

Membership Report

10/4/2017 = 287 players (3 waitlisted)

9/6/2017 = 285 players (3 waitlisted players)

Player Development / Recruitment / Expansion / Promotion

- 1) Player, parent, coach expectations (see attachment)
- 2) Club Mission & Value Statement (see attachment)
- 3) Club GOAL projects (community service initiative)
- 4) HS Boys Registration (see below)
- 5) Use Copa del Sol to reach P&R Teams
- 6) Recap meeting with Becky Eisenbraun (Director of Bayfield P&R)
 - a. Bayfield P&R cost \$35/season (no online registration)
 - b. Fun team league: 3-4yr olds. One day a week, stations
 - c. PK-K league – 4yr-5yr olds
 - d. Go thru 8th. After 4th grade start to fall off
 - e. 300 kids per soccer league
 - f. Flyers in Friday Folders. Call school district: Bayfield Primary (kindergarten), Bayfield Elementary, Bayfield Middle School, and Bayfield High School.
 - g. Bayfield Parks & Rec Facebook
 - h. Send Becky emails of upcoming events.
- 7) Connect with Oscar Cosio in Ignacio – oscarcosio@hotmail.com

Coach Promotion / Education

- 1) Coach profiles on website – Finished. Will start running a “coach of the week”
- 2) Cont. Run ad soliciting coaches on website, facebook, twitter
- 3) Coach ed. Dr. Doug Miller recap: **“Connecting Increases Your Influence in Every Situation”**
 - a. Successful leaders exhibit five skills and qualities that enable them to achieve things: 1) Vision 2) Pragmatism 3) Consensus building 4) Charisma 5) Trustworthiness
 - b. Connecting is the ability to **identify** with people and **relate** to them in such a way that it increases our influence with them.
 - c. **Connecting Signals:** * Extra effort - people go the extra mile * Unsolicited appreciation - they say positive things * Unguarded openness - they demonstrate trust * Increased communication - they express themselves more readily * Enjoyable experiences - they feel good about what they’re doing * Emotional boundedness - they display a connection on an emotional level * Positive energy - their emotional “batteries” are charged by being together * Growing synergy - their effectiveness is greater than the sum of the contributions * Unconditional love - they are acceptance without reservation
 - d. The ability to connect with others begins with understanding the value of people
 - e. Connecting is all about others
 - f. **Why We Focus on Ourselves Instead of Others:** 1. Immaturity. Maturity: The ability to see and act on behalf of others 2. Ego. Leaders, teachers and coaches can develop a disproportionate sense of their own importance.
 - g. Group work where we discussed: What is Vision, Charisma, Consensus building, and Trust.

4) Next Coach Ed Night Wednesday 10/18 with Raso and Tucker

Fundraising

- 1) Eteam sponsor Inc (team fundraiser). Total Net: \$3,664.00, 14 DYSA member participated:
07B Bandits = \$1312, 06G Blaze = \$988, 03/04G Select = \$536, 05G = \$280, Rebels = \$268,
03/04G = \$200, 07G Blast = \$200, 03/04B = \$144
- 2) Starting annual club wide drive in October

Communication

1) Added Fees page under About DYSA on website

1-Year Plan

- 1) “Best Practices” manual for Directors outlining processes for handling various situations
- 2) Work on relationship with Durango P&R soccer
- 3) Partnership with Bayfield P&R
- 4) Partnership with Ignacio P&R
- 5) Partnership Cortez P&R and Tri City Soccer
- 6) Continue to work on relationship with Pagosa Soccer

- 7) MRL Spring season
- 8) Continue Club Culture/Values
- 9) Head Team Manager (Barb Phipps) - Update Team Manager documents

3-Year Plan

- 1) Improved Competition
- 2) Strive to form 6 teams in both the U-10 and U-12 age groups
- 3) Player Recruitment: Build numbers at bottom = 45 players 9U, 45 players 10U, 45 players 11U, 45 players 12U
- 4) League Formations: Start league including SWL and FCYSL teams (U9-14 developmental teams)
- 5) Fundraising: Grants
- 6) Marketing / Publicity: DYSA image makeover re: cost to participate and amount of travel, social media

HS Boys Registration Durango		Oct 6-Nov 15
Radio Station	<u>Item: PSA, Ad, Flyer</u>	<u>Date Running</u>
XROCK 105.3	PSA	10/6-11/15
Four Corners Broadcasting: KIUP, KRSJ, Radio 101, KKDC	PSA	10/6-11/15
American General Media: 92.9 The Point, 99.7 Durango Hit Music Station, 97.9 KISS Country	PSA	10/6-11/15
<u>Newspaper</u>		
Durango Herald	Sports Brief	requested
Durango Telegraph	PSA in "On the Town section"	requested
Mancos Time / Cortez Journal	PSA	requested
Parks & Rec Guide	Full pg Ad	
<u>New Mexico Media</u>		
Farmington Daily Times		
Bloomfield News		
Talon - Aztec Local News		
<u>Social Media</u>		
Facebook	Ad	posted 10/4
Instagram	Ad	posted 10/4
Twitter	Ad	posted 10/4
<u>Flyers</u>		
Grocery & Local business		
Schools bulletin boards and information tables		