

Membership Report

8/5/2017 = 289 players (4 07 Girls watilisted)

8/1/2016 = 251 players

Incentive Program: 33 Referrals

Teams:

09 Boys Impact – FCYSL

08B Shock – FCYSL

07B Bandits – MRL

07B Outlaws – MRL

07B Rebels – MRL

06B Predators – MRL

06B Rampage – MRL

05B United – MRL

05B United Select – DCL

03/04B United Select – DCL

09G Sparks - FCYSL

08G Flash - FCYSL

07G Blast - MRL

06G Fusion - MRL

05G United - MRL

05G United Select - DCL

03/04G United - DCL

03/04G United Select - DCL

01G United – Tournament Schedule

99G United – Tournament Schedule

1 Yr Plan - Marketing - Recruitment - Retention - Expansion

NSCAA Special Topics Course: Saturday August 5th – Mandatory for all coaches: Coaching

Methodologies: Progressive, Phase Play, Shadow Play, Coaching in the Game, Small-Sided Games, and Functional Training Methodologies

Team Manager Meeting (Kate & Joanna) – Tuesday, 8/15, 6pm at location TBD

Pre Season Club Wide Gathering (Kate & Joanna) – Wednesday August 23, 6p, location TBD

DYSA Day / FLC Alumni Day: Saturday, August 26th (BBQ, club scrimmages)

Copa Del Sol: October 8

Player Development

Player, parent, coach expectations

League Formations

MRL meeting in GJ on August 9th

Marketing Plan – Copa del Sol & HS Boys Registration

Coach Promotion

- 1) Coach profiles on website – in progress
- 2) Announce Coach completion of NSCAA Special Topics Dipolma
- 3) Cont. Run ad soliciting coaches on website, facebook, twitter

Player Recruitment

- 1) ad in Durango P&R Guide
- 2) Work with Berzins on expansion
- 3) Use Copa del Sol to reach P&R Teams

Fundraising

- 1) Eteamsponsor Inc (individual team fundraiser)
- 2) Start annual club wide drive
- 3) DYSA Apparel website (Half Price Ts)

3-Year Plan

Improved Competition: Strive to form 6 teams in both the U-10 and U-12 age groups

Player Recruitment:

League Formations: Start league including SWL and FCYSL teams (U9-14 developmental teams)

Fundraising: Grants

Marketing / Publicity: DYSA image makeover re: cost to participate and amount of travel, social media