

AYSO REGION 13
Board of Directors' Minutes
April 7, 2016

Call to Order: Al Prado called the meeting to order at 7:15 p.m. In attendance were: Adam Yatsko, Al Prado, Angel Mazariegos, Anne Tipton, Bill Owen, Chris McDonald, Dan Jeffries, Heidi Taylor, Ivonne Penichet, John Sweet, Kelly Leyva, Marco Quezada, Mark Evans, Neil Weinberger, Pam Vigil, Serj Stepanian, Steve Hawkins, Vic Gutierrez, Vinh Nguyen.

March: The minutes were previously approved via email.

REPORTS

Oxford Water Bill – Al reported that the Region 13's offer of \$10,000 as payment for the water bill has been accepted. The paperwork will be signed, and Al extended his thanks to Dan Jeffries for his help and expertise in the matter.

EXPO – Al led discussion about getting new balls for coaches. The Board agreed on buying new and better balls for U14, U16 and U19, for a total of roughly 30 teams (60 balls). No changes for U5, 6, 7, 8, 10 and 12.

Al reported that beginning June 1st each region will have a standard Procedures and Protocols (P&P's) instead of Regional Guidelines. Region 13 specific items such as ¾ play and 2 quarter limit on U10 goal keepers are addendums. Unlike Regional Guidelines which need to be re-submitted each year, P&P's need to be renewed only if anything changes. Al will create an initial document and submit it for approval.

Al updated the Board on Blue Sombrero, the new website for all regions. Eayso will be the back-end database, and Blue Sombrero will add much needed front-end and reporting. He reported that not all functions are available this year, but we will be able to use it more next year. Al is on their taskforce for ref scheduling, and will gather requirements and help develop how it works. He will help test it to see if it fits the Region's needs.

RAP – Al reported that R13 achieved Platinum again and got an award and pins. RAP is due 7/1 for 2016.

Budget – Al reported that the 2016/17 budget is due in June, and he will submit a draft to the Board in May.

Uniforms – Ivonne reported that Region 13 will consider using Zeeni for fall season instead of Score, and she will check whether they can handle orders for a region of our size.

Coach's Report – Heidi reviewed her emailed report. She reported that YDP is in full swing and heading into the third week, and that we have a great group of Division Coordinators volunteering to help in 2016/2017. We still need a Division Coordinator for U5, GU6, BU6, GU7, and BU8.

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Position	Name
Regional Coach Administrator	Heidi Taylor
Asst. Coach Administrator Upper Division	Adam Yatsko
Asst. Coach Administrator U10 - U14	Anne Tipton
Asst. Coach Administrator U06 - U08	
Asst. Coach Administrator Advanced Play	Vinh Nguyen
Division Coach Administrator U5	
Division Coach Administrator Girls U6	
Division Coach Administrator Girls U7	
Division Coach Administrator Girls U8	George Hervey
Division Coach Administrator Girls U10	Josh Kreinberg
Assistant DCA Girls U10	
Division Coach Administrator Girls U12	John Sweet
Division Coach Administrator Girls U14	Tony D'Angelo
Division Coach Administrator Boys U6	
Division Coach Administrator Boys U7	Barbara Aguirre
Division Coach Administrator Boys U8	
Division Coach Administrator Boys U10	Mark Evans
Assistant DCA Boys U10	
Division Coach Administrator Boys U12	Neil Weinberger
Division Coach Administrator Boys U14	David Way
Director of Coach Instruction	Kevin Cuxil
Skills Clinic Coordinator	
Director of VIP Program	Victor Gutierrez

Referee's Report – No new reports. Kevin was not present.

Financial Report – Angel reported a preliminary collection \$30,460 for YDP. There may still be checks outstanding. She reported that Region 13 lost about \$600 on the Grad Series program, and that All Stars lost about \$3000, mostly due to the purchase of sweatshirts for players (and this expense was expected).

Fields – John reported that the YDP season has progressed without much incident. He reported that two of the portable generator lights on the western edge of Muir North had problems. One of the units may need a bulb replacement for one of its lights. Another of the units was slow to produce light one night, but otherwise appears to be functioning normally. Chris McDonald offered to see if he can engineer some kind of timer on them.

BOSC – Al reported that as of last week the tournament has 40 teams, and it is likely there will be no GU10 and GU19. As of last week, there are very few Region 13 teams. The Region will email to coaches with a hard deadline of April 13th for registration. The Tournament is scheduled for April 23 and 24.

Galaxy Tickets – Al checked if Board had their tickets for Sunday, April 10, YDP night. He reminded the Board about the season tickets available. There was discussion about the Region's spots for halftime game and penalty kicks against Cosmo after the game, available for \$25 per child with the proceeds going to our GU14 team going to National Games (to help them with fundraising). There was discussion about how to get the kids on and off the field safely, and Al volunteered to act as chaperone.

