

February 25, 2018

**Attendance**

X	Wayne	X	Matt		Noe	X	Jorge	X	Nancy		
X	Kerry		Brad		Chad		Evan				
X	Mike	X	Darla	X	Jeff	X	Lisa M.				

**Club operations:**

Guest Input : None.

Minutes: Approval of January 14, 2018 minutes motioned by Mike, 2<sup>nd</sup> by Lisa, approved by all.  
 Approval of January 28, 2018 minutes motioned by Jorge, 2<sup>nd</sup> by Jeff, approved by all.  
 Approval of February 11, 2018 meeting notes motioned by Jorge , 2<sup>nd</sup> by Lisa, approved by all.

Treasurer's Report: \$119,152.48 total assets  
 \$57,500 liabilities  
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 \$117,868.38 in checking. Checks greater than \$1000:  
 \$10,000 for indoor facilities \$10,000  
 \$1916.63 to final payment to Paul Schleinz,  
 \$1,000 to Fusion (Brian Alberts and Claudiu Buoruc  
 \$1,250 First payments to Malcom and Steve, each.  
 \$2056.90 to East central for player fees.

Lisa McCarthy will be taking of treasurer as of next month. Jorge will continue to work with KASA as a volunteer.

Slightly behind on registrations. Need fundraising efforts by Andy, as a volunteer. Need about \$20,000 for this year

Kerry approved; Mike 2<sup>nd</sup>, approved by all.

Vacant board positions: Nancy is committing to the 2 - year board position with an expiration of 2019; leaving 1 board for the 2 year and 1 expiring 2018. Jorge will continue with the board as the KASA advisor.

**Committees:**

Registration: Registration represented totals are an average of three years/current and are as follows:  
 U5/6 = 68/63  
 U8-19+ = 212/202  
 Academy = 106/102  
 Classic = 270/205

Logo/uniforms: Evan's report via email/via phone:

He presented the uniforms for our approval; consisting of red/white jersey, red shorts and red socks.  
 Mike would like to see a transparent logo for the red jersey and making the red from the jersey more apparent. Evan will check with Stephens to see what the transparent logo would look like.

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DOC: Jeff: Matt, Jeff, Steve and Malcom met. Working on announcement to academy/classic coaches of the DOCS. DOCS have attended practices this past week. Want to organize coaching clinics for classic coaches with players to assist and making these clinics an E license course. Will do same with academy coach. Make mandatory for academy. Will do promotion by counting "like's and shares" on Facebook. Need bio pages done to use. Will have pictures of teams for promotion. Press release for local papers. Same press release to be placed in school newsletter. "Meet the DOC" day. Maybe a camp if time allows and looking for a host facility.

Kerry is working on marketing to the club and public. Mike doing Facebook marketing with ads as a promotion and meeting the DOCS with links. Email or ad with prizes on Facebook, ie spread the word. Maybe a "try soccer for free day" for younger soccer population.

Classic curriculum is complete with academy almost done and will be disseminated to coaches via Jeff. Continued plans are forthcoming.

Matt: Also working with DOCs and continued work for KASA's future plan.

Jorge: will DOC'S document their time for monitoring whether the time goes to KASA'S plan.

Matt: Want to see regular meeting time with coaches throughout the year.

Confirm that Andrew Sutton will be running this and maybe all Saturday's practice for academy.

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Future vision/goal for KASA: Matt presented slides reiterating what we had discussed at the 1/28/2018 meeting.

Matt highlighted what was placed in DOC contract for their purposes to be in line with what KASA'S goals are:

1. Club membership enrollment up 10% from 2017 for U5 through U14.
2. Produce 4 coaches that are certified at the appropriate level and/or qualified,
3. Create at least one boys/girls classic at each level from u11to 14. And
4. retention

Matt would like board members to take ownership of the goals we envision to make sure each goal is being worked on or working to avoid the board miss-monitoring our vision. Discussion from board. It appears we have coaches at each level U11 through U14 and club needs to make sure the teams come to fruition according to KASA goals.

Would like to see an increase in retention as well as players registered. KASA goal would be to retain 90 percent of players. Need to focus up to a certain age level and perhaps not through high school. Maybe all U5 players tracked through age 11. Evan added to continue to work on reaching kids early. Nancy suggested if we could reach out to families who have not continued to play to understand why the kids were not continuing to play soccer. Wayne believes some other sport conflicts may be a reason why kids may not continue to play soccer. Nancy would be willing to work on this area with Mike's help.

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Assigning tracking assignments to board members and it was asked who would like to take it on. Suggested by Kerry for Matt to monitor the actions of DOCS to make sure the goal of #2 to produce the 4 coaches. Steve and Jeff to monitor #3 to create a team for each gender for U11 through U14. Jorge suggested to have survey as to why players continue to play soccer. Lines 1 is a marketing area and assigned to Kerry, Jeff and Mike. Nancy to take on line #4 and contact Noe to assist Nancy. To close we will continue to discuss progress at other board meetings.

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Other: Expected to have about 27 recreational teams for this season. Darla to call Jeff for pricing on recreational jerseys both cotton and moisture wicking jerseys.

Regarding academy perhaps uniform could be jersey only as a requirement.

Waiting to hear from Ryan McGinnes regarding open gym/indoor field availability for KASA practices.

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Meeting adjourned at 8:20 p.m.; motion to approve Matt; 2<sup>nd</sup> Nancy.  
Next Meeting: March 11, 2018 – 6:30 p.m. Kimberly Municipal Building