



Minutes

Durango Youth Soccer Association

Board of Directors Meeting

December 7, 2016 7:00pm

Christ the King Church

In attendance: Kate Stahlin, Charlie Milliet, Barb Phipps, Joanna Tucker, Matt Aupperle, Erika Ball, Dalon Parker, Tonya Wales, Jimmy Hall, Amanda Raso, Doug Wallis

I. Call to Order: Charlie called to order at 7:03pm

II. Approval of Minutes: Minutes Approved Jimmy motioned to approve and Erika seconded.

III. Club Business:

- a. Club Culture (Girls) - Dalon to lead..- stated that he would like more accountability from the girl players. He will not be as lenient as he has been in the past. He will have more rules and would like better parent participation in terms of commitment. Would like to make sure they are playing competitively during season and off season. He would like this type of culture to also be instilled in DYSA so that we are preaching the same principals.
- b. 1 year Strategic Plan - Kate reorganized to place some in 3 year plan.
- c. 3-year Strategic Plan -
- d. Combined Age Groups/Team Formation - Discussion
- e. Fund Raising Policy - Service Project Policy
- f. Uniform price increase 37%: Current Kit \$65.50 New Kit \$89.74. Because they have to go through a distributor instead of direct the prices went up.
- g. Increasing Competition level of opponents/leagues, etc.. - Joanna requested with Duke City that our U12 Competitive Teams get some premier team games for Spring.
- h. Expansion - Bloomfield/Aztec/Farmington Area HS Boys - one Aztec player, Ignacio has a couple of players and Kate to meet with FC United. For Girls Farmington has 9 U15G players and we have 6 would like to combine.
- i. Organic Parks - Charlie to write letter on behalf of DYSA stating we are strongly opposed to Organic Parks for Athletic Fields. Doug and Jimmy to attend meeting to speak on our behalf as well.



IV. Treasurers Report

a. Current Month Balance Sheet - Kathy was unable to attend meeting. We will review next meeting.

b. "Key" to the Budget - needs to be updated with additional detail to line items: - will review next meeting

V. Membership Report:

a. Refund Requests: None

b. Scholarship Requests: will discuss next meeting

V. Director's of Coaching Report: - will review next meeting

a. U9-U12 Teams and Coaches: sent out evaluations

b. U9-U12 ODP

c. U13-U19 Teams and Coaches.

d. U13-U19 ODP

e. Director of GK - Amanda decided that they will not hold practices last 2 weeks of practices because of schedule conflicts with tournaments.

VI. Technical Director's Report:

a. Membership Overview - 296 Rostered 306 Registered. Last year was 250

b. League Developments - SWL is crumbling. Crested Butte pulled out.

c. Strategic Plan U15 8th grade girls and Spring - see Club Business

d. HS Boys tryouts - Tyler ran the session we will have 20 U19B Players and 16 U16B Players. U18B (16 players) attending Vegas Cup. U19B tournaments Phoenix Dessert, Durango Shootout and Real Cup. U16B Real Cup and Durango Shootout.

e. Sponsorship Drive- \$20,025 Raised not including Mercy.

f. Field challenges - see Organic Parks

g. Winter FAST- Illete Fitness has 19 players signed up.

h. Futsal League - Tyler is looking into setting up for younger players

Charlie would like to see documentation per year on what worked and what did not work.

Adjourn: Meeting ended at 8:47pm

Next Meeting: January 4, 2017 at 7:00pm Place: Christ the King Church



OVERALL CLUB DEVELOPMENT:

PLAYER RECRUITMENT

Board Member - Tonya volunteered to help for recruitment in Bayfield, Farmington, Aztec, Bloomfield, Cortez and Pagosa - need coaches, fields, competition, interstate permission. Need to make marketing number 1 priority. - Tonya and Kate started a marketing plan. Have ads in color and in black and white running during

1) Board Members recruiters: 2 for following towns Bayfield, Farmington, Aztec, Bloomfield, Cortez and Pagosa - This to move to 3 year Strategic Plan

2) Durango: ads, banners, posters, flyers, attending PTA, group meetings

*use same process in surrounding towns

PUBLICITY PERSON

Board Member - Barb will help volunteer by trying to get managers to write brief paragraphs about tournament wins.

1) DYSA info out to local, regional media, team community service projects - put on radio stations, newspapers, facebook, twitter and instagram. Ads will also run on electronic board at the rec center.

2) Durango Shootout and COPA as marketing tool - set up tents and provide DYSA information (tryouts/camps/season/tournaments)

3) DYSA image make-over re cost to participate and amount of travel, social media

4) FLC/DYSA Day and DHS/DYSA Day

PRE SEASON CLUB WIDE GATHERING

Board Member - Kathy will be in charge of this event

1) All teams, parents, coaches, staff, BOD. Introduce all teams, Coaches, and managers (unification & publicity)

2) Invite local press to attend. Get club wide picture. Older teams help run event.

END OF SEASON AWARDS CEREMONY/BBQ

Board Member - Kathy

1) All teams, parents, coaches, staff, BOD. Introduce all teams, coaches, and managers and recap season (unification and publicity) - may want to reconsider FLC Concert Hall since it seems more prestigious

FUNDRAISING - Kate

1) Partnerships with local businesses/sponsors

2) Grants - will try to recruit James Crowdes help again.

3) Tools for easy donations (donate button in place) - button on facebook and DYSA website

4) DYSA Apparel (need a new vendor) - soccer stop

FINANCES - Kathy

1) Player fees, (raise them a % every year) - City is raising field prices from \$5 per day to \$3 per field per hour (Charlie would like cost breakdown).

2) scholarships

COACH PROMOTION AND RECRUITMENT - Kate

1) Publishing coach credentials on website - move to better location on website

2) Bulletin announcing completion of courses by our coaches

3) run ad soliciting coaches on DYSA website, Facebook, twitter and in local/regional publications

COMMUNICATION AND TRANSPARENCY - Kate

1) handbook - move to better location on website

2) Post the Board minutes after they are approved

3) During registration post the running totals of player numbers by age group

4) Tryout revamp: structure and communication before, during and after (DOC have plan started) - have to be registered to attend call coach identification night, only can attend upper levels if identified by coach, DOC of TD.



PLAYER DEVELOPMENT - Kate, Joanna & Tyler

- 1) curriculum: continued development, implementation, and exit standards
- 2) coach education: encourage and provide opportunities
- 3) extra training opportunities
- 4) standards: practice uniforms, lining up bags, etc
- 5) goal setting (quantitative and qualitative) - player and team

IMPROVED COMPETITION: - Kate, Joanna and Tyler

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

LEAGUE FORMATIONS: - Kate, Joanna and Tyler

- 1) academy style inter club play
- 2) start own league including SWL and FCYSI teams (u9-14 developmental teams)
- 3) Send U15-18 girls to Denver for double header/tournament style play - starting next year.

EVALUATIONS - Kate, Joanna and Tyler

- 1) Twice/year verbal and written players, coaches, curriculum, Directors, staff, leagues, tournaments, programs, club - Tyler and Joanna are setting up meetings to meet with all coaches one on one.