



HSC BOARD MEETING MINUTES

10/15/2012, 7:00-8:30 pm, DVBC Round Table

Commence 7:00 PM

Attendees:

- | | | |
|-------------------|-------------------|-------------------|
| • Ellen Lawrence | • Laura Rosen | • Kristi Gingrich |
| • Andrea Barrios | • Rosana Gastello | • Lea Harrington |
| • Jill Montaquila | • Julie Hood | • Allen Troche |
| • Julio Borge | • Janine Pearson | • Loren Irwin |
| • Jon Scoles | • Greg Young | |
| • Joane Schwartz | • Laurie Wozniak | |

1. Presentation from Kelly Scott at Wilson Trophy

- will design free
- will set up at event no charge
- handed out catalog
- can provide advice on how to get sponsors and how to control sidelines

2. Minutes from last meeting (2 min)

- approved

3. Kelly Scott – Wilson Trophy Presentation (5 min)

4. Harvest Cup Update

- Last year we had 52 teams, this year we will have 72 (90 teams applied) but we do not have the fields to accept more teams
- Trophies ordered and shirts are on their way
- We are awaiting confirmation for one field
- TBD 2 is Las Juntas
 - we need combo for port-o-potties
 - whoever is field marshall will need the combo lock
 - there are two goals there (we believe belongs to PHMSA)- we need to find out if we can use them (they are currently locked) [could possibly be ours that we left there- need to find out]
 - Allan will talk to PHMSA's equipment guy Dave Killeen
- We are hoping to confirm John Sweat field- two issues [we only need one day for the tournament since we have enough fields]:
 - We need to find out why they have a trailer there
 - The field is too wet
 - And an irrigation box is in the middle of the field- needs to be covered with sod or something

- Greg will call them tomorrow to address
- We need to ensure that they will be mowed prior to tournament- the mow day is Friday, so we will need to line the field on Friday night

5. 2012 Registration Fees Update

- 10/15/2012 35 teams, 515 players, Current \$471k, Paid \$372k, owed 41k (9%)
- 9/10/2012 35 teams, 501 players, Budget \$480k, Current \$473k, paid \$360k, owed \$70k (15%)
- 7/18/2012 36 teams, 493 players, Budget \$480k, Current \$462k, paid \$330k, owed \$113k (24%)
 - * Ask other clubs how they collect fees, ideas on best practices for collecting \$
 - Julio will get names and numbers of parents to contact re payment
 - We need to start pulling passes again

6. 2012 Budget Update

- We have balanced our Wells Fargo account ☺
- Greg anticipates that we will need 25K for fields based on what we have permitted through November
 - does not include College Park but we only have approx. \$900 left to pay CP

7. Julio - Director of Coaching Update (10 min)

- Team results
 - Julio will address some issues (non-playing) with some of the teams for the younger groups [parent expectations issues]
 - Several parents from the younger girls teams came to address their concern about the “philosophy” of the club and have asked for more proactive approach from the club to let parents know the process of selecting coaches/teams and the direction the club intends to go in
 - Allen has asked for a line-item to address these concerns
 - We have a coaching prospect that is coming from AZ State University
 - Cosmos is playing well and is thus far ranked 3rd in State cup in the Red bracket
 - United took 3rd in recent tournament
 - Suggestion to ask for coaches to send updates/highlights for the past 3 months
- Indoor Soccer
 - Barb is running co-ed
 - John is running?
 - Gina is running U10-U13 boys and girls on the weekends

8. Referee update

- This year has been difficult for staffing games (all clubs are suffering except Lamorinda)
- Giants won 7-1 ☺
- Allen is hoping to have an end of the year party for refs
- Introduction to Loren Irwin who will take over Ref coordinator from Allen next year
 - Is currently ref coordinator for AYSO

9. 2013 Planning

- **Board Positions**
 - Rosanna will need help with her position (financial aid)
 - coordinator for team managers
 - marketing
- **Brainstorm 2012 Kudos**
 - Guest parent loves the Academy program (Kudos to Hugo)
 - enewsletter
- **Brainstorm 2012 Issues**
 - Proactive communication to parents
 - Payments and contracts collections
 - Team bank accounts
 - Website
 - Uniforms- the coaches decided

Next board meeting on Veteran's Day maybe

Adjourn 8:42

- **Clubhouse Pros/Cons**
- **Prioritize 2013 needs**

10. Marketing Ideas 2012/2013

- eNewsletter/Team Survey
- Advertising/Banners
- Winter Activities-PE classes, Clinics, Tryouts
- Indoor Leagues
- HSC "Wallie – Big Head" MTZ USA
- Merchandise for Kendra – Jon?

11. All - Calendar Update– Post on Web and Facebook

- Board meetings – 7pm DVC Round Table
- Harvest Cup Dates - OCT 27-28

- PE Classes
- Winter Clinics
- Tryouts