



AYSO—Region 13 Board Meeting
May 7th, 2015 7:00 pm
AGENDA

- Call to Order – Al
- April minutes – approved
- Lollipop moment
- Reports
 - Uniforms – Ivonne
 - Coach’s Report – Heidi
 - Referee Report – Kareem
 - Financial Report – Angel
 - Fields – Marco / John
- Open Discussion
 - 2015 – 2016
 - Registration
 - Additional Registrations
 - Coach / Ref Staffs
 - June Meeting, decide number of teams
 - U6/U7
 - Training dates
 - Coach
 - Ref
 - Opening day – Committee report
 - Coach / Ref dinner
 - Need event coordinator
 - Picture day/makeup
 - Website ideas to Neil
- Regional Branding
- Budget
- RAP
- Area 1/C Agenda / Meeting
- Calendar
 - NAGM – Memorial Day weekend
 - Freeway Jam – July 18th and 19th – Pasadena
 - 1/C Road Show 7/24, 25 and 26 - Torrance
- Open Discussion
- Review of Action Items
- Next Meeting
 - June 2nd, 9th or 11th
- Adjourn



Area 1C Agenda,

April 30, 2015
Du-Pars, Pasadena, @ 7pm



1. Call to Order - Jane
 - Approve Minutes from February and March- emailed out

2. Coach Admin Report – Mike

3. Treasurer Report – Frank
 - Financials
 - Camp experience

4. Management Administrator Report- Yesenia
 - Training/Certifications

5. Referee Report: Scott

6. YDP – Marco

7. VIP – Tom
 - Camp

8. Area- Jane
 - NAGM
 - Regional Guidelines
 - Uniforms and logo
 - Area Calendar- year- traings

9. Regional Reports: Reports attached
 - Additional comments

10. New Business

11. Adjourn

Calender and Due Dates to Area

Next Meeting – May 28

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 18-19

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Call to Order: Al Prado called the meeting to order at 7:05 p.m. In attendance were: Al Prado, Angel Huitz, Chris McDonald, Dan Jeffries, Heidi Taylor, Ivonne Penichet, John Sweet, Kareem Badaruddin, Kelly Leyva, Kevin Cuxil, Kim Fitzgerald, Neil Weinberger, Serj Stepanian, Vic Gutierrez and others.

April Minutes: The minutes were previously approved via email.

Lollipop Moment: Al Prado presented a TED talks video, "Drew Dudley: Everyday Leadership" in which Mr. Dudley explained that leadership is not a characteristic reserved for the extraordinary. Al pointed out that Region 13 volunteers, including Board Members, Coaches and Referees, have an opportunity to provide leadership (Lollipop Moments) to a thousand children every day.

REPORTS

Uniforms – Ivonne Penichet

Via email report, Ivonne stated that Region 13 is using the vendor "Score" again for Fall uniforms, and that she will place an initial bulk order for Fall uniforms as it will help alleviate the pressure of placing big orders at the last minute.

Ivonne also reported that Score will be taking about 200 of our unused uniforms and will place the Fox Sports logo on them, at no charge, so we can use the uniforms this Fall. Score will also store the uniforms for us once the logo is applied.

Ivonne reported that the storage closet has been cleaned out by Heidi and Anne. There are lots of extra socks and some shorts that can be used as extras if they are needed.

Coach's Report – Heidi Taylor

YDP

Via email Heidi reported that, overall, coaches seemed satisfied with YDP. There were a few complaints of imbalanced divisions, usually in the division where there was only one flight (BU10 and BU14).

She stated that playoffs are still taking place for some divisions (UD, Red BU14, Red GU14, Blue GU12, Blue GU10) so some of the results below are for regular YDP season only.* She thinks that our teams in the various divisions did well, especially U12 and above.

BU19* - Aguilar 1st place

GU16 *- Taylor 3rd place with play-up team.

BU16 *- Yatsko 1st place

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GU12 Blue* - Nguyen 1st place
GU12 Red - Okwu 2nd place
BU12 Blue - Trejo 1st place
BU12 Red - Piesik 3rd place
GU10 Blue* - Becker 2nd place

2015

Heidi reported that Region 13 needs the following: a U5 Coordinator, two U6 Coordinators, and a U10 Coordinator. There was discussion about individuals the Region could ask to step into those positions.

