

NOTES: Pleasanton RAGE Board Meeting
January 19, 2022
7-9pm

Attendees: Colin Chang, Jon Asmussen, Martha Brown, Randy Smith, Tamie Shadle, Erin Sharpe, Katie Moe, Corbett Wood (late), Megan Walinski, Erik Hofstede, Cassandra Fuller, Todd Carter, Vishakha Sant, Dawn Chapman, Ryan Callahan, Julian Symons (absent: Pani Thangaraj)

Meeting Begins - 7:04

Thanks: Erin, et. al. dedication to the club, Carol's work as our in-house bookkeeper prudently managing our finances

Review and approved November meeting notes (Martha motions, Randy second, approved)

Director of Coaching -

- Will coordinate an in person NLI if no restrictions
- Busy showcase schedule (e.g., San Diego, Silverlakes, Nashville)
- Player evaluations nearly complete
- Supplemental training including new grey team formations (from rec all-stars); 2013 Premier team also formed
- Lots of daily Covid management / postponements ... very difficult
- Outdoor futsal started (technical development) on Bernal turf with Livermore and San Ramon
- ECNL coaching education event Feb 4-6; staff scheduled to attend
- 3/26-3/27 Julie Foudy Leadership Academy coming (2004-2009)
- College ID Camp planned for 4/9-4/10, cost \$150 (open to all RAGE players plus outside clubs); typically 70 players to breakeven / 07 and older
- Anonymous vaccination survey to determine whether will provide a chaperone option for Arizona ECNL event

Director of Operations -

- Continue to work through scheduling challenges given limited field space
- Need to determine registration software

Recreation Director -

- Rec All-Star winter futsal underway; plus Rec Winter Academy
- 2 upcoming spring academies to prepare for tryouts

VP of Recreation -

- Survey results in / still reviewing; to include comparisons to PY (2019)
- Some confusion amongst families who have both rec and comp players given similar timing (is there an opportunity to streamline / merge?)

VP of Competitive -

- 73% response rate, though Martha believes closer to 60% after de-dupes; themes coming, more willingness to provide name
- 92% likely to recommend
- 84% say RAGE is a good value ... Corbett applauds the results
- RAGE scholarship committee in place / Katie to lead. Proposed increasing award to \$2K ... approved (Katie motion, Erin second, approved)
- Tournament budgets need approval in April; Martha will NOT lead tournament / stepping down (Erin and Jon applaud years of great work / leadership)
- Still 18 players who haven't completed impact concussion testing
- Planning honors night for scholar athletes should it be possible

VP of Finance / Treasurer -

- Back to 2019 financial strength: \$1.8M in revenue, \$56K net income, \$1.7M in assets
- Planning to merge Rec and Comp budgets
- Looking for opportunities to improve ROI of investments

President -

- Align on Executive Committee job descriptions before strategy meeting
 - Reinforce strategy meeting PREPARATION
- Planning next Spring Into Action

Social Media -

- Proposal to hire social media coordinator (Sarah Fawcett); monthly compensation (\$20K/annually)
- Passionate, shared her portfolio with Erik & Erin, has led for 24/7 and Placer
- Need to ensure we include measurables / KPIs
- Jon motions to approve up \$7K through April, Katie 2nds, approved

Top Soccer -

- Revisit our former program, only more robust
- Hire coach at \$50/hour; likelihood will share expense with BUSC
- Corbett motions to approve, Erik 2nds, approved

Other Business:

- Voted on executive BoD roles, completed.
- PIM 20 - update medical release / more professional (Erik motions to approve, Todd 2nd, approved)
- PIM 18 - tie to bylaws (Corbett motions to approve, Randy 2nd, approved)

Next Meeting: BoD meeting February 16th, 2022 (by Zoom)

Meeting Adjourned - 9:31

Board Highlights January 2022



Director of Coaching Report

Erin Sharpe - January 2022

Respect * Attitude * Greatness * Expectations





Updates/Current Projects

- NLI Signing Day and additional college commitments
 - Spring College and Academic Awards TBD (COVID allowances)
- Showcases and Tournaments in Phoenix, Norco, Nashville, Davis, Sacramento
- Player Evals and Meetings
- Various Supplemental Programming: Futsal Training for Rec All-Stars, Rec/Select Clinics, Grey teams, High School Training group
- Formation of 2013 Premier
- Daily management of COVID cases
- Outdoor Comp Futsal Playdates starting this weekend
- ECNL Coaching Education Event Feb 4-6

