

Pleasanton RAGE Board Meeting Minutes
August 30, 2022
7-9pm

Attendees: Colin Chang, Martha Brown, Randy Smith, Tamie Shadle, Erin Sharpe, Megan Walinski, Cassandra Fuller, Vishakha Sant, Sean Fogarty, Todd Carter, Katie Moe, Dawn Chapman, Jon Asmussen, Pani Thagaraj, Juliana Symons
Guests: Lytia Zazzeron, Sebastian Nosker, Ryan Wittmer

Meeting Begins - 7:03 pm

Acknowledgements:

Dawn for AGD duties
Tamie and Megan for tourney
Ryan for fields
Colin for parade

Slate of Candidates

- Cassandra and Colin not running again
- Erik and Sean, Martha still deciding
- New: Lytia Zazzeron, Ryan Wittmer (Sebastian Nosker)

Lytia - moved to Pleasanton Sept. 2020, daughter on 2014 elite (2nd season), 16 yrs people leadership running retail locations for Target, moved into fulfillment for Stitchfix, now works for Ship'd (50K contractors managed), experience making teams and processes more product

Sebastian Nosker - moved to Pleasanton 6 yrs ago, 3 daughters playing - 2 in Select and 1 in U7; runs business operations for biotech firm called Cirrus, analytics and strategic planning

Ryan Whittmer - 11 yrs in Pleasanton, grew up playing competitive in Fremont, coached high school football for 18 yrs, coached youth sports, works for ambulance company (operations, sales, dispatch mgmt and contracts with hospitals; 2 daughters, 1 2009 ECNL RL, 2011 Premier

Reports

DOC

- Working on curriculum and methodology w/ coaches
- Coaches meetings to discuss what's working and what's not
- 1 coach in A license, 2 in B, Walter went to Argentina coach education trip
- Luis Siu and Marris Kalchick co-coaches of the year
- 4 more college commits since June making current total 7
- Tournaments on par financially though less teams
- Mustang scheduled same weekend
- Increase in events for upper comp levels that are not tied to leagues

- Jon - asked about blowout games...research goes into scheduling, but since first event of year some teams don't match last year
- Jon asked whether coach education, including Walter trip, paid from education budget - yes
- PCA: about 30 people at each session, uniform distribution incentivized rec coach attendance (a positive for this year), ~\$2,400 annual cost - discussion on value, online/in-person/hybrid discussion
- Discussion happening regional TOP Soccer event (like a boo fest), meeting happening Friday
- Investing in new referee courses and education; good growth in female referees, brought in top FIFA female referee for female ref education event night before Showcase
- Sarah has done tremendous job with WPSL, they lost in semis

Dir. Operations

- Busy summer with tournaments and team formation
- Thanks to Dawn for her help
- TGS app running for Rec teams
- EBRA (ref association) thanked us for the way we run our events
- Belief that single site for tournaments is best way to go
- AB506 requires fingerprinting for volunteers, coaches, and board
- Pushing Orange & Gold event to Spring

Dir. Recreation

- Reg is 667; 61 teams
- Always a struggle at end to fill coach slot, we lost 5 at end and had to scramble
- We have some older teenagers coaching, Megan supporting
- Get on the Bus - partnered with BUSC, through US Youth Soccer, need based program, we provided them with equipment - our girls team is 14 players - homework help, snack, and one hr of training. Walter and his boys coach the team. They are part of U10 program and play games on Sat. They are going to Oakland Roots game Saturday and get to bring a parent.
- On field coach clinic, great turnout, incentive is coaches gear
- Every team gets trained by pro coach once during the week - ongoing throughout year
- All starts U7-U12, staff is identifying players
- Rec tournament will be end of Oct. w/ Ballistic

Recreation VP

- Rec count is higher than 2019 (was 577)
- Colin is "retiring" from Board in Jan, solicited new VP
- Coaches training was 8/13 and went well

Competitive VP

- Team Manager info session held for comp; good turnout
- Martha helping new managers as needed with GotSport, binders, game protocols, etc.

