

NOTES: Pleasanton RAGE Board Meeting
April 13, 2021
7-9pm

Attendees: Cassandra Fuller, Carlos Nissen, Colin Chang, Jon Asmussen, Martha Brown, Randy Smith, Chris Palmer, Mike Hoyman, Tamie Shadle, Erin Sharpe, Pani Thangaraj, Corbett Wood, Megan Walinski (Absent: Albert Villarde, Katie Moe)

Meeting Begins - 7:05

Of note:

- Erik to build shell/deck to consolidate slides going forward
- Fix Zoom Meeting ID (w/ Cassandra)
- Add back notes from March meeting for review/approval (next board meeting)

Thanks: social media progress (Pani), Erin/Tamie getting us back on the field!

Director of Coaching -

- Happy with return to play - no injuries, very successful
- Placement 5/10 + summer break detail coming by end of week (won't be a huge tryout event, rather train with team evaluations)
- ENCL starts this weekend, HS next week
- Senior celebration / game on 5/8
- Still no out of state play, tournaments in CA - but can now play across CA
- Upcoming Julie Foudy webinar
- Referee situation much better than expected, but will be stressed as more local clubs return to play (FYI: new referees \$75 intro program refunded after 10 games)
- Will promote tryouts on website

Director of Operations -

- Working through scheduling, player passes
- Recent clinics & Friday Night Futbol - well attended
- Rec Fall season ready as finalize budget
- Soctoberfest with BUSC (beer garden & activities) fundraiser in October (*will need help from board)

VP of Recreational -

- Decided will keep "recreation" name, add "Kickers" for u5-u7 (*need to ensure no copyright issues)
- Proposing no changes to fees, while introducing some new incentives (*need to scream value of our program that's arguably underpriced)

Director of Recreational -

- Summer camp scheduled for 6/21-6/24
- Promoting select & comp at all rec spring events

VP of Competitive -

- 2 recipients of RAGE scholarship ... decided and will be added to website.
- Intent is to put AEDs in custody of the City of Pleasanton (Sportspark and VV)
- Scheduling ImPact concussion testing, likely after tryouts
- Marty set for Rage Showcase (only, not Summer Cup), payment will rollover to next year were it cancelled
- Waiting on survey (still so abnormal), likely after tryouts

VP of Finance / Treasurer -

- Net assets at \$1.5M / \$50K less vs same time LY; net income down \$100K YOY in Q1 (due to add'l coaching requirements)
- Need 850 kids at today's fees to breakeven (Rec) ... may have as little as 600, which creates a \$75K liability
- Budget approval: Jon motions to approve, Randy seconds, all in favor)

Director of Social -

- Great momentum / calendaring (*need to follow up with Enrique on process)
- *Need to establish Key Performance Indicators

Director of Tournaments -

- Deep in preparation, shadowing Marty

Director of Futsal -

- Working with BUSC to find, renovate existing facilities
- Proposing City run facility, similar to Hayward example ... upcoming City Council meeting provides opportunity to present

Director of Sponsorships -

- Shared exhaustive summary of ideas, including local contacts.
- Lots of additional creative ideas that we need to curate and act on (e.g., website, merchandise) (*proposed sub-committee)

Director of Fundraising -

- Mike shared a deal that he's working on with a local hamburger restaurant. Cassandra suggests proposing a bigger program (vs. one off).

Director of Outreach & Fields -

- Corbett proposing sub-committee to build outreach plan
- Stanford Health deal at \$500K over 7 years (leaving Sports Group with just \$80K balance)

President -

- Spring into Action off and running (recruiting across both Comp AND Rec)
- Expelled member due to repeated disciplinary violations
 - *Need to add timing to PIM 13
- Proposing update to website to include community service

New Business -

- PIM 25 amended and approved ... Randy, Jon, all approve
- PIM 26 amended and approved ... Erik, Chris, all

Meeting Adjourned - 9:15