Via email she reported that 160 coaches signed up on our Google docs Coaches Sign Up. The program has made it easy, quicker and more convenient to sign up coaches.

Coaching Courses (as 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

There will be another Safe Haven course added prior to the U6 team formations once the date is set.

If there is sufficient need we will add a last date course in September. We hope coaches will make plans to take the needed courses prior to the start of the season and not wait for the last date.

Glendale is hosting an Intermediate and Advanced coaching course on Friday, May 29th – Sunday, May 31st.

Coaching Staff

Heidi submitted the Coach Table below. A few DCA positions need to be filled: U5, GU6, BU6, BU10 and Goalkeeping Instructor.

She would like to add another position: Coach Mentor.

Position	Name	Email
Regional Coach Administrator	Heidi Taylor	heidimtaylor@yahoo.com
Asst. Coach Administrator Upper Division	Adam Yatsko	Adam.Yatsko@roberthalf.com
Asst. Coach Administrator U10 - U14	Anne Tipton	annemberry@aol.com
Asst. Coach Administrator U06 - U08		

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Asst. Coach Administrator Advanced Play	Vinh Nguyen	vinh.snv386@gmail.com
Division Coach Administrator U5		
Division Coach Administrator Girls U6		
Division Coach Administrator Girls U7	George Hervey	gherveyayso@gmail.com.
Division Coach Administrator Girls U8	Josh Kreinberg	jakreinberg@yahoo.com
Division Coach Administrator Girls U10	John Sweet	jsweet@alum.berkeley.edu
Assistant DCA Girls U10	Dana Bradley	dana.aaron@gmail.com
Division Coach Administrator Girls U12	Anne Tipton	annemberry@aol.com
Division Coach Administrator Girls U14	Tony D'Angelo	tonyd3@earthlink.net
Division Coach Administrator Boys U6		
Division Coach Administrator Boys U7		
Division Coach Administrator Boys U8	Robert Fletcher	rlfletch@aol.com
Division Coach Administrator Boys U10		
Assistant DCA Boys U10		
Division Coach Administrator Boys U12	Neil Weinberger	neilweinberger@earthlink.net
Division Coach Administrator Boys U14	Mark Evans	markie_evans@aol.com
Director of Coach Instruction	Kevin Cuxil	kcuxil@gmail.com
Director of Goalkeeping Instruction		
Director of VIP Program	Victor Gutierrez	v_gutierrez@yahoo.com

Referee's Report – Kareem Badaruddin

Kareem reported via email that the Upper Division Referee Banquet was held on April 25 at Almansor Court, and that it was well-attended by Region 13 UD Referees.

YDP

Kareem reported that, while having team refs assigned to Upper Division games might seem to be a risky idea, the overall experience was a good one. Heidi concurred that that the games worked well.

Kareem reported that no Region 13 teams were in danger of missing playoffs due to missed ref assignments. He further reported the following via email:

- Last big push for referees is Saturday, May 9:
 - Lots of playoff games on PHS and the Muir fields (Bu16, Gu16, Bu14, Gu14, Gu12, Gu10)
 - Region 13 referee crews may be asked to Arcadia fields for semi's and finals (Bu19, Gu19)

Registration

- Ref Table collected Referee volunteer email addresses at Walk-In events.
 - We will email these referees with training information in early August.

Fall Training (as previously reported)

- U8 Official, U8-to-Basic Upgrade, Basic
 - Sat, Aug 22
 - Sat, Aug 29
 - Sat, Sep 5 (Labor Day weekend)will consider a Sunday date after the Fall season begins if there is sufficient interest .
- Advanced
 - Fri-Sat, Aug 14-15

Financial Report – Angel Huitz

YDP

Angel reported a final amount collected of \$38,421. At \$125 per player, Serj estimated there were 345 players. Serj estimated that about 53 players were turned away, and Angel confirmed that those families were refunded and/or checks were shredded. Angel reminded the Board that the shredding company needs to be called in June.

