



AYSO—Region 13 Board Meeting
April 2nd, 2015 7:00 pm
AGENDA

- Call to Order – Al
 - March minutes – approved
 - Reports
 - Uniforms – Ivonne
 - Coach’s Report – Heidi
 - Referee Report – Kareem
 - Financial Report – Angel
 - Fields – Marco / John
 - EXPO
 - Attendees
 - Fox Sports 1
 - Open Discussion
 - YDP
 - Galaxy Game 4/18
 - Eugene
 - 2015 – 2016
 - Registration
 - Blast sent out
 - Returning Volunteer Registration (online payment?)
 - 4/18, 5/2, 5/16
 - Need volunteers
 - Circle of Champions
 - New laptops
 - Marketing
 - Fliers
 - Sponsorship
 - Training dates
 - Coach
 - Ref
 - Opening day – Committee report
 - Picture day/makeup
 - Website ideas to Neil
- Area 1/C Agenda / Meeting
 - RAP
 - Budget
- Calendar
- Open Discussion
- Review of Action Items
- Next Meeting
 - May 7th
- Adjourn



Area 1C Agenda, March 26, 2015 Du-Pars, Pasadena, @ 7pm



1. Call to Order - Jane
 - Approve Minutes from February
2. Coach Admin Report - Mike
3. Referee Report: Scott
4. YDP – Marco
5. VIP – Tom
6. Registrations: Region Dates
 - Turn to Applicant
 - Code fees to deferred registration
 - Should have budget in if planning registration fees
7. Area Report
 - Roadshow Fees – still outstanding
 - Area Dinner at EXPO on Saturday 28, 2015
 - New Budget form
 - Training- Board
8. Regional Reports: Reports attached
 - Additional comments
9. New Business
10. Adjourn

Calender and Due Dates to Area

Next Meeting – April 30

EXPO - San Diego

March 27-29, 2015

NAGM – Phoenix AZ

May 22-24, 2015

RAP – Due to Area July 1st

Budget- Due June 1st

Guidelines due June 1st

Ken Aston Camp: June 26 - 28

Freeway Jam: July 11-12

- NAGM – May 22-24, Early April 2 - \$385, Regular May 7 - \$425- RCs required to attend.

AYSO REGION 13

Board of Directors' Minutes

April 2, 2015

Call to Order: Al Prado called the meeting to order at 7:09 p.m. In attendance were: Al Prado, Angel Huitz, Anne Tipton, Dan Jeffries, John Sweet, Kareem Badaruddin, Kelly Leyva, Kevin Cuxil, Kim Fitzgerald, Marco Quezada, Neil Weinberger, Serj Stepanian, Steve Bickel and Vic Gutierrez.

March Minutes: The minutes were previously approved via email. Noted here that Anne Tipton was also present at the March Board meeting, and that she is a member of the Opening Day Sub Committee.

REPORTS

Uniforms – No new report.

Coach's Report – Anne Tipton on behalf of Heidi Taylor

YDP: Anne reported that YDP seems to be running pretty smoothly. There have been a few complaints about unbalanced divisions resulting in scores being run up. Al mentioned that all YDP coaches received an email from Michael Stiles, Area 1/C coach administrator, reminding them of their sportsmanship obligations.

Anne reported that Heidi and Neil prepared a document "4 Steps to Coach at AYSO13." Neil confirmed that it was posted on Region 13's website with a Hot Button.

Anne reported that Heidi and Kevin are working on the Coach Training calendar, using the dates previously reported:

Thursday, July 23: Safe Haven (evening)
Sunday, July 26: Coach Training (morning)
Thursday, August 27: Safe Haven (evening)
Saturday, August 29: Coach Training (morning)
Sunday, September 13: Coach Training + Safe Haven
Held at the Clubhouse – but 8/29 might be off-site.

A finalized calendar will be ready by our Registration date, April 18th.

Anne reported that a U5 division coordinator is needed.
She reported that the Coach closet will be cleared on Sunday, April 19th.

Referee's Report – Kareem Badaruddin

Kareem reported that Region 13's Fall Referee Training dates remain the same as previously reported:

Saturday, August 22
Saturday, August 29

Saturday, September 5 (Labor Day Weekend)

Region 13 will consider a Sunday date after the Fall season begins if there is sufficient interest.

Kareem announced that Region 13 has sent a team to the Ken Aston Cup to engage in friendly competition with other referees. Region 13's referees Bill Owen, Rob Owen and George Orloff are attending.

Kareem led discussion about the overall success of assistant referees for U14 divisions working as referees for U19 games during YDP.

Financial Report – Angel Huitz

Angel reported that Region 13 will not be opening a bank account with Chase Bank as previously planned. Chase charges individual fees for transactions over a certain number, and Region 13's transactions generally exceed Chase's maximum without a fee. She reported that the Region's account with Citizen's Bank has been closed, and that Bank of America will handle the Region's banking needs, including credit card processing.

