

January 28, 2018

### Attendance

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

### Club operations:

Guest Input : Nancy Krueger came to our meeting and possibly interested in the board.

Minutes: Kerry motioned to approve December 10, 2017; Evan 2<sup>nd</sup>. Approved by all.

Treasurer's Report: No report.

Vacant board positions: One vacant position for 2019 expiration; and two for 2018 expiration. Mike nominated Nancy Krueger as a board member; 2<sup>nd</sup> Darla. Nancy accepted nomination. It will be determined which year Nancy will fill at a later time.

### Committees:

Registration: Registration represented totals are an average of three years/current and are as follows:  
 U5/6 = 36/36  
 U8-19+ =123/118  
 Academy 94/94  
 Classic 260/200

DOC update: Matt and Jeff did not have an opportunity to meet with Steven and Malcom together. Still in discussion phase at this point regarding their availability in terms of hours of their time. The board has expressed confidence in Matt and Jeff to work toward an agreement with Malcom and Steven regarding the DOC contract and position(s). Discussion from board as to how many hours club requires for the DOC position to effectively run. At this time, club feels an average of 10 hours from each may be sufficient.

Logo: Chris McCarthy had results of voting on the logo design. After the voting results, logo labeled "F" out of the 6 logos, had most votes. Motion to approve "F" by Matt; 2<sup>nd</sup> by Jeff; approved by all.

Future vision/goal for KASA: Matt presented board with PowerPoint of a strategy triangle and is a framework for board to establish vision; align goals, clarity for communication and score card of how we are doing as a club, i.e., how to do we know its working? Discussed vision statement, mission and goals desired. Looked at current vision statement and board agreed still relevant today. Mission statement is still relevant.

Goals: Matt's uses SMART goals method.

At this meeting we will start with goals. Evan suggested to present our goals to DOC.

Brainstorming ideas:

Matt: aspire to have a classic team at every age up to U14.

Wayne: soccer as the preferred sport for the youth.



- Mike: goal for our classic teams for them to have more success at each year moving forward.
- Kerry: retaining and increasing enrollment by 10% each year
- Matt: coaching competency for coaches within club for all coaches to have an E license or better measured by survey
- Jorge: to have KASA'S own indoor/outdoor fields
- Kerry: increased level of technical skills
- Jorge: increased awareness of KASA players on to play post-high school play
- Jorge: 90% of kasa's penetration in the community to 90%

At this time Matt suggests thinking about comments and bring more ideas/comments to future meetings.

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Other topics: Noe suggests enlarging KASA's advertisement to be placed in KASD bulletins. Kerry suggests spending about 15 minutes each meeting on marketing. Need an increase in knowledge to community about our U5/6 program.  
Jorge: Reimbursement table had been revised and made available to public.

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USSSF grassroots: New licensure to be established for coaching. There's a 20-minute coach presentation. Jeff discussed what can be learned from this coaching presentation(s) and offered this information to the board for their learning.

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Sponsorship: Sponsorship letters had been mailed by Brad.

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Other: Jorge: suggests approval for policy and procedures to be discussed and approved on the 2/25/18 agenda.

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Meeting adjourned at 8:30 p.m.; motioned by Jorge, 2<sup>nd</sup> Jeff; approved by all.  
Next Meeting: February 11, 2018 – 6:30 p.m. Kimberly Municipal Building