Sponsorship – Chris reviewed his emailed Sponsorship Program Proposal:

- | | |
|---------------------------------------|--|
| 1. Four Levels of sponsorship | 5. Bronze Level |
| 1.1. Platinum, Gold, Silver, Bronze | 5.1. \$250+ |
| 1.2. Directed contributions | 5.2. Web listing |
| 1.2.1. Team | 5.3. Certificate |
| 1.2.2. Program | 6. Web banner |
| 1.2.2.1. VIP | 6.1. Approximately 2-1/2 inches high by 6 inches wide near top of web site main page |
| 1.2.2.2. All-stars | 6.2. Automatic scrolling at approximately 3 second intervals |
| 1.2.2.3. YDP | 6.3. User selectable scroll button |
| 1.2.2.4. Myles Standish Tournament | 7. Plaque |
| 1.2.2.5. Bill Owen Spring Classic | 7.1. Same as previous years |
| 1.2.3. No Designation | 7.2. Sponsor name |
| 2. Platinum Level: | 7.3. Designation |
| 2.1. \$10,000 + | 7.3.1. Team name |
| 2.2. Web banner | 7.3.2. Event name |
| 2.3. Printed banner | 7.3.3. Year |
| 2.4. Plaque | 8. Printed banner |
| 2.5. Flyers | 8.1. Displayed at event sponsor or AYSO Region tent depending on designation |
| 2.6. Invitation to end of year dinner | 8.2. 3' X 6' double sided with pole pockets on left and right sides |
| 3. Gold Level | 8.3. Vinyl |
| 3.1. \$5,000 + | 8.4. Cost <\$100 |
| 3.2. Web banner | 8.5. Art work not included – provided my sponsor??? |
| 3.3. Plaque | 9. Flyers |
| 3.4. Poster sign | 9.1. Provided by sponsor |
| 3.5. Invitation to end of year dinner | 9.2. Subject to review by AYSO board/member |
| 4. Silver Level | |
| 4.1. \$1,000+ | |
| 4.2. Web ¼ banner space | |
| 4.3. Certificate | |
| 4.4. Poster sign | |

- 9.3. Presented at event or AYSO Region tent depending on designation
- 9.4. No cost to region
- 10. Certificate
 - 10.1. Sponsor Name
 - 10.2. Event or Team name
 - 10.3. Year
 - 10.4. Mailed to sponsor
 - 10.5. 24 lb. paper
 - 10.6. Utilizes blank parchment certificates
 - 10.7. 8-1/2" x 11"
 - 10.8. Priority mail envelop
 - 10.9. Cost for printing, blanks, and mailing <\$5 each
- 11. Web Listing
 - 11.1. Sponsor name
 - 11.2. Event or team name
 - 11.3. Add separate page to list sponsors
- 12. Poster Sign
 - 12.1. 18" x 24"
 - 12.2. Printed both sides
 - 12.3. With stakes
 - 12.4. Cost <\$50
- 13. General Rules
 - 13.1. Sponsorship is per regular season or event
 - 13.2. Nonpolitical base
 - 13.3. Non-religious base
- 14. Solicitation
 - 14.1. At registration
 - 14.2. Email blast to registrants
 - 14.3. Email blast to community
 - 14.3.1. May require purchase of email list
 - 14.3.2. Must include unsubscribe option
 - 14.4. Mailers (require outside source)
 - 14.4.1. Costs unknown at this time
 - 14.5. Active canvasing by AYSO representative
 - 14.6. Target sponsors
 - 14.6.1. Individual
 - 14.6.2. Company
 - 14.6.3. Organization
 - 14.7. Develop guidelines for solicitation
 - 14.7.1. How to ask for contribution.
 - 14.7.2. What the funds will be used for.
 - 14.7.3. Background of AYSO
 - 14.7.3.1. Mission statement
 - 14.7.3.2. What AYSO does for the community.
 - 14.7.3.3. What AYSO does for kids.
 - 14.8. Solicitation flyer
 - 14.8.1. Prepare solicitation flyer

There was general discussion and the Board suggested Chris add Diamond level for sponsorship of \$25,000 or more, and at this level sponsors might put a logo on player uniforms. There was discussion about how Solicitations would work and what impact this work would have on our volunteers. There was discussion about sponsor banners and other images being posted on the Region 13 website, and how to fit sponsor information without overwhelming the Region's information and hot buttons. The Board discussed how small business sponsors like getting the team plaque, and it was agreed that the Bronze level can be the "Team level" with donations of \$250, and they will get a sponsor plaque.