Upcoming Projects/Needs



- Social Media Coordinator Proposal
- Year-round Top Soccer Programming Proposal
- Anonymous Vaccination Survey to help determine chaperone status for ECNL teams this Spring
- Hosting College ID Camp April 9-10, \$150 each
- Tournament Committee Members Needed
- March 26-27 Hosting Julie Foudy Leadership Academy Camp (2009-2004)

Director of Operations Report

Tamie Shadle - January 2022





Current Initiatives - January 2022

- Scheduling / Permits
- Grey team rosters & carding

Future Initiatives

- RAGE tournaments
- Spring League Apps
- Registration Software

Recreational Director Report

Megan Walinski - January 2022





Current Initiatives - January 2022

- Rec all star players winter futsal and spring grey teams
- Rec winter academy clinic

Future Initiatives

- 2 Spring academies
- tryout prep for rec to comp
- planning for rec events - parade, rec tourn

Recreational VP

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Current Initiatives - January 2022

- Rec Survey Results Received and shared in Board Packet

Future Initiatives

- Further Survey Analysis Coming
- Rec Committee members + member volunteers

Competitive VP Report

Martha Brown - January 2022

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Current Initiatives - January 2022



- Comp/Select Program Survey: Open 12/9/21; closed 12/22/21. Response rate 423/595 = 73%. Realistically ~360/595 = 60%. Initial results shared in slides (Erin); review feedback & common themes still to come
- RAGE Scholarship Awards for Excellence in Academics & Service: Application & info posted on 12/20/21 w/deadline to submit by 2/15/22, notification by 3/1/22. Forming committee to review apps; new committee chair for this year. Proposal has been made to increase award \$
- Other: Retired BoD Members; 2022 Employee Handbook updates; PIM 018 & PIM 020 updates

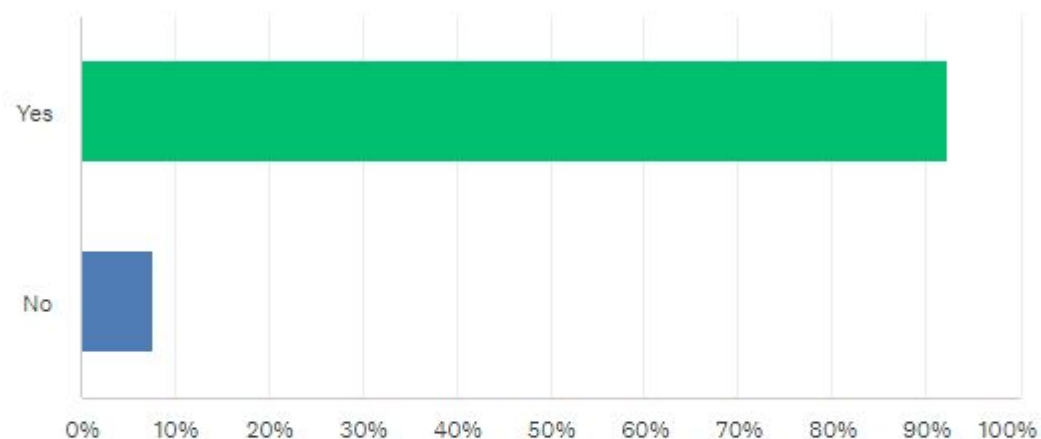
Future Initiatives

- Budget: Work with Randy, Erin, Colin, Carol on a Comp/Rec budget; note that a Showcase/Summer Cup Tournament budget is also needed & approval by Board
- RAGE Tournament transition of information asap
- ImPACT testing follow up
- RAGE Honors Night Event hopeful to begin planning



Are you likely to recommend RAGE to others?