Angel circulated the current check detail list.

Angel reported that YDP refunds have been issued. There were between 30-40 refunds. Serj commented that approximately 53 YDP applicants were declined due to late registration and lack of teams on which to place the players. He reported that check payments for these registrants were destroyed.

Angel circulated a Profit and Loss by Class report detailing Region 13's income and expenses allocated to the six programs (All Stars, BOSCO, Fall Season, Grad Series, MST and YDP) as they fall on the calendar during the year. The report represents a fiscal year of July 1 – June 30. Since it is April, the report does not include BOSCO income, and so shows a profit of approximately \$62,000.

Team Manager – Kelly Leyva

Kelly reported that she is planning meetings for Team Manager Orientation for the following days:

Monday, August 17 for U6, U8

Wednesday, August 19 for U10, U12

Tuesday, August 25 for U14, U16, U19 and as a Make-up

Neil will put these dates on the website under "Key Dates" hot button.

There was discussion about Banner sales representatives being invited to attend.

Fields – Marco Quezada and John Sweet

Marco asked to be advised of the activities planned for Opening Day Ceremonies so he can arrange the field/location. Anne reported that the Opening Day Sub-Committee is working on ideas and will present them soon.

Marco reported that he met with City today, and that they have requested that Region 13 consolidate its practices on City fields after Thanksgiving. These would include Jefferson, Allendale, Jackie Robinson and Area H. At that time, the City wants to enforce hard closures (fencing) of the fields to allow for repair of the grass. The closures would extend until February. For Region 13, this would mean area playoffs need to be off the fields by December 11 or 12. Victory Park will be available. It was generally agreed that since there will be fewer teams to schedule during this time period, it will not be an issue for the Region.

Marco addressed the Board's request to have copies of field permits available. He informed the Board that the schools do not issue paper permits for their fields. They only issue a receipt after the season/event is finished. He reported that the City does issue paper permits, and those will be made available. Marco led discussion about the fact that a permit-in-hand does not necessarily help enforce possession of the field. He cited instances of confrontations with the general public about using the fields while teams are practicing.

Marco and John discussed how too few teams scheduled on a field can encourage "nomad" players to start games on fields that Region 13 is responsible for. They reported that Launch schedule, which has a break due to the holidays, also encourages "nomad" players to show up on empty fields. There was discussion about shutting down the lights on empty fields during Launch, and how to reschedule teams on various fields to make the best use of lighted fields which might discourage "nomad" players.

Marco requested that Neil put the Fields Hot button back up on the website.

EXPO – Al Prado

Al invited Expo attendees to share their experiences. Anne, Neil, Kevin and Al all reported that the event was very helpful, informative, and afforded great networking opportunities. It was further noted that Region 13 seems to be operating successfully using current social media trends.

Al reported that awards were distributed at the Section 1 meeting, and that Region 13 (for the 15th year in a row) was awarded the Platinum Award. Steve will have the Certificate framed. Lapel pins were also awarded for Board Members.

OPEN DISCUSSION

YDP - Galaxy Game – on 4/18. Al reported that Coaches and Assistant Coaches will each get one free ticket, and all YDP players get free tickets. Additional tickets can be purchased for \$20 (which is a discounted rate). Region 13 seats are in the end zone. Vinh Nguyen will get team tickets to the Coaches.

Eugene is no longer the Galaxy representative. John Masline is the new Galaxy representative.

2015-2016

Registration – 4/18, 5/2 and 5/16. Email blasts were sent out. Serj reported that approximately 50 returning volunteers have registered so far.

There was general discussion as to how to get returning volunteers to indicate the division they'd like to work with, along with suggestions as to how best to reach and identify returning volunteers. Kareem suggested requiring a Name rather than an AYSO ID number, and "preferred" email addresses. There was also discussion about whether to email previous year's coaches separately to ask if they are returning. There was discussion about using a survey engine that will address all of these issues.

Anne suggested using "Survey Monkey" to help streamline the data received from returning volunteers, and will include both survey and polling questions, as well as help to minimize the Board's data entry and cross-referencing work.

Volunteers - Serj requested that Board members be at the Clubhouse to assist with registration on 4/18, especially at the payment line. Al will ask Lynn to come help at the cash/credit machine.

Al suggested that, since Region 2 needs volunteers for their adult league, Region 13 ask them to help at registration on 5/2 and 5/16.

Al will send out email blasts again next week, and the week before registration.

Circle of Champions – There was general discussion about the Board's to discontinue this sort of fundraising. As there is no merchandise on hand, and the Region is profitable, it was deemed unnecessary to continue this fundraiser.

New Laptops – Serj has new computers in hand. Pink and Blue!