- Working on financial aid; new applications expected with ECNL travel costs upcoming
- Pleased with how uniforms/numbers went
- AGM in Oct. No proposals were received for Constitutional Amendments.
- Katie asked about timing of notifications, window was small for board members
- Katie is proposing we can't have board member who has player on competing ECNL regional team, Martha believes it may be bi-law change and will look into it
- Big Sister - Little Sister; Katie is coordinating
- Various college game events - see board slides
- November letter of intent planning underway

Treasurer

- See overview slide, club healthy overall
- About \$32K in financial aid approved
- League fees - up significantly, Randy will look into further
- Ref fees up due to shortage

President

- Discussions happening for exec committee succession
- Employee satisfaction survey, only 6 respondents, have to work to improve response
- Jon Asmussen taking over Secretary role
- Promoted TOP Soccer through elementary schools
- AGM will be on Zoom due to expected larger membership attendance
- RAGE Kicks Cancer will be at Stanford, being organized now, looking at Culinary Angels as beneficiary
- Working with Erin to create more comprehensive employee survey

Facilities

- See slides
- School district emphasized measure I must pass to partner on fields
- \$395 million bond measure in Nov. - Measure I
- Tier 1 projects include synthetic turf and new tracks at middle schools
- Tamie suggested we would need agreement for priority access if we fund lights
- BUSC is supporting measure and has contributed \$1K
- Yes on I committee is asking for RAGE endorsement
- Jon moved that Board approve up to a \$5K contribution for Yes on Measure I (to match Ballistic); Randy seconded, approved unanimously. (actual: RAGE contributed \$1K)
- Jon moved that Board endorse Yes on Measure I campaign, allow campaign to use our name and logo and club will proactively support campaign with communications in various mediums. Randy seconded.

Randy
Megan
Todd
Ryan
Pani

Katie
Sean
Dawn
Martha
Jon

- Above approved
- Others on board (non residents) abstained
- No oppose

Sponsorships

- In discussions with Service Now and Workday over uniform sponsorships
- Vishahka asked about whether store items had to run through Soccer Pro; Ryan mentioned inventory is slim; Juliana stated parents want items that kids are not wearing
- Aiming for more inventory before Holidays, Vishahka working on rate sheets

Social & Community Outreach/Alumni

- Targeting a couple of events for alumni
- Working on alumni messaging
- Survey for alumni

Financial Aid proposal

- We need to do better job of dedicating funds towards financial aid when fundraising programs are marketed as such
- Proposal to allocate all financial aid funds annually
- See proposal in board folder
- Ryan: why not lower qualifying. Randy explained differences in living geography mean some areas burden to qualify is greater
- Juliana: isn't objective to support as many families as we can with funds available
- Discussion of earmarked funds for financial aid; Jon suggested income line item called fundraising financial aid
- Jon made a motion to approve \$15K for 2022/23 to go towards a discretionary financial aid fund to be allocated by the financial aid committee. Fundraising marketed for this purpose will go into the fund and may be allocated in the season cycle and moving forward this fund will be fully funded by fundraising. Ryan 2nd. Unanimously agreed.
- Cassandra suggested 3 board member, plus staff (DoC) bookkeeper. Sean agreed to join.

Exec voting

- Jon explained what happened in Jan
- Discussed bylaw at hi level; will be finalized at Nov. meeting