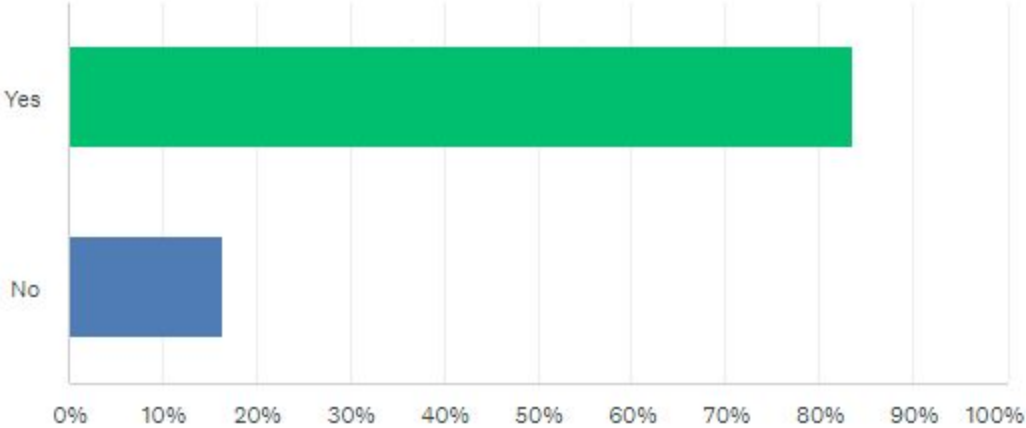
Answered: 360 Skipped: 63



ANSWER CHOICES	RESPONSES	
Yes	92.22%	332
No	7.78%	28
TOTAL		360

Do you feel that the RAGE Competitive/Select Program is a good value?

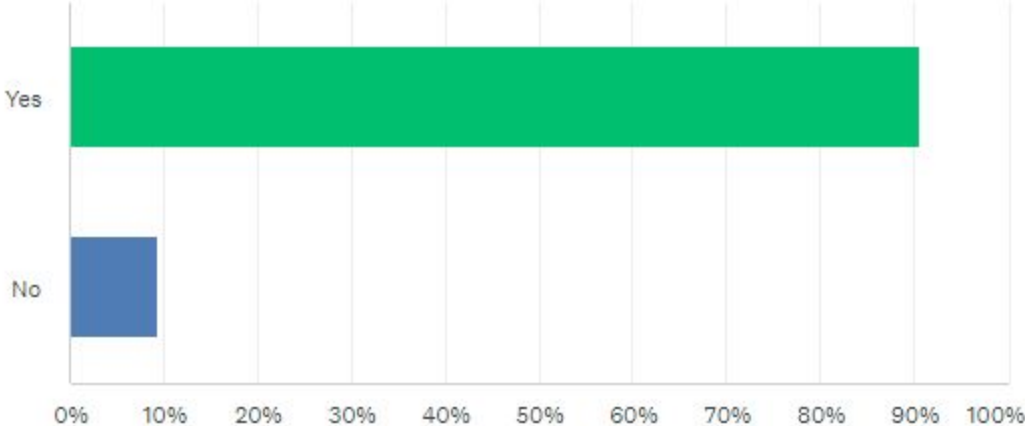
Answered: 360 Skipped: 63



ANSWER CHOICES	RESPONSES	
Yes	83.61%	301
No	16.39%	59
TOTAL		360

Has your player enjoyed her overall experience so far this season?

Answered: 391 Skipped: 32



ANSWER CHOICES	RESPONSES	
Yes	90.54%	354
No	9.46%	37
TOTAL		391

Treasurer's Report

Randy Smith - January 2022

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Current Initiatives - January 2022

- **Pleasanton Girls Soccer Club (RAGE)** finished out 2021 in a very strong financial position. We've recovered financially from the many pandemic challenges and are currently in a similar environment as 2019
- Revenues \$1,785,157
- Net Income \$56,017
- Total Assets \$1,693,720

Future Initiatives

- ●Merge Comp and Rec 2022 Budget
- ●Improve returns on investments

President's Report

Cassandra Fuller- January 2022

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Current Initiatives - February 2022

- Spring Into Action

Future Initiatives

- Finalize Group Reporting Formats
- Employee satisfaction survey



Current Initiatives - January 2022

- Executive Committee job descriptions
- Plan February Strategic Meeting

Future Initiatives

- Spring Into Action
- Job roles
- Director Roles



Pleasanton RAGE strives to provide the most exceptional all-girls soccer experience in the country. RAGE is committed to whole player development with a focus on leadership and community service. Programs are provided for all levels of play from recreational to elite competitive, ages 4 to 18. RAGE is proud to have won two National Championship titles.

