



## Minutes

### Durango Youth Soccer Association

#### Board of Directors Meeting

January 11, 2017 7:00pm

SkyHawk Hall Room 150

**In attendance:** Kate Stahlin, Kathy Wilson, Charlie Milliet, Barb Phipps, Joanna Tucker, Matt Aupperle, Erika Ball, Tonya Wales, Jimmy Hall, Doug Wallis, John Bernazanni, Tyler Amerman

**I. Call to Order:** Charlie called to order at 7:10pm

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

#### **III. Club Business:**

- a. New Accountant Introduction - Theresa Hillard - she was not able to attend. She is @ Fort Lewis and needs to do community work and would like to be on the board in the Treasury position. Doug questioned about the separation between person preparing the books and reviewing the books. Will discuss in fall.
- b. Combined Age Groups/Team Formation - want true age groups. Will not release team information until registration is complete.
- c. Fund Raising Policy - Request was made to change the policy as follows. "Any request that is outside of this policy must be presented in person to the Board for approval" add above comment to policy under Section 4 Fundraising Request Procedure. ii Donation Request add d) Motion to change policy will be addressed at next board meeting.
- d. Organic Parks - Doug spoke with Dean and was informed that the athletic fields would not be changed to organic (Smith, Riverview, Folsom & Santa Rita). Doug & Jimmy will go speak to make sure that the athletic fields will not change to organic.
- e. City Fields- new rates and cost differential - \$2/per hr we are requesting 2 fields for practices M-Th 4:30-7:30pm. Requesting 2 games per field on Sat at Smith. Budgeted \$1000 we are over budget based on these projections by \$188. Kathy and Kate to go back to the city and request different rates especially since the city on pays \$1 per year for Smith Complex (not including maintenance per Jimmy).



- f. Durango Shootout - to date 8 teams 3NM/1Farmington/2ABQ/2Phoenix. Hired Malec to be ref assignor he is going to recruit refs from NM/AZ/UT will pay \$2k Trevor to assist.
- g. Awards Ceremony- Board approved to increase budget and to rent the FLC facility. Barb motioned to approve and Erika seconded. \$1000 approved and facility approved. Erika will lead and Barb will assist.
- h. End of Season Surveys - We would like to see more participation in the surveys. Most of the surveys we were already aware of what was transpiring on these teams and with these parents/players. There was 1 review that DYSA was unaware of and Joanna is addressing this concern. DOC's will come up with a plan for next meeting for getting more participation. Suggestion was doing an end of the season face to face meeting and giving the parents the player evaluation at that meeting). TBD

#### **IV. Treasurers Report**

- a. Current Month Balance Sheet - see attached
- b. "Key" to the Budget - see attached

#### **V. Membership Report:**

- a. Refund Requests: None
- b. Scholarship Requests: one request for Max. Barb motioned to approve and Erika seconded. Board approved.

We have given out \$9800 in Scholarships (all scholarships were awarded). Last year we spent \$12k.

#### **V. Director's of Coaching Report: -**

- a. U9-U12 Teams and Coaches - trying to increase competition for U10 players Will most likely play local teams since that is the best competition but do competitive tournaments.
- b. U9-U12 ODP - N/A
- c. U13-U19 Teams and Coaches - due to fallout from HS boys only HS girls will attending the Las Vegas Cup. Will be setting up more opportunities for HS after season ends.
- d. U13-U19 ODP - 2 made NM ODP. CO ODP is better but schedule conflicts regular season so NM still best option.
- e. Director of GK - Amanda was not present

#### **VI. Technical Director's Report:** Per Charlie's Request...Kate to provide Technical Director's Report document prior to monthly meetings.

- a. Membership Overview - 296 Rostered 312 Registered.
- b. League Developments - Will have a SW/NE/Central Regions. Trying to set up easier schedule (travel) with playing teams closer and then setting up several games for out of town and perhaps meet in more central location.



- c. Increasing competition level of opponents/leagues, etc.- work in progress.
  - d. Expansion - Bloomfield/Aztec/Fton Area HS Boys update- trying to develop relations with coaches.
  - e. Strategic Plan U15 8th grade girls and Spring - 7 farmington girls 5 DYSA girls/ Kate is going to try to do club pass with the U14competitive team.
  - f. Sponsorship Drive- \$29,875 Raised. \$5500 in trade and \$800 coupons.
  - g. Field challenges - looking at letting Escalante go (6k for field 6k for maintenance) and just paying for Smith complex (\$5412 total) and riverview since HS is using Turf.
  - h. Winter FAST- Illete Fitness. Kate has heard a lot of positive feedback except they are in a tight space due to old location. 13 U10/ 24 U11-12/ 15 U13-14.
  - i. 1 and 3 Yr Plan update- TRYOUT dates set:
    - May 22 U13B
    - May 23 U13G
    - May 24 U14B/U14G
    - May 31 HS Girls
- Got several ads running

**Adjourn:** Meeting ended at 9:31pm

**Next Meeting:** February 1, 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.