pages, offer codes, ect).

- i. Administration – Tanya
 - 1. After discussion, a motion to accept quote for Indoor Insurance with a participant accident medical maximum of \$50,000 was made by Susie Shinnors, seconded by Jim Mitchell and pass by unanimous voice vote.
 - 2. Foot skills training will be provided by Kit and Kite. 2 sessions of six weeks each will be scheduled. Cost is \$100.00/session. Club will keep first \$1675.00 to cover costs. Sessions start on Dec 19th.

- j. Revised Coach Pay Fall 2017 - Spring 2018. No action taken. Board would like to examine costs of increasing fall coach pay to 50% or 60% of spring pay.
- k. Referee Training – Tanya Hanson. Last referee training session had 7 attendees. There are no more sessions scheduled. Another session needs to be scheduled before spring. Action Required (Tanya).
- l. Tournament Committee. Online tournament registration must be open ASAP. Immediate action required (Tournament Committee).

A motion to adjourn was made by Susie Shinnars, seconded by Jim Mitchell, approved by unanimous voice vote. Meeting adjourned at 8:43 pm.