

# WSC Executive Board Meeting

## February 2017

### Executive Board Members

**Dave Weavill (President)**  
**Darnell Woodward (Registrar)**  
**Jim McCluney (VP Operations)**  
**Gia Lamela (Secretary)**  
**Brian Gough (Media Director)**

**Dave Weavill (Treasurer-Acting)**  
**Tony Galeano (Director of Coaching)**  
**Shawn Bingham (VP Programs)**  
**Josh Burnett (Equipment Director)**

All in attendance with exception of Tony Galeano, Josh Burnett

Meeting called to order at 7:42pm 02/02/2017

January, 2017 minutes accepted 02/02/2017

#### **PRESIDENT** (Dave Weavill)

- SMYSL meeting – met with club presidents. Nick Vitalis needs coach list by 2/20/2017
  - Spring season - start 4/1 end 6/10
  - No heading U12 and below
  - Code of Conduct for parents required
  - Distribute cardiac arrest information flyer to parents
  - Franchise fees \$175
  - Rainedout.com for inclement policy
  - Will go over background check information with Jim McCluney.
  - Post-Season County Tournament 6/3 – 6/ 4 U14 & U18 (SMYSL)
  - Considering sending coaches to free CPR class
  - Look into defibrillator machine for BSC
  - Include player email addresses on roster sheets this year (county requirement)
- Field permits finished except travel try-outs and summer camp (5/15/2017 travel TO, 6/5/2017 Classic TO & Summer Camp 7/17-21/2017)
- LPYSA has seven travel teams – they want to use BSC. LPYSA to only use BSC #14 9am-1pm #12 9-11am #15 9-10:30am ONLY on Sundays. We will open concession on Sunday mornings.
- WSC procured Washington Spirit season tickets. Will use as contest give-away to WSC members.
- Capitol Clubhouse procured for futsal next year. Working on a two year agreement.
- She Believes Cup tickets for March acquired
- Working with DC United for EB night thank you event. Saturday March 4<sup>th</sup>.
- DC United has a new concept preview center for new stadium.

## **VICE PRESIDENT- Programs** (Shawn Bingham)

- Travel teams are in decent shape
- U10 getting a couple of new players
- Follow up with Gary to make sure U17 & U19 boys are in Demosphere
- Combine 05 & 06 girls to make one U13 girls team. Dealing with Rob Moore to get waivers. Were sent in and awaiting approval.
- U12 Orange boys are EDP & NCSL registered – we schedule times and locations. Coach and Manager need new background check for EDP.
- Most teams are registered for tournaments
- Working on hotels for Memorial Day Ralph Downey Tournament
- Work through delinquent list.

## **VICE PRESIDENT- Operations** (Jim McCluney)

- Ordering medals for tournament
- Reaching out to recreation coaches for Spring
- Need clarifications for sponsor signs at BSC. Jim will measure and take pictures ASAP.
- Plaque for Jerry

## **DIRECTOR OF COACHING** (Tony Galeno)

- No update

## **TREASURER** (Dave Weavill)

- Account Balances:
  - Balance as of 31 January 2017: \$73,716.18
  - Balance as of 31 January 2016: \$55,333.17
  - Difference: \$18,383.01
- Good shape financially
- W2s and 1099s are all sent out to coaches.

## **SECRETARY** (Gia Lamela)

- No report

## **REGISTRAR** (Darnell Woodward)

- Spring season is paid
- Narrative for division changes submitted
- Walk-in registrations 4-Feb and 25-Feb
- Prepare bios for coaches especially for kiddie kicks

## FIELD/EQUIPMENT (Josh Burnett)

- No report

## MEDIA (Brian Gough)

- Completed Items:
  - Spring 2017 Rec Registration
    - Current numbers are higher than last year but we need a steady increase to go above 750 plus
    - All school flyers were delivered to schools
    - Flyers posted at clubhouse
    - Sending out numerous emails and postings on social media
    - Received school flyers and began distributing them to the schools
    - Posted 10 road signs along various roads and intersections (Rt. 5, Rt. 228, Billingsly Road, Renner Road, Piney Church)
    - Two signs are missing (Rt. 228)
    - Number of sign holders are bent due to natural wind and traffic wind
  - Winter Classic Futsal Tournament
    - Numbers are really low with
    - Have sent out numerous emails to Futsal team managers and to club members
    - Posted flyers at clubhouse
    - Dates: Sun, 2/19 & Mon, 2/20
    - Registration closes on 2/12
    - Registration Costs: \$200.00 per team
    - As of Tuesday, only one team has registered (CSA 03 Boys)
  - Sponsorship
    - Accepted sponsorship from Smoothie King (via LeagueSide) for the Spring Season
    - There is no cost to the club. The sponsors cover all expenses.
    - We should have received a check of \$1,000.00. Once received, I will include them on the website, at the bottom of club emails, and on Facebook.
    - LeagueSide would provide us a banner to display at Bryantown during spring games.
    - Smoothie King would like to hold at least one sample taste testing on a weekend or during a tournament. They would supply us coupons to hand out. (Must go to Martha for approval FIRST)
- Open items:
  - Spring 2017 Rec Registration
    - Continue emails and social media posts to boost registration
    - Volunteer Coaches... Do we need more?
    - Verify practice start dates for Kiddie Kicks (Mon, 4/3) & Junior Academy (March ???)
  - Sponsorships / Promotions
    - Begin sponsorship with Smoothie King
      - Get approval from Martha
      - Schedule dates for sample day
      - Receive coupons for coach's packet and posting at concession stand

