

**WFB Soccer Club
Board Meeting Minutes
January 14, 2010**

Board members present: Paul, Sarah, Beth, Whil, Sue, Heather and Sal

(Numbers from 1/14 agenda)

General

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1. Minutes looked at but not approved due to a dearth of board members.

2. Future meetings:

2/22, 3/15, 4/19, 5/17

(Back to Mondays.)

3F. Board Job Description

Paul to review binder and set up time with Sue before next meeting.

3G. We (WFBSC) can't be listed on the WYSA website because we are a member of the kickers, and the kickers are on the site.

Other marketing ideas:

- Whil to contact Welcome Wagon re getting WFBSC info into their usual package. What info? Recent Newsletter, flyers for Rec, Select?

- Sal to send flyer to Whil

- Sue to research posting events (tryouts, tourney, etc.) on bulletin - boards like Library, Brueggers.

3I/J. Tracy, Bill to continue working

3K. Sal to meet with Lori be Feb.

3L. Goal is to piggyback on Kickers but Kickers are not doing anything.

- Sarah says Dream is to have automated registration.

- Leaning toward using the system that the state uses

- Needs to determine if fiscally doable. (cost to use, how to build costs into club fees.)

- Todo (Sarah): Goal by End of February to have a go/no-go

- Todo (???): Want to switch to charging all members a volunteer fee and then refunding for those who volunteer. Prerequisite: Have a complete and visible list of volunteer opportunities available so when people want to volunteer, they have choices (and descriptions/time commitments.)

- Todo (Paul/Sue): Provide Whil list of vol opportunities

3M. Survey

- Sal to send results to Paul.

- Paul to discuss next steps with Bill N

- Bill to send results to entire board

- Bill to discuss meaning of results with (unnamed) friend

3N. Assumed done or in progress

Executive Committee

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1. Marketing

- Refer to letter from Wave (given to Heather)
- Wave will do a number of things to develop a stronger partnership
- Do wave night - we have to do very little on our part
- Hold summer camp - we get \$ for each attendee
- Marketing and promo offers (like tickets, where we get a batch to do with as we wish, use as giveaway or resell or ???)
- Parent party - details TBD
- Possibly build in bulk purchase of tickets into club registration
- See agreement for details
- Would like an intern to *do* some marketing ideas

2. Residency

- Sarah and Bill want to rescind the requirement
- Todo: Table until February meeting

Director of Coaching

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1. Newsletter drop scheduled for 1/15
2. Select coaches meeting - went very well, Sal to email notes to board
3. 12 month calendar – our tournament and player evaluations and futsal up and running
4. WFB tournament update – 99 teams which is 3 more than last year.
 - pull bags for awards
 - logo wear – Kathie and Sal will talk to Rob Young
 - Paul wants us to get to max # of teams
 - Sal said less staff costs this year
 - Will get logo wear order #s down to help keep cost down

To Do: To find a budget for tournament that is geared toward what we budgeted to net which is \$18,000.

Can we save \$\$ by staffing the concessions etc at Uihlein with our volunteers? Sal will ask.

If you know of any HS students that need volunteer hours for something, send them Marjie and Megan's way.

Financials

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Gap in numbers for futsal why? Sal will check into this and get back to Paul in a week. It was suggested to lower fees to make it more appealing to more kids and families.

Sal's goals for next 4 to 6 months: rank coaches, get salaries figured out, sign top coaches by February, conditioning camps and coed program.

Use Jerry P for planning and career advancement and add professional development.

Board Job Descriptions & Org Chart

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Next meeting

Kickers Liaison/Regional Director Report

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No report

Field Reports

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No report

Rec Coordinator Report

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No report

Select Coordinators Report

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HS boys teams up and running

Working on Sal's goals

Looking toward tryouts

Release request went before WYSA board, family was told to stay with club paid money too. Sal handled this very well spoke with the dad and their son is staying with our club.

Marketing/Special Events

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Table for next meeting

Open Topic

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ACL program – Sue asked if the kids are using this. All felt it was hugely successful and can elevate us from other clubs by offering it and continuing the program.

Paul's personal goals – he would like to meet with all boy players and talk to them about what they want to see established in 2010.

- to have our board meeting be less than 3 hours and way more efficient
- add to volunteer base get more people involved

For Executive Committee – let's brag about our good stuff: goalie training, ACL program, futsal,

TO DO: All think about ways to better communicate with our members in our club. Possible ways – utilize age coordinators, team managers, on line information etc. Whil suggested possibly sending out our newsletter every 2 weeks instead of monthly.

Meeting Adjourned 9:50 pm. By Paul and Whil.

Minutes by Whil (thanks) and Heather
