

Membership Report

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

Incentive Program: 33 Referrals

Teams: 21 (10 boys, 11 girls)

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, **07/06G Blaze – FCYSL**, 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

Update: NSCAA Special Topics Course, Team Manager Meeting , Pre Season Club Wide Gathering

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

Copa Del Sol: October 8

Player Development

- 1) SMART Goal Sheets
- 2) Team Values Sheets
- 3) Player, parent, coach expectations
- 4) Club Mission & Value Statement (see attachments)
- 5) Marketing Plan – Copa del Sol & HS Boys Registration

Coach Promotion / Education

- 1) Coach profiles on website – in progress
- 2) Cont. Run ad soliciting coaches on website, facebook, twitter
- 3) Coach education Night (9/14) with Dr. Doug Miller

Player Recruitment / Expansion

- 1) ad in Durango P&R Guide
- 2) Use Copa del Sol to reach P&R Teams
- 3) Meeting with Becky Eisenbraun (Director of Bayfield P&R)

Fundraising

- 1) Updates: Eteamsponsor Inc (team fundraiser). Total Net: \$1,844 , 15 days left
 - a. 07B Bandits = \$715 (between 2 people)
 - b. 06/07G Blaze = \$1000 (between 3 people)
 - c. 03/04B Select = \$90 (one person)
 - d. 03/04G Select = \$275 (one person)
 - e. 07B Rebels = \$225 (one person)
- 2) Start annual club wide drive in October
- 3) DYSA Apparel website (Half Price Ts) – Delayed because of technical issues

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) Establish connection with Cortez P&R and Tri City Soccer
- 5) Continue to work on relationship with Pagosa Soccer
- 6) MRL Spring season
- 7) Continue Club Culture/Values
- 8) Head Team Manager / Update Team Manager documents

3-Year Plan

Improved Competition:

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

Player Recruitment: Build numbers at bottom = 45 players 9U, 45 players 10U, 45 players 11U, 45 players 12U

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

COPA Del Sol		
Radio Station	<u>Item: PSA, Ad, Flyer</u>	<u>Date Running</u>
XROCK 105.3	PSA	8/30-9/30
Four Corners Broadcasting: KIUP, KRSJ, Radio 101, KKDC	PSA	8/30-9/30
American General Media: 92.9 The Point, 99.7 Durango Hit Music Station, 97.9 KISS Country	PSA	8/30-9/30
4Corners Sports Block - FCB	request in	
<u>TV</u>		
Durango TV	request in	
<u>Newspaper</u>		
Durango Herald	request in	
Durango Telegraph	request in	
Mancos Time / Cortez Journal	request in	
<u>New Mexico Media</u>		
Farmington Daily Times	request in	
Talon - Aztec Local News	request in	
<u>Social Media</u>		
Facebook	Ad	
Instagram	Ad	
Twitter	Ad	
<u>Email</u>		
Club Contacts	sent 8/29	
<u>P&R Games</u>		
Table at Riverview & Santa Rita	Games start 9/16	
<u>Flyers</u>		
Grocery & Local business	9/6 FLC Girls distributing	
Schools bulletin boards and information tables	Flyer in for approval 9/6	