- Receive removable banner for Bryantown (if allowed)
  - Sky Zone Club Night
    - Working with Sky Zone promotion manager on a club night fundraiser and promotion of Spring Registration.
    - Available days are Monday, Tuesday and Wednesday evenings
    - I am waiting on Sky Zone to provide me more info
  - Ruby Tuesday's Pancake Day???
  - Reach out to Robin Kegg – Pee Wee Soccer about promoting the club when the kids age out of her program. Provide her with flyers or other promoting items... maybe \$10.00 coupon? (Gia)
  - Continue to work on the sponsorship package... has sign been ordered for Bryantown? If not, I will remove this option in the sponsorship package so I can start sending them out to business's.
  - Continue to work with LeagueSide on identifying our sponsors as well as look for additional sponsorship assistance companies
- Website Redesign
    - Configure homepage with new content boxes
    - Should the pics of action players be removed from the sides to increase the view size of the site?
    - Check and update all links
    - Verify content
    - Setup TeamNet app
    - Configure programs and registrations
    - Archiving old images and files

## OLD BUSINESS

- Work on getting master tricounty list registration to promote futsal tournament (Shawn Bingham)
- Clarification from Martha on reason for field use denial (last weekend of March) – DW
- Inclement weather call list created? Process in writing? – JM
- U17 \$ U19 boys set-up in Demosphere?
- US Club Soccer account set-up? – DW
- Rec program coaches? – SB
- Working with DC United to organize a Thank You event for Jerry, Karen, and Rich for first game of season. (Dave Weavill)
- Coordinating with Washington Spirit to get season tickets. Help build girls program. (Dave Weavill)
- Look into usefulness of Bitrix24 software for club task management/planning/calendar (Gia Lamela/Dave Weavill)
- Implement rewards program to help recruit volunteer pool – look into DC United tickets, team award dinners, gift cards.
- Assign someone to identify/coordinate volunteers (Allison Burnett - Head/ Gia Lamela – Assist) **\*\*ACTION ITEM\*\***

- Price out professional sign for concession sign for sponsors (Angie – Crown Trophy) approved by Martha. Wall signs (no picture but year card) for sponsors (Angie – Crown Trophy). (Jim McCluney)
- Banners for courts and fields. Training shirts with sponsors – mind the rules. (Shawn Bingham)
- Looking at grants but club would need to lease or own facility. Martha is looking into providing us with long-term lease for BSC so we could qualify for grants. Look into details. This would allow us to improve lights, Bermuda grass, etc. **\*\*ACTION ITEM\*\***
- Set up incentive program – friends discount and multiple kid family program. (ASAP)
- Meeting: Dave Weavill, Shawn Bingham and Tony Galeano regarding what contract looking like going forward.
- Employed coaches need to be set up with supplies. Shawn will make order forms and price sheets.
- Dave contacting Jerry about Adidas program.
- Fundraisers ... Applebees Flapjack Fundraiser. Shawn will provide a good weekend ASAP **\*\*ACTION ITEM\*\***
- Discuss how fundraiser money can/should be spent. Not on lowering fees but rather, supplies, lights, etc. Perhaps add to James Maples Fund.

## NEW BUSINESS

- Field loading: Dave changed all Sunday NCSL games until after 1pm.
- Field loading: Send classic schedule to Rob Moore
- Field Loading: Shawn needs to add four EDP home games but needs to wait for NCSL schedule before proceeding.
- Gia talk to Robin Kegg about referrals to WSC – think about discount coupon.
- Make request to Denison about field use – give days
- Determine feasibility of consistent coaches for kiddie kicks program
- Work out approximate fees, bio, and practice days for travel try-outs. (Dave, Shawn, and Tony)

## ACTION ITEMS

Created	Action	Tasked	Due Date	Status
1/5/2017	Prepare sponsorship package	Shawn Bingham	ASAP	Open
1/5/2017	Identify volunteer coordinator	Josh Burnett	ASAP	Open
1/5/2017	Investigate long-term use of field lights	Josh Burnett	ASAP	Open
1/5/2017	Investigate feasibility of getting lease/grants	Dave Weavill	ASAP	Open
1/5/2017	Fall 2017 Coach list	Shawn Bingham/Tony Galeano	NLT March 2017	Closed
1/5/2017	E Licenses – All coaches	Tony Galeano	ASAP	Open
1/5/2017	Coordinate Spring Fundraiser - Applebees	Gia Lamela	ASAP	Open

Motion to adjourn ( 9:30 pm 02/02/2017)

Minutes Captured and Submitted by: Gia Lamela - Secretary