Marketing – Neil reported that electronic flyers will be distributed to Pasadena schools by next Friday 4/10. The cost is \$25 per school, so it will cost Region 13 about \$700 for all Pasadena schools. Schools will email blast it to their families for one month. The Region can renew the service if desired.

It was decided that the word "early" will be removed from the Registration flyer as it implies there will be later registration dates. It was suggested the word "discount" might be used instead.

Al will email blast Region 13 families to encourage the children to wear their AYSO jerseys to school.

Neil led discussion about whether there are people in the community that Region 13 wants to reach but would not benefit from email marketing. It was generally agreed that if the schools use email to reach their families, Region 13 should be well represented with the same approach.

Sponsorship – There was discussion about the inability to enforce the sponsorship requirement. The requirement will stay in place but the Region will not insist on, nor insist that teams/families submit sponsorship fees.

Training dates

Coach – Via email Heidi reported that coach training dates are the same as reported at the last meeting.

Thursday, July 23: Safe Haven (evening)
Sunday, July 26: Coach Training (morning)
Thursday, August 27: Safe Haven (evening)
Saturday, August 29: Coach Training (morning)
Sunday, September 13: Coach Training + Safe Haven
Held at the Clubhouse – but 8/29 might be off-site.

An additional training date will be considered for the Sunday after the season starts if it is needed.

Referee – As noted above in Kareem's report, Fall referee training dates remain the same as previously reported:

Saturday, August 22
Saturday, August 29
Saturday, September 5 (Labor Day Weekend)

Region 13 will consider a Sunday date after the Fall season begins if there is sufficient interest.

Opening day – The Ceremony will be held on the 1st day of play, 9/12, in the morning. Anne confirmed that Opening Day Sub-Committee includes herself, Ivonne, Pam and Mark Evans. She reported that the Sub-Committee will present its ideas at next month's Board meeting.

Picture day/make-up – Tentatively scheduled for 9/26 with make-up day on 10/10 or 10/17. The Vendor, Ultimate Exposures, is available for those dates and awaits confirmation. Al reported that that UCLA plays in Arizona on 9/26, so Brookside might be available.

Pam Vigil offered to assist Kim with Picture Day, but Region 13 will continue to look for a volunteer to take over management of the event.

Website ideas – Neil reported that he will move the Fields Hot Button will be placed at or near the top of the webpage. There was discussion about how to find the Region 13 FaceBook page. Al will look into getting someone to manage the Region's social media accounts.

Area 1C Agenda / Meeting – Al distributed and briefly reviewed the Area 1C March 26th meeting agenda, which includes Area calendar and due dates.

CALENDAR – The new 2015 calendar is now in place. Al reminded the Board members to re-register themselves for 2015, and to be properly trained for their positions via webinars.

RAP (Regional Assessment Program) – is due July 1.

Budget – is due June 1. Al will have it ready by the May Board meeting.

Miscellaneous:

Al led discussion about the new Fox Sports 1/AYSO partnership. He clarified that AYSO does not get paid to use of the Fox Sports logo. There was overall agreement that AYSO gets a lot of exposure through Fox advertising and upcoming World Cup games. This will get more children playing AYSO soccer.

Al led discussion about the possibility of introducing Community Discount Cards to Region 13 families. These would give player's families a discount at local shops, and the Region would make a little profit from the sale of these cards. Anne suggested the sale of these cards could be used as a replacement to Region 13's Team Sponsorship requirement. This idea could be used next year.

Kareem informed the Board that UCLA plays a home game (at Rose Bowl) on Halloween. This may require games ending early in the area.

Kareem informed the Board that the HVAC system at the Clubhouse is leaking. The landlord requires that their repairman does the service. Al will schedule service.

REVIEW OF ACTION ITEMS

- Neil will post Team Manager Orientation meeting dates on the website under Key Dates hot button.
- Anne and Kevin will create a Survey engine for coach registration.
- Opening Day subcommittee will present ideas for opening day at the next Board meeting.
- Neil will have electronic flyers ready for Pasadena schools by next Friday 4/10.
- Neil will remove the word "Early" will be removed from the Registration flyer.
- Al will reach out to schools to encourage players to wear their AYSO jerseys to school.
- Neil will put the Fields Hot button back up on the website.
- All will research a manager to handle Region 13 social media.
- Al will have a budget to present at the next Board meeting.
- Steve will have Region 13's Platinum certificate framed.
- Vinh will handle distribution of Galaxy game tickets to coaches.
- Al will contact the Clubhouse landlord to address the HVAC leak.

NEXT MEETING – May 7th

ADJOURN - *Al proposed a motion to adjourn that was seconded by Angel. The meeting was adjourned at 8:59 P.M.*

Respectfully submitted by Kim Fitzgerald