



PLEASANTON RAGE GIRLS
SOCCER CLUB
P.O. Box 885, Pleasanton CA
94566
(925) 251-9116
www.pleasantonrage.org

April Board Meeting
Monday, April 22, 2019
6:00 - 8:00 PM
BUSC Office
275 Rose Ave, Suite 209, Pleasanton, Ca. 94566

Members present: Katie Moe, Philippe Blin, Colin Chang, Jon Asmussen, Martha Brown Ross Stonesifer, Cassandra Fuller, Tamie Shadle, Mike Hoyman, Mike Stewart, Randy Smith, Dan Allari, Carlos Nissen, Erik Hofstede, Walter Pratte, and Erika Westhoff arrived late

Absent: Albert Villarde, Chris Palmer

Staff Present: Megan Walinski, Brittany Cameron

Guests: Erin Sharpe, Sadhana Pani, Allison Hunter, Holly Judson

1) **Call to order** - Jon Asmussen calls meeting to order at 6:04

2) **Guests**

Allison Hunter - From Amador - Allison talks about RAGE and what she took away from RAGE - Attitude, working hard. She speaks about her progress from 2nd to top team and how perseverance helps with soccer and beyond. She also talks about team and community. Allison will be studying engineering at Carnegie Mellon.

Sadhana Pani - Speaks about what she learned from soccer including having to work hard. She talks about liking something because you learned and grew, not just because you are good at it. Expectations to get better and grow. She will study Molecular Biology at Johns Hopkins.

Holly Judson - Speaks about RAGE as family and being a better player. This was her first year as an ECNL player. She started as a third team player and worked hard. She coached rec



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soccer this year and got a new perspective. Holly will pursue nursing in the fall because she fell in love with nursing through ROP.

Jon closes the guest speakers with a thank you to the parents for supporting their girls. Hands out a RAGE phone charger as a token of our appreciation to the three players.

3) **Erin Sharpe**

Jon Asmussen introduces Erin Sharpe as a final candidate for DoC. Board introduces themselves, if they have a daughter on the team and their role on the board.

Jon A explains where we are with the process. Met with staff and part time staff. Explains that Erin will introduce herself and then Tamie Shadle will ask her questions.

Erin begins by giving her background. She grew up in Fresno, went to Santa Clara and won the national championship. Moved to Sacramento after college and then began coaching at San Juan. Her San Juan team won a national championship. She moved to Colorado to coach at Colorado Mesa University. She earned an MBA and worked for a club in Colorado. She started a competitive club for underrepresented community players and placed many kids in college. Erin was in Colorado for 6 years. After Colorado, she went back to San Juan to be the ECNL director. Erin express that she is excited to join RAGE as an all girls club with a rec program for home grown players.

Jon asks Erin to share about her responsibilities at San Juan - Erin talks about pool concept and continuity. She says it is important to work with 2nd team and younger team coaches. She promotes and articulates the San Juan way. It is important to work to make it attainable for girls to move up. College placement is her passion. She has 24 current players (soon to be 25) committed for 2019. Started College id camp at San Juan. Opens doors for her players. Hands on with ALL players. Parent education is important. On top of NCAA rules.

Katie Moe asks Erin what opportunities she sees for growth. Erin replies that we might move from a team centric model to an age/club centric model to be more competitive.



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Mike Hoyman wants to know how to make our teams more competitive. Erin replies that we should do more recruiting during appropriate times and that identification and active communication with recruits.

Randy Smith asks how different San Juan looks today. Wasn't really a club centric. More team centric. Promoted a "San Juan" way. Created a "Program."

Erik Hofstede asks where will you spend your time in the first 30/60 days - Erin responds that she will get to know players, parents, listen to all stakeholders. Keep continuity. Ask questions.

MH asks - Will you bring other coaches? ES replies that she will wait and see what is needed. Knows fantastic local coaches that might be interested in coming over. RAGE needs more female coaches in the club.

Martha asks about tournaments - ES started a new tournament called the "President's Cup." ES suggests that RAGE might try to network with other local clubs to increase participation. ES talks about being Chair of the NorCal Women's Committee.

DA - Asked ES to talk about conflict you have had to deal with. ES talks about college take over and how girls were uncomfortable having a woman coach. The girls had never been coached by a woman before. This experience led her to be passionate about empowering girls. ES Talks about her transition and how important communication and honesty are.

Tami Shadle (TS) held a brief Q&A session with the following questions

TS - How can we attract, develop, and retain players at both comp and rec level?

ES - Hit all schools. She talks about how at San Juan they partnered with PALS with free clinics. ES talks about educating and supporting rec staff and how to promote consistency. She also talks about the use of social media

TS - How will you handle the transition with the coaches?



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ES -Coaches are lifeblood of an organization. Coaches need to have clear expectations and to be valued.

TS- What does our vision statement mean to you?

ES -Recently received my A license and says she wants to work for a club that is truly aligned to her values. RAGE is aligned with her vision because of all girls, promoting all players in a holistic approach.

TS - Talk about a strategic decision you saw through -

ES - Discusses her success with a new pickleball business model at San Juan.

JA - competitive vs development philosophy? How do you balance?

ES - Making sure that all players balance out through NPL and ECNL models. Vertical and horizontal fluidity.

JA - Can you talk about your other soccer commitments? -

ES - Talks about being the Chair of Women's Committee at Norcal. She is also a state employee of PDP.

JA - Asks about corporate sponsorship for San Juan -

ES- says board was responsible for that.

JA - asks about relationship with board -

ES - Although she is not on the board at San Juan, she attends virtually all meetings and presents at each meeting.

JA asks about qualities of a coach you might hire -

ES - The right fit for the available spots. Part time coaches have to have the "mentality and passion" of a full time employee and must be committed to building relationships with the players.

