



**October Board Meeting
Wednesday, October 10, 2018
7:00-9:00 PM
Ballistic United Soccer Club
275 Rose Ave., Pleasanton Ca. 94566**

Members present:

Ross Stonesifer Philippe Blin Carlos Nissen Cassandra Fuller Randy Smith
Dan Allari Jon Asmussen Randy Smith Martha Brown Albert Villarde
Mike Stewart Tamie Shadle Juliana Capata Erik Hofstede Erika Carlson
Mike Hoyman

Absent: Cindy Whitehand, Katie Moe

Staff: Megan Walinski

Guests: Chris Palmer

1) Call to order: Jon Asmussen calls the meeting to order at 7:05pm.

2) Guests: Jon Asmussen introduces Chris Palmer, a new candidate for the board election.

3) Agenda Amendments: None

4) Approval of may Minutes: Martha Brown points out Dr. Kristy Boyd's name has been misspelled. Secretary, Dan Allari, amends the minutes as suggested. Ross Stonesifer moves to approve the minutes as amended. Erik Hofstede seconds, and the motion passes unanimously.

5) Recognition: Jon Asmussen recognizes Traci Vollgraf, Martha Brown, and Tamie Shadle for their work on the Orange and Gold fundraiser. He also acknowledges Cassandra Fuller for her work on the Kids Against Hunger event and for the work that Ross Stonesifer and Randy Smith have done on fundraising. Cassandra Fuller thanks Tamie for her help on the Kids Against Hunger event, and Rich Newbery, the club GM, thanks Tamie for her work on the Leadership program.

6) Summary of Job Description and Progress Report

1. Operations-Tamie Shadle reviews the highlights of the past year. On the sponsorship front, rec had 10 new uniform sponsors. The Leadership program will have its first speaking event with Amy G., the Giants baseball reporter. In December, the club will have the "Full Pitch" training event with a follow up speaker's event. For the first time, the club will have an intern from one of the high schools



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who will work on marketing for these events and other projects. The revamping of the website is still in process. The scope was much broader than anticipated. For promoting growth for the club, Rage has partnered with Soccershots, a program that already works in many of the local preschools.

2. General manager-Rich Newbery reflects on his focus of the past months: team development among staff, program development, and support for the DOC.

Development of a futsal program was another responsibility. Rage will be partnering with BUSC for a program on the PMS school hardtop and perhaps other indoor school venues.

Pursuit of large sponsors for the club has not been successful over this short period. He will continue to attack the subject.

3. DOC-Philippe Blin recounts the past year. Presently, he is working on putting together an annual evaluation of each coach.

4. Recreation Program Director-Megan Walinski tells the board that the academy and camps this year were well attended, and feedback was positive. Winter camp shifted towards offseason training for rec players. The spring academy was the club's largest yet. The summer camp was well organized and run by BUSC this year. Drop in clinics for U7s and U8s, run by Marco Lopez, were very well received. Parents and coaches would like to see more professional training at U7s.

The rec season went fairly smoothly. Fields were in good shape. Coach education had guidebook, coach meetings, observation of drop in clinics, practices by rec director, and a new online coaching course. Rec goalkeeper training was led by Nina Cefalo.

U14, 16, and 19 played in outside leagues while all flight teams played in house.

Player recruitment activities included two fun runs, Soccer Shots partnership for players 3-5 years old, and kindergarten soccer at Alisal for 6 weeks.

All star games TBA, and Flight Jamboree scheduled for November 10 and 11.

5. Comp Vice President-Martha Brown informs the board that the club lost over 30 comp players from last year. An exit survey will be sent out.

Erik Hofstede reports the recent NPS scores have been good, up to a point. We sent it out to rec as well. We now have a base point for the program.

The comp survey needs to go out. Martha would like input from Rich Newbery on the questions. College advisory program appears a little stagnant and needs attention.

Communication from coaches to families much improved.

The scholarship format has been revamped. We are in a new uniform cycle. Streamsports video is doing our game film.

We will begin to track injuries.



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6. Treasurer-Randy Smith has been focusing on year vs prior. \$75000 behind last year, most of it for special projects.

Comp Q1 revenue down 4% vs expenses down 6%. Rec is on budget.

Transition from IC to part time employee is working towards full regular completion of timecards.

End of this year, the club will be looking to improving our investment returns.

Next year, the club will be putting staff to be more responsible for the budget.

7. Secretary-Dan Allari says the club's bylaws have failed to be revised after a 2017 legal review. After Dan not having the band width to complete the revisions so it was thought the GM would be able to take it on, but he also had insufficient time to complete it. Intend to review needed revision and estimate labor needed to complete. Possibly contract IC to complete. Consent for electronic transmission has been integrated into registration and e votes have been limited to one instance this year per legal. A good first step.

Reformatting board meetings has resulted in some increased efficiency, but there is more work to be done. There is also some concern that with not all groups reporting, that not all committees are being held accountable.

For a SWOT analysis, Dan points out the heavy time set aside to in board meetings to the AGM, the strategic meeting, and executive board elections and committee assignments. It really absorbs a lot of board time.

President-Jon Asmussen recounts the "big rocks" the club has been pushing this year, and it is difficult to do with volunteers:

The move from ICs to part time employees, the hiring of a GM, the creating of an operational position, the leadership lecture series, and the Tahoe Camp. Jon is proud of the work we have done, and the fruits will become clearer next year.

Jon points out that as staff takes over more ownership of projects, the board needs to make sure everyone feels like they are contributing to something they feel passionate about.

Jon sees the road map for the future as RAGE being the best girls club in the nation-girls who are leaders. We need to make a clear road map. The executive will be doing the footwork in making an outline for this.

In the November meeting, we will be looking at a new format for meetings. Perhaps, we will be looking at a Google format.



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7.) Unfinished Business

1) Financial Investments Pim 18- At the last meeting there was a proposed amendment to Pim 18 covering the process of club investments. Edits were suggested, and Randy Smith presented them at this meeting. Over site by proposed investment committee is more clearly tied to the treasurer's oversight as suggested in the last meeting.

Ross Stonesifer moves to pass the amendment as written, and Cassandra Fuller seconds. The motion passes unanimously.

2) Code of Conduct-Jon Asmussen presents edit of policy. It is agreed that Mike Stewart and Martha Brown should continue to refine it. Juliana Capata will support.

8) Constitutional Amendment

Ross Stonesifer presents the concept of lowering the age of board eligibility to the age of 16 with parent's permission. In discussion, it is agreed that there are better methods of ensuring player participation in club decisions. Ross agrees to withdraw his amendment.

9) Board of Directors Slate of Candidates

Martha Brown presents the slate:

Dan Allari
Martha Brown
Colin Chang
Cassandra Fuller
Erik Hofstede
Chris Palmer
Mike Stewart
Erika Westhoff (Carlson)

An online ballot will be sent to membership on 10/15/18. Deadline to vote is by 11pm on 11//18.

8) Adjournment- Jon Asmussen adjourns the meeting at 9:49pm.