There was discussion about how to handle 5 or so bounced YDP checks. Emails were sent to notify the families, but there was only 1 response. Al recommended that we attempt to find these families if/when they come to register for Fall, and request full payment at that time. In the meantime, Angel will send a letter to request payment.

Fall 2015

Angel reported a preliminary amount collected of \$151,771.00 at the \$135/\$125(sibling) per player rate. Last year's total collected was at \$329,331 (after refunds). The Region is at about 1/3 of that number now. This amount is a little ahead of this time last year at this time per Al.

There was general discussion about online refund forms versus emails and mail-in requests. Angel suggested the Region create and use an online, parent-submitted, refund form to help streamline registration refunds. There was general agreement, and Kevin will create an online fill-in form for this purpose.

Team Manager – Kelly Leyva. No new reports.

Fields – John Sweet

John reported that YDP is almost over, and that fields will go dark. He confirmed that the lights can still be turned on at the fields should a team need a practice field.

He further reported that he is pricing new goal kits for U10 and U12 divisions, and that he will look for kits that can be easily broken down, bagged and transported. He's particularly looking at "Kwik Goals." Heidi recommended that the parts be labelled or painted for ease of assembly. Kevin recommended Velcro on the goals to keep the nets intact. Kareem stated that the division be considered when choosing the size of the goals, and recommended U12 get full-sized goals (8x8), and that U10 get 6x6 or 7x7.

OPEN DISCUSSION

2015-2016

There was general discussion about online forms used by Region 13. Al stated that he has created an online spreadsheet to track Scholarships. He will use this to contact families and encourage volunteerism. Heidi, Kareem and Kevin discussed how to set up an online fill-in form to streamline sign up Referees at registration.

Registration - Serj reported that Registration forms are being entered into the database. It is slowgoing, but should be completely entered into the database by June. Approximately 100 players have been entered so far.

Serj reported that registration forms that were mailed in and are marked "COACH" are entered and ready for Heidi and her coordinators. Serj informed Heidi that some Registration forms were mis-marked on the Division field, but these have been fixed. Heidi would like the revised forms re-printed for her files.

Volunteers - Serj expects next week's registration to be a big event. He requested that Board members come and help out.

Coach / Ref Staffs – As reported above.

June Meeting – Al led discussion about the June setting of teams for Fall. He would like to add more U6 teams than the Region set last year, even if it means smaller teams. This will give us more room on the teams come September registrations. Last year some U6 and U10 players were turned away due to lack of teams.

As an example, if there are 24 teams as of June, the Region will set the number at 28 teams to accommodate more players in September.

Kareem and Heidi led discussion about the possibility of using $\frac{3}{4}$ play with 8 kids on a team. It was agreed that this may be hard on new referees to keep track of time, and on the kids who are not playing on the field.

Opening day – Al reported on behalf of Anne that there is not yet firm idea to present to the Board. As previously reported, a Ceremony will be scheduled on the first day of play, 9/12, in the morning.

Coach / Ref Dinner – Al reported that we need an event coordinator for kick-off and Holiday dinner events.

Picture day/make-up – As previously reported, picture day is tentatively scheduled for 9/26 with make-up day on 10/10 or 10/17. Kim has been in contact with 2 volunteers who may take over the position of Picture Day Coordinator. There was discussion about scheduling a picture day for U5 on a Sunday as is usually done. Heidi will review U5's schedule and confirm a date that will work.

Website ideas – Neil reported via email that he has extended e-flyers on Peachjar for one more month to make sure word gets out this week and next for 5/16 registration. He has updated website hot buttons to reflect current schedule for Summer/Fall 2015, and has added "fields" back in to top menu bar.

Neil will look at tidy-ing the FAQ page on the website in the near future.

Regional Branding - Ivonne and Al lead discussion on the idea of "Branding" as a way to bring a cohesive "look" and visibility to Region 13.