JA asks about feedback for players and coaches -



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ES - 2 player evals per year, parent survey - have the right fit and get the pulse of the community.

ES - Closing comments about being excited about this opportunity and then she departs.

JA - Asks board their thoughts - everyone said very positive things. Agreed she would be a good fit.

TS - Gave feedback from coaches - all positive reactions

Martha gave feedback from her daughter as per PDP coach - also positive

Erik Hofstede asks about next steps - JA says we will make her an offer and get her to start as soon as possible.

Katie Moe asks about the take over process - JA says she will be in charge day 1, Philippe will transition out to ambassador, and ENCL coach.

4) March Meeting Meeting Note Approval - Motion to approve by Erik Hofstede, and Katie Moe seconds, the motion approved by unanimous vote.

5 a) RFP for fitness

Jon talks about the process and introduces Walter Pratte (WP) to explain further.

WP - Explains how this process started when Rich Newberry was with us. Fitness 19, Planet Orange, Prodigy, and Chris Comacho all submitted proposals. A team worked with all of them and they received feedback from the girls who participated. Prodigy was the company that the team felt was the best fit. One of the keys was coaching education and fundraising. Education, nutrition, injury prevention and a holistic approach were strengths of their proposal. Value add was huge. Our competition is faster and stronger and we need to be stronger as a club. Prodigy will train the girls how to do the work on their own as well.

MH talks about his experience watching demo sessions. He was impressed.

Charlie talks about how for the older players it was a great experience and it would have helped her as a player transitioning.



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JA mentions how we might try to get access to Creekside. We would add premier teams to strength training and 3rd and 4th teams would go every other week. Coaches would be trained to do some of the training on their one.

MH talks about benchmarking for data.

WP - talks about the importance of technique and injury prevention.

Martha asks about how it would work with 18 girls at one time - WP talks about different stations

Martha asks about costs - We will be paying a little more because there are more sessions. JA clarifies about Spring Vs Fall. Randy Smith indicates that there will be less conditioning and more strength training so we need to adjust training to accommodate that change. Trainings will be adjusted based on each teams' needs. Personalized trainings.

Martha wants the language around the cost clarified. Can we ask to balance the cost as an average over the total teams rather than 18+

RS asks if we need to vote? JA says we need to vote on entering into the agreement and 3 year contract with one year opt out.

Motion - Can we enter into this agreement with modification for balance

Mike Hoyman motions that we enter into the 3 year agreement with Prodigy and Randy Smith seconds. Marta Brown abstains from voting and all other votes were affirmative so the motion passed.

5b) Comp Budget

Randy Smith Goes over the budget with the assumption that we will lose approximately 15 players. RS indicates that we raised prices 3-5% 9% for groups with extra training. About the same percent increase as last year. Most line items are based on last year's numbers. RS talked about pulling out capital investments and decisions by the board, to take it away from Comp Budget. EH asks about credit card fees. RS and TS talk about streamlining registration and costs. One single way to pay, credit cards, will be much easier. This seems to be the standard across clubs using it. We are not passing that along to the players because we are already raising costs. EH asks if we are eating the cost. RS says yes and that hopefully we will make it



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up in tournament Fees. MB asks if we can take ECNL players out of that cost, because ECNL can not pay with a credit card. RS will make that change. Which should lower loss by about 25%. EH asks about projected players in tryouts. TS says we are about where we should be with most players reregistered. RS indicates that some labor costs went down due to coaching shifts and the projection of one fewer team. RS explains some of the changes in particular line items.

Mike Stewart asks about interest - RS responded with how money was moved into higher interest bearing accounts.

JA talks about DoC overlap that will affect budget going forward

Mike Hoyman motions to certify the competitive budget and Mike Stewart seconds. The vote was unanimous in favor.

JA talks about Ross Stonesifer's retirement which leaves an open seat and that person would be on the board for 2 years. This item is tabled for the next board meeting.

5c) Paid Internships

JA describes how we need to sell our story better and hire one or two players to do that job. JA is working with a PR firm to get a proposal, but it may be too expensive. JA shares a proposal with team for hiring two players. We will post the job, hand out job description at practice. JA asking for \$12,000 to get this project up and running.

EH says that 5 hr/week might be too much. JA says that it seems reasonable for a part time job. Katie Moe asks who will be overseeing the interns and JA indicates that Tamie will be. Will we provide them with marketing and PR guidance? JA indicates that we will utilize the resources of the club to help teach the players.

Motion to provide a budget up to 12K to get this project off the ground: Erik Hofsted motions and Mike Hoyman seconds. - The vote was unanimous in favor.



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5 d) CF discusses Spring Into Action. We have far more volunteers than last year, but still less than ¼ of girls are signed up. Moving in the right direction. We have secured Disneyland tickets to be used as incentives.

JA says next board meeting will be in July -

Adjourn 8:15

Item:	Subject:	Reference:	Time:
1.	Call to Order	Jon Asmussen	6:04
2	Guests	Martha Brown	6:02
3.	Q & A Session with Erin Sharpe (DoC Candidate)	Jon Asmussen	6:15



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***Please keep her resume and information
confidential at this point**

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|----|--|-------------------------------------|--------------|
| 4. | Approval of March Meeting Minutes | Jon Asmussen | 7:00 |
| | New Business | | |
| 5. | | | |
| | a. Fitness Partner Selection | Walter Pratte | 7:05 |
| | b. Competitive Budget | Martha Brown
and Randy
Smith | 7:15 |
| | c. RAGE Paid Internships | Jon Asmussen
and Tamie
Shadle | 7:30
7:40 |
| | d. Spring Into Action Update | Cassandra
Fuller | |
| | Adjournment | | 7:45 |



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1. Call to order 6:04
2. Jon Asmussen introduces our scholarship winners.