There was discussion about General Rules of sponsorship, including the expiration date of the sponsorship being set for the end of the year. There was further discussion about the Board's desire to review and perhaps deny any particular potential sponsors if deemed inappropriate for AYSO or Region 13. It was agreed that an email to the Board with appropriate information about the potential sponsor would be acceptable for the Board to review.

Chris will take the Board's suggestions and revise the Proposal and resubmit to the Board.

OPEN DISCUSSION

Registration – Serj reported that registration days are set for 4/16, 4/30 and 5/21, and that the new credit card chip machines are all working and that they are really quick. He requested that payment by check be discouraged, and he detailed how to set up the payment lines in the clubhouse. Serj reported that 375 have pre-registered already (via mail-in), and that he expects a small group of registrants (maybe a few

hundred) on 4/16, and he suggested setting up inside the clubhouse rather than outside. He emailed a request that the Board help out, and he reached out to past volunteers and scholarship recipients. Serj called attention to need of fixing the outside tents for 4/30 registration day. Al will send an eblast reminder of the preferred Registration payment method, along with a reminder to "wear your AYSO Jerseys to school this week."

There was general discussion about last year's lost volunteer and player forms, and how to avoid missing a player or coaches (volunteers) this year. It was suspected that applicants forget to also register as volunteers and so then "slip through the cracks." Al will send an eblast in May to remind applicants to also register as volunteers.

EXTRA – Mark reported that he is currently organizing the tryouts. There was discussion about creating an online registration form, and about wrangling parents during tryouts. Mark is asking a few Region 2 coaches to be evaluators.

Other Business – Al extended his thanks to Scott for setting up the new chair racks and new tables at the clubhouse. Al reported that Nobu will be unable to fill the position of Picture Day Coordinator this Fall. That position is now open.

Area 1C Agenda – Al distributed the March 31, 2016 Agenda for the Board's information.

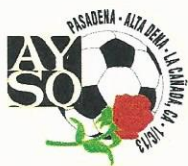
REVIEW OF ACTION ITEMS

- Al will create an initial document and submit it for approval.
- Al will submit his draft of the 2016/17 Budget to the Board in May.
- Ivonne will check with Zeeni about whether they can handle large orders for Region 13.
- Chris will revise the Sponsorship Program Proposal and resubmit to the Board.
- Al will send an eblast reminder about the preferred Registration payment method, along with a reminder to "wear your AYSO Jersey to school this week".
- Al will send an eblast in May to remind applicants to register as volunteers.

NEXT MEETING – May 5th

ADJOURN – *Motion to adjourn. Seconded and passed. The meeting was adjourned at 8:30 P.M.*

Respectfully submitted by Kim Fitzgerald



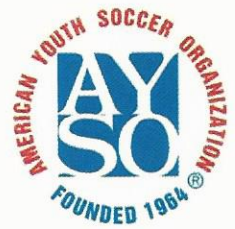
AYSO—Region 13 Board Meeting
April 7th, 2016 7:00 pm
AGENDA

- Call to Order – Al
- March minutes – approved
- Reports
 - Oxford Water - Al
 - EXPO
 - New Balls
 - New Procedures and Protocols
 - Blue Sombrero
 - RAP
 - Platinum
 - Due 7/1 for 2016
 - Budget
 - Uniforms – Ivonne
 - Coach’s Report – Heidi
 - Referee Report – Kevin
 - Financial Report – Angel
 - Fields – Marco / John
 - BOSCO – Pam
 - Galaxy Tickets
 - 4/10
 - Season tickets
 - Sponsorship – Chris
- Open Discussion
 - Registration 4/16, 4/30 and 5/21
 - Begin looking for volunteers
 - Last year’s scholarships
 - EXTRA™
- Area 1/C Agenda
- Review of Action Items
- Next Meeting
 - May 5th
- Adjourn



Area 1C Agenda,

March 31, 2016
Du-Pars, Pasadena, @ 7pm



1. Call to Order - Jane
 - Approve minutes for February (see attached)
2. Treasurer Report – Frank
3. YDP – Marco
 - Discussion
4. Referee Report: Scott
5. Coach Administrator Report- Mike
 - Courses
6. VIP – Tom
 - Attendance
7. Freeway Jam – Craig
 - Dates
 - Volunteers
8. Registration Dates: Regions
 - Roll your MY- Applicant
 - Code fees to deferred income
 - EXTRA Applications- March 31st
9. Area Report
 - Management Classes
 - Budgets, procedures & protocols, & RAPs due
 - EXPO- Boards sign up
 - NAGM- RCs please book
10. Regional Reports: Reports attached
 - Additional comments
11. New Business
12. Adjourn

Calendar and Due Dates to Area

Next Meeting – April 28, 2016

EXPO - Ontario April 1-3, 2016

NAGM May 27-29

Budgets due to Area June 1

Procedures & protocols

RAPs due to Area July 1

Freeway Jam