

NOTES: Pleasanton RAGE Board Meeting
June 8, 2021
7-9pm

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

Meeting Begins - 7:05

Thanks: acknowledge all staff members and special recognition of increasing comp #'s (Jon/Randy motion to approve minutes ... approved)

Director of Coaching -

- Competitive numbers +100, recreational still 190 short of budget
- Recruiting dead period lifted on 6/1, lots of coaches in attendance at Legend's Showcase
- Recommended that we put some marketing behind WPSL game vs. Lamorinda on 6/13 (DONE)
- 04-06 teams approved to travel to Tampa (3+ games in Open division, 06 in Showcase)
- In person board meetings to begin again in August
 - Cassandra inquired as to what if cost prohibitive? While we'd like to reward teams for attending (subsidize), PIM doesn't allow for club to pay for travel
 - Will approach case by case and via financial aid process where necessary
- Raw footage from NBC/Stanford shoot can be extended to website and social platforms (latter DONE)

Director of Operations -

- Soctoberfest 10/8-10/10 @ First Tee (back end of fairgrounds driving range)
 - Need volunteers for committee
- Looking to fill 1-2 AGC roles (paid position)

VP of Recreational -

- #'s still trending short despite early bird special, but seeing some recent uptick
- Ask kids why ref'ing in Dublin (vs. Pleasanton) (DONE)

VP of Competitive -

- Uniforms tracking
- Competitive survey to follow tryout period, imminent
- Tournament still slow forming despite increased marketing efforts

VP of Finance / Treasurer -

- Turning “financial corner” ... submitting 2nd PPP loan forgiveness application in July/Aug

Director of Social -

- Might need more money; Erik working on incentive plan
- Need to establish calendar of social media posts/events
- More interviews, frequency to increase followers

Director of Tournaments -

- 57 showcase, 50 summer cup to date (usually 2-3x this by now)
- Extending deadline to 6/18 (may even accept teams in early July)
- To date, 30 coaches will be in attendance
- Challenge as of today (for Summer Cup) is still 1 game/day requirement
- Erin again working on a DA/ECNL division
- Often times out of state teams will come to RAGE then to Surf Cup
- Will mow Thur, Fri, Sat during week of tournaments

Director of Futsal -

- Nothing to report

Director of Sponsorships -

- Working on/with Stanford, decision (TBD)

Director of Fundraising -

- Mike is still outlining a potential restaurant, rev share type program.

Director of Leadership -

- Katie working on Big Sister / Little Sister program
 - Further, is ideating around 3-4 events
- Planning to relaunch Top Soccer in the Fall, will need coaches (great opportunity for players to give back)

President -

- Spring into Action was deemed fairly successful (projects that were completed were very well done)

- Advocating that we calendar surveys so better orchestrated (mid-year most critical to Erin for coaching feedback/decisions)
- Prepping strategic plan discussion for future board meeting
- Wants to revisit board member job descriptions to ensure maximizing output
- Moved to appoint Ed as new board member, decided to push decision to August (even if At Large) ... Martha working on application, will submit for vote in August

Meeting Adjourned - 8:55