Adjourned at 9:15

Board Highlights August 2022



Director of Coaching Report

Erin Sharpe

Respect * Attitude * Greatness * Expectations



Updates/Current Projects



- Evolution of curriculum and methodology, coaching and team assessments meetings from Summer events, internal coach education
- Other Coaching Education investments: Several coaches in USSF courses, Walter in Argentina with NorCal
- Coach Appreciation Event and Coaches of the Year: Luis Siu and Marissa Kalchik
- 4 more college commits since June meeting: Emily Fitzgerald: UC San Diego, Alyssa Houlihan: Sonoma State, Lily Larez: Point Loma Nazarene University, Zareena Mann: Brandeis University
- RAGE Tournaments
 - 2022 Net proceeds to date: \$69,403.53 (2021 Net proceeds were \$68,546.26).
 - 88 Showcase teams (down 12 from 2021) and 82 Summer Cup teams (down 10 teams from 2021) but increased event costs and decrease in staff costs allowed for increased profit
 - Soccer ecosystem differences from 2021 to 2022
- PCA Parent and Coach Events in August
- Top Soccer
- New Referee Courses and Education
- WPSL playoff advancement

Director of Operations Report

Tamie Shadle





Current Initiatives - August 2022

- Comp & Rec Team Formation/Paperwork
 - player passes
 - rosters
 - RAGE APP for rec
- RAGE Tournaments - EBRA call
- AB506 - fingerprinting for BOD and coaches
- Practice & Game Scheduling
- Parks & Rec Commission Meeting - cricket pitch option #2

Future Initiatives

- Orange & Gold - venue + event planning (spring 2023)

Recreational Director Report

Megan Walinski -





Current Initiatives - August 2022

- Registration - 667
- Get On The Bus
- Coach Clinic
- Parade
- Start of games
- Professional Coaching

Future Initiatives

- Identify All stars
- All Star Games
- Rec Tournament

Recreational VP

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Current Initiatives - Aug 2022

- Rec Season started 8/27
- Soccer parade took place 8/20
- Coaches training 8/13

Future Initiatives

- Rec VP role - consider applying 2023
- Rec Committee members + member volunteers

Competitive VP Report

Martha Brown

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Current Initiatives - August 2022



- Team Manager info and Q&A Zoom meeting 8/9. New (and old) Team Manager assistance/training ongoing & active as scheduling, tourneys, league play ramps up
- Financial Aid- Comp Player's Club Fees / Travel Expenses: New applications expected with upcoming ECNL event travel costs looming
- 2022-23 Uniforms/jersey numbers 99% done. A few follow ups. Still waiting on a few items from Soccer Pro
- Other: Financial aid committee work; Parliamentarian Board Elections/AGM; No Constitutional amendments proposed

Future Initiatives

- ImPACT concussion testing of new 2022-23 players? Big Sis/Little Sis coordinator?
- College/Pro Games Planning: RAGE Night at Santa Clara vs Stanford 9/18, 7:30 PM; RAGE Night at Oakland Roots, 10/1, 7 PM; RAGE Night at CSU East Bay vs Cal Poly Pomona, 10/21, 7 PM
- November NLI Signing event

Treasurer's Report

Randy Smith

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Current Initiatives -

● Financials thru July 2022

- Net Operating Income **\$188,727**
- Net Assets: **\$1,882,447**
- Income is higher during this time of year. Registration, Competitive dues and tournaments drive this number up
- Balance sheet continues to be strong, We will be removing our 97,906 obligation for Bernal next month..
- Financial Aid had been approved for 15 members.

Future Initiatives

President's Report

Cassandra Fuller

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Completed Initiatives - August 2022

- Brief employee satisfaction survey
- Discussions around future Executive Committee
- Promoted TOP Soccer through Elementary Schools

Future Initiatives

- Plan AGM
- RAGE Kicks Cancer
- Work with DOC to create a more comprehensive employee survey to be administered in December

Facilities Update

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Two Part Strategy (Recap)

Enhance Existing Fields

- Pros:
 - Less capital intensive
 - Possibly quicker results
- Cons:
 - Red tape issues
 - Control of fields after enhancements have been complete

Purchase RAGE Facility

- *Pros:*
 - *Full control of fields*
 - *Longer term solutions for RAGE*
- *Cons:*
 - *Capital intensive*
 - *Longer duration for project*



Updates on Progress Made

City of Pleasanton

- Discussed Val Vista with the City and they Stated that they are getting pressure to open up Val Vista to the community
- An agreement was located that states that Val Vista is a soccer only field until June 30, 2029

PUSD

- Discussed partnership with PUSD to work together to improve the field at Hart Middle School and add lights (at soccer clubs expense)
- Lights are estimated to cost between \$1-1.2 million
- PUSD Needs Funds!



