



**November Board Meeting
Wednesday, January 9, 2019
7:00-9:00 PM
Ballistic United Soccer Club
275 Rose Ave., Pleasanton Ca. 94566**

Members present:

Katie Moe Philippe Blin Carlos Nissen Collin Chang
Dan Allari Jon Asmussen Martha Brown
Erika Westhoff Ross Stonesifer Cassandra Fuller
Tamie Shadle Albert Villarde Mike Stewart (arrives late)

Absent: Erik Hofstede, Randy Smith, Chris Palmer, Mike Hoyman

Staff: Megan Walinski, Rich Newbery

Guests: Nicole Clure, Brianna Dowling, Hayden Moe, Kaia Hoyman, Reese Bayne

1) Call to order: Jon Asmussen calls the meeting to order at 7:03pm.

2) Guests: Jon Asmussen introduces Rage players from the Leadership Academy. Nicole Clure, Brianna Dowling, Hayden Moe, Kaia Hoyman, Reese Bayne

3) Leadership Academy and Project: Erika Westhoff explains this is the 12th year for the academy, and over those years there have been 358 players thru the system and 356 community service projects, which are often fund raisers, service projects, or collection drives.

This year, the players met for 6 classroom sessions and read the textbook Choose to Matter. Additional homework was watching the movies "Dare to Win" and "Battle of the Sexes." This year was a big year for the projects. Over \$13,000 was raised, the largest amount being \$10,000 for the Camp fire.

Nicole McClure and Briana Dowling described to the board their service project. They volunteered at the Shepherd's Gate women's and children's shelter thrift shop. Nicole and Briana helped organize and stock donations at the thrift shop. They also helped collect donations. Over 82% of profits from sales of the donated goods is profit.

Hayden Moe, Kaia Hoyman, Reese Bayne from the 2007 ECNL worked on a project supporting victims of the Paradise fire. They reached out to Butte County Soccer and adopted three players. The Butte players were at first reluctant to ask for items. It was striking to the Rage players the simple things the Butte players needed as they had lost everything. The Rage players collected \$10,490 in donations. They started at the Amy G. event and raised over \$300. Hart Middle School donated \$900, and



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Presentation High School donated. Pleasanton's 2nd Street adopted a player. Costco contributed blankets and cash cards.

Asked by Jon Asmussen what was the most important thing they had learned from their projects, the players answered "not being selfish and a team effort".

The board thanked the players for their work, service, and passion. Jon Asmussen points out these actions are what being part of Rage is all about. Jon thanks Erika for her work and also thanks Tamie Shadle and Brittany Cameron for working in support of the Camp fire relief.

[Players depart meeting along with board member, Katie Moe.]

4) Recognition: Jon Asmussen declares that the executive committee chose Cassandra Fuller with the "Excellence in Service Award" for making a difference in the board and the club with the "Spring into Action" and Kids Against Hunger" programs. Cassandra is central in getting us serving the community.

5) Approval of November Minutes: Martha Brown moves the minutes be approved as written. Albert Villarde seconds. Motion passes unanimously.

6) Announcements: Jon Asmussen informs the board of an organizational change that will take place. Rich Newbery will be moving on from the club after February 15. Jon thanks Rich for his strong contributions to the club in his time here.

Rich thanks Jon, Tamie Shadle, and Philippe Blin for their support. Rich believes in the great potential of the club. Given his position was part time, it lessened Rich's ability to fully address the club's challenges, and Rich cannot commit to it full time.

Jon thanks Rich for staying on into February and working on completely some specific projects for the club which will include an exit report from Rich.

7) Quite period for reading reports

Board members read submitted reports.

8) Questions from reports

a. DOC-Dan Allari asks Philippe Blin why senior college commits are at 13 vs. the historical 15-20. Philippe Blin explains that some of the players are waiting for academic acceptance from the respective universities.



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Jon Asmussen asks are we giving support for coach licensing. Philippe says the club does, but it is getting much more difficult as the length of the licensing is getting longer and the distance is often greater. In the future, we might have to develop other methods of education.

9) Matters before the board

1. New matters

a. Code of ethics/Board Roster/calendar- Martha Brown hands out the code of ethics/confidentiality form for each board member to sign. Dan Allari reminds the group how important it is that each board member hold itself to the highest level, and in particular, make sure we stay within our purview – to ‘stay in our own lane’.

Martha passes the board roster around the table for edits on contact info.

b. Executive Committee Elections-Erika Westhoff announces the nominated candidates.

President-Jon Asmussen

VP Comp—Martha Brown

VP Rec-Mike Stewart

Treasurer-Randy Smith

Secretary- Cassandra Fuller; Dan Allari, who declines his nomination

Jon Asmussen asks if there are no additional candidates, if the slate can be voted on together.

Dan Allari moves the slate for the executive committee be accepted as written.

Ross Stonesifer seconds, and the slate passes unanimously.

Jon thanks Dan for his time and work. Jon welcomes Cassandra and her passion for the club.

c. Job Committee Sign-ups- Jon Asmussen asks the board to review the positions, which will be finalized in February. It is expected that each board member commit to at least two spots. Collin Chang volunteers to being Associate VP Rec.

Rich Newbery points out they are looking for staff to lead areas with board members giving support and expertise.

In particular, we will be looking for an alumni drive to connect with Philippe’s 20th Anniversary celebration.

d. Rec Survey- Mike Stewart reviews the survey results. 20% of the rec membership responded. Coverage was in all age groups.

Web and communication ratings similar to the past. Volunteer coaches were well received.

Sideline behavior was rated a little higher this year. This rating is generally high already.



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Competitive balance question rating dropped this year indicating that respondents believed the teams in their age group were not competitively balanced. Standings and game scores would tend to support that statement for some age groups.

A new question asking which was more important – being on a team with friends or competitive balance was almost split evenly.

e. Spring into Action- Cassandra Fuller says the volunteer day will stretch to a full weekend this year to give more teams a chance to participate. Because this is the second year, we will be doing more “hot calls” than “cold calls”.

Needs:

Board commitment
Player commitment
Planning committee
Parent commitment

Cassandra will present at the next coaches meeting.

She would like to purchase I will Always Write Back for the player committee. It is agreed that because of the small cost, it can come out of the “events’ budget.

10) Old Matters

a. Tahoe Camp Budget Modification- Jon Asmussen reminds the board that at the last meeting the Tahoe camp was a TBA. Last year, we were at a hockey camp, but our hope was for the 4H camp this year. We did get it this year, but we need to increase the number of players from 70 to 100 players. This is potentially an important addition to a generation of players experience at Rage. Jon proposes increasing the budget from \$15000 to \$20000 with a reminder that the club is subsidizing this at a declining rate, 50% last year and 25% this year.

Ross Stonesifer asks if there are official survey results from last year to gage the effectiveness of the program. Jon and Tamie Shadle say chaperone feedback has been positive, and the noted short comings are being contractually addressed for this year.

Discussion revolves around the cost being an investment in a new and potentially significant program that could have long term beneficial impact for the club vs the financial cost.

Jon moves the budget be increased to \$20,000.

Tamie seconds. Motion passes unanimously.

11) In closing

Jon Asmussen thanks Dan Allari again and welcomes Cassandra Fuller to the executive board.



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Jon states the executive committee will meet to plan the strategic planning meeting for February. A survey will go out to set a date.

12) Adjournment

Jon Asmussen adjourns the meeting at 9:10pm