[View Programs](#)

Our Mission

Pleasanton RAGE is an all-girls soccer club that empowers its players to reach their full potential through soccer, service, and leadership programming for all ages and abilities.

RAGE Vision

Pleasanton RAGE is committed to providing the most exceptional all-girls soccer experience in the country, recognized for developing valued skills in its players, on and off the field.

Facilities Update

Respect * Attitude * Greatness * Expectations





Two Part Strategy

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



Enhance Existing Fields

- Work with City of Pleasanton on Val Vista turf project
- Work with PUSD on existing fields that RAGE can participate in projects of improving field conditions (PMS field)
- Reach out to any local private schools with fields that we can partner with



RAGE Facility Requirements

- What should a RAGE Facility have:
 - Futsal (indoor or outdoor and number of courts)
 - Additional Outdoor Soccer Fields (number of fields)
 - RAGE Office
 - Meeting Room
 - Training Facility

- Possible Strategy for securing property
 - Partner with Developer
 - Partner with City of Pleasanton



BOD Direction Needed for Next Steps

1. Enhance Existing Facilities
 - a. What enhance existing project to prioritize
2. RAGE Facility (wish list or vision of facility)
 - a. Size and amenities
 - b. Location

Marketing/Corporate Sponsorship Update

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Proposed Overarching Framework

& Downselect 2022 Focus Areas

Subcommittee Team:
Corbett Wood (BoD)
Vishakha Sant (BoD)
Erin Sharpe* (Staff)

*Until Staff Replacement
Identified



MARKETING

1. **“Awareness”** - Promote mission of club to attract and retain; Glean insights from sources to sharpen approach (Surveys); Enable related efforts to be successful (Social Media)
2. **“Funding”** - Refresh/Build library of readily-available material and content necessary to help club efforts raise funds; Enable related efforts to be successful (Facilities, Fundraising, Tournaments)
3. **“Brand”** - Explore avenues to profit from Brand extensions (Merchandising); Leverage Brand extensions to indirectly promote “Awareness” efforts

CORPORATE SPONSORSHIP

4. **“Wearables”** - Secure Primary “Front” Sponsor for Comp Program (Jerseys, Training Tops) for next refresh cycle of kits (2023-2024). Complete Fall 2022. Seek “brand connected” partner (National, Regional or Local).
5. **“Events”** - Sponsors and donors for singular events (Tourneys, Galas, Camps, etc); Work with BoD & Staff to establish key events calendar to execute against
6. **“Communications”** - Secure sponsors for logo inclusion in club messaging via various forms (web, social media, email blasts, community banners)

Primary “Front” Sponsor

Seek \$100K+? (Target \$75K Profit on \$25K Cost)



Reserved for:
ECNL/NPL Patch



existing & renewing



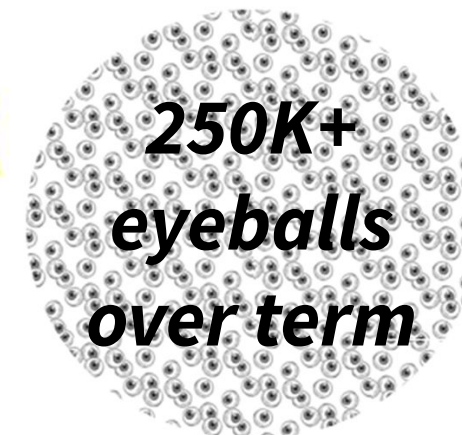
existing & renewing

Available
2023-2025
Kit Cycle

Extend to GK Tops...



Same



& Training Tops



Same



Same

<-mirror

Example Target Sponsors





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

Respect * Attitude * Greatness * Expectations





Current Initiatives - January 2022

- Very good coverage for both competitive and recreational teams, averaging 2 posts a week.
- About 10% more followers in the last 6 month.
- On an average 100 plus likes per post.

Future Initiatives

- Have a good action plan for 2022 including Alumni outreach and a social media competition.