August Updates

- Goals by the end of the year:
 - Help get School Board Measure Passed in November (Prop I)
 - Prop I : \$395 million general obligation bond measure
 - Needs 55% of Pleasanton Voters to pass
 - Projected tax is \$49 per \$100,000 of assessed value
 - Estimated to include \$8 million per middle school for outdoor field and court improvements
 - Enter into a Partnership with PUSD for improving Hart Middle School field with turf and to include lights
- Measures of success
 - School Board Measure passes
 - Partnership is entered into with PUSD
- Needs/Dependencies
 - Need the School Board Measure to pass

Should RAGE Endorse and Support School Board Measure?



- Endorse School Board Measure, allow the “Yes” Group to put our name and logo on their website?
- Make a contribution to the Yes campaign group?
- Ask our Club members to Support “Yes” on the measure on the ballot?
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- The “Yes” Group is trying to get us something in writing from PUSD to state that they would include field improvements if the measure passes.



BOD Direction Needed for Next Steps

What type of support do we want to provide to the School Board Measure?

Fundraising Update

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August Updates

- Need to schedule meeting to regroup
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- Please see:

<https://docs.google.com/spreadsheets/d/1FvDD1kXlStXyZiGEUSk5aAIBUtKAFHLNZCIIPQpOPzQ/edit?usp=sharing>



Fundraising Opportunities

- College Showcase
- Rage Summer Cup
- Additional opportunities potentially available with tournaments
- WPSL Events
- Donut order for RAGE Opening Day Parade

Fundraising Opportunities

- Orange & Gold Gala
- ~~Pink Soektober~~
- Community Watch Day: ECNL/ECNL-RL teams with food trucks/pre-order, Boba/Coffee/Tea, Club Merch and Canned Food Drive (Alameda county or other local food bank)

Fundraising Opportunities

- Poker Tournament with wine or distillery tasting tickets
- Photo Contest
- Progressive Dinner Fundraiser

Fundraising Opportunities

- Cornhole Tournament with food trucks and beer tasting/tickets
- Farmer's Market community outreach with plant sale
- Golf Tournament with community sponsorship
- WPSL Events



WPSL Festival

Huge Thank YOU!!!!!!!!!!!!

- 200+ registered on Eventbrite
 - ~50 participated
 - Issues: Right at the end of club break, super hot, warriors game, couldn't have a food truck, limited sizes for merchandise, partners got very little traffic
 - The Good: A lot of younger Rec players participated, the Q&A sessions were a hit, shooting on the keeper was a hit, lot of families stayed to watch the games, good turn out at the following game as well
- Raised ~\$1300
 - some will go to WPSL for their partnership



Why Fundraise?

- To build, strengthen, and develop the RAGE Community and RAGE within our communities
- To increase opportunities for player access to and success in all levels of soccer by helping players and their families seek, obtain, and make the best use of all financial resources
- Create an accessible soccer environment both locally and beyond our borders

What will the funds support?

- Academic Scholarship Fund
 - Goal: Increase the number of scholarships available and/or the monetary amount
- Financial Aid Fund
 - Goal: Increase the number of families that RAGE can support
- Future Endeavours Fund
 - Goal: Initiate fundraising for future endeavours

How will we raise funds?