Region 13 Logo - Ivonne presented several samples of a new Region 13 logo, which could be silkscreened onto the right sleeve of team jerseys. These logos were designed by Mark Evans. She asked the Board for their comments and suggestions. There was general discussion about how to change one particular logo design to work the Pasadena Rose into the design, change the lettering of the cities, and remove the star(s). Ivonne invited the Board to email her with any further suggestions.

There was general discussion about the Region's overall purpose for branding the Region, what its branding style and color should be, and what other items (like socks, hats, etc.) might be "branded." There was discussion about the possibility of merchandising items (such as spirit wear, hats, backpacks, etc.) in the future.

Ivonne will work with Mark Evans to change some elements based on the Board's recommendations. Ivonne will try to have samples of the new logo on 2 jerseys at the next board meeting

Board Shirts and Volunteer Uniforms – Al presented a sample of new Board Member shirts. There was general discussion about the color, style and fabric of Region 13 shirts. There was general discussion led by Heidi about shirts for Board members and Coaches in particular. Most Board members like the dark slate grey polo from last year, and would like something similar this year, perhaps in a different fabric. There was general agreement that Heidi can spend a bit more money on the shirts than in the past. Heidi will research a catalog and make choices about Board Member shirts for this coming Fall season.

There was discussion about having shirts for assistant coaches. It was suggested that everyone who attends Coach training should get a shirt.

Budget – Due June 1. Al distributed a preliminary budget for 2015 based on projected number of players for Fall. By Saturday's registration, the numbers will be more firm. He also presented a budget comparison report using last year's budget. There was discussion about the higher or lower Registration fees and Sponsorship revenues as compared to 2014. It was noted that overall the Region's expenses are consistent with last year's expenses. Where there are anticipated increases in expenditures, this revenue will go back into the Region 13 program by way of scholarships, improved uniforms, branding items, and with a possibility of reducing registration fees in the future, or funding donations for lighting Muir North.

Al requested that Angel create a report that reflects 2014 actual expenses. This should be ready before June 1, when the 2015 Budget must be submitted to Nationals.

RAP – Regional Assessment Program is due in July. This to assess coach and referee training and other training and certifications.

Area 1C Agenda / Meeting – Al distributed and briefly reviewed the Area 1C April 30th meeting agenda. There are Area 1C training classes in May and June.

CALENDAR –

- NAGM – Memorial Day Weekend. New rules are voted in.
- Freeway Jam Tournament – July 18th and 19th. Area 1C Tournament where teams can sign up and play. Held in Pasadena. Region 13 treasurer handles payment to the tournament for our teams.
- Area 1C Road Show on July 24, 25 and 26 in Hawthorne – info is on the 1C website, no flyers yet. Per Al there is also an Area R (near Corona) the following weekend. Other Area 1C tournaments are listed on their website.

Miscellaneous:

Angel will not be at the next Board Meeting, so please email her any expenses for reimbursement before June.

There was discussion about the need of a U5 Coordinator, and how to encourage a volunteer to step-up into the position.

Al reported that he recently discussed the Muir Field lighting schedule with Mario Hernandez. They will continue to negotiate field use, with Mario using the field 2 nights per week.

John reported that Muir South is building a new JV field.

It was mentioned that La Canada is reducing their field-watering by 40% but that it will still be a healthy field.

Angel reminded the Board that the shredding company needs to be called in June per our contract.

REVIEW OF ACTION ITEMS

- Ivonne will work with Mark Evans to change some elements of the Region 13 logo.
- Ivonne will have 2 jerseys made up with the new Region 13 logo on the sleeve for approval by the Board.
- Kevin will draft an online Refund Form for Angel.
- Angel will email letters to YDP registrants whose checks bounced.
- Kevin will draft an online Referee / Volunteer Form for Kareem.
- Serj will reprint COACH registration forms with current divisions updated for Heidi.
- John will research and price new goals for U10 and U12 divisions.
- Heidi will check on possible date for U5 Picture Day.
- Heidi will research and get samples of shirts for Region 13's Fall look.
- Angel will create a report that reflects 2014 actual expenses, for inclusion with the 2015 Budget due June 1.

NEXT MEETING – June 11th

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

Respectfully submitted by Kim Fitzgerald