- A comprehensive national search of soccer clubs created a long list of ideas



Additional Fundraising

Goal: Compile a list of team-level fundraising options available to all teams to help fund their “incidentals” account for things such as (but not limited to) team bonding events, team dinners at tournaments, tournament snack bags, team swag, etc. Also, some fundraisers can be used as an opportunity for individual families to raise money to pay down their club dues

Current ideas:

- Poinsettia Sales
- Super Bowl Pool Squares
- Jamba Juice fundraising cards
- Kicks for Kids: Skills camp taught by older team for youngers
- RAGE car magnets or decals



Partnership Needs

- Community Outreach
- Marketing/branding
- WPSL
- BUSC
- Tournaments



Next Steps

- Research and cost analysis for new initiatives
- Possible creation of subgroups for larger events
- Reach out to partner groups

Corporate Sponsorship Update

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August Updates

- Goal: Secure sponsor(s) to cover \$150K* worth of corporate sponsorships for jersey's by December. Worst case by May 2023.
- Active conversations:
 - ServiceNow
 - Workday

*Note: finalizing



The Opportunity

A 2-year partnership to grow this alliance within the Pleasanton community & surrounding areas.

World Cup: All Teams
\$150K

Champions League: Competitive Teams
\$75K

Copa: Rec Teams
\$65K

Spirit Sponsor: Age Group Level
\$25K



Logo on Front of RAGE Home and Away Jersey

Sept/Oct Engagements





Brand Extensions (Merchandising)

- Introduce new retail products for membership base
- RAGE to manage inventory, but profits 2-3x currently retail avenue
- \$20K Revenue Target @ 50% yields \$10K Profit (\$50K Revenue through SoccerPro required to yield equivalent \$10K Profit)



<u>Pros</u>	<u>Cons</u>
SoccerPro	
No Cash	Profit 20%
No Inventory	Limited Control of Store
RAGE Owned	
Profit ~50%	Cash outlay
High Control and Flexibility	Inventory mgmt

Social/Community Outreach Update

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June Updates

Goals by the end of the year:

- Build a robust database of Rage Alumni with purpose of reconnecting with their former soccer network and community at large to help give back, while moving club priorities forward.
- Create strong reasons and incentives to give back and participate in RAGE events throughout the calendar year.
- Create leadership/personal development experience for both Alumni & current players.
- Create year-round programmed approach with many opportunities for mutually beneficial involvement.

Measures of success:

- Increased Alumni engagement in RAGE events.

Needs/Dependencies:

- Align with Staff and Walter to pull contact info from WPSL players. Create specific messaging and begin a campaign of outreach with a variety of opportunities for involvement.



Current Initiatives June 2022

Alumni Outreach Campaign

1. Create Database starting with WPSL players. Start with Excel Spreadsheet and then as we gather more alumni, decide which platform would be best to integrate into messaging and programming moving forward.
2. Developing specific messaging supporting reasons to connect with Rage alumni.

Objectives: Drive increasing engagement with RAGE alumni

Primary responsibility: Build out programmatic approach to ensure increasing engagement, leveraging our alumni for mutually beneficial relationships (e.g., two-way, if Alumni has desire to follow a marketing career path - use our membership to potentially network).

- Coordinate with Director of Social Media to promote Alums that are currently competing in college or professional soccer careers.
- Track our alumni in the following areas: Successes in continued soccer career, career successes, Job networking, Speaker series, Mentorship opportunities, overcoming adversity, dealing with unforeseen changes and life's curveballs.
- Host Alumni Events, including Alumni Game, Breakfast Alumni event, and other leadership opportunities.



Current Initiatives June 2022

Support and Bolster Social & Leadership Events:

- Objective: Continue to work with Staff to make Pleasanton RAGE synonymous with leadership development
- *Primary responsibility:* create plan, identify and facilitate leadership events (examples include Big Sister/Little Sister, speaker series, PB celebration, Parent BBQ).

Community Outreach Initiatives:

Continue to develop community-based programming in underserved areas in order to diversify membership and provide additional valuable life lesson opportunities to our players. Liaise with Staff on creating and supporting diversified Community Outreach and activities and events (Spring into Action, RAGE Kicks Cancer, additional partnerships for service at the team level including, but not limited to food pantries, school literacy partnerships, etc.)