

River City Youth Soccer League Board Meeting
April 22, 2015 - 7:00 pm
Mountain Mikes - 1319 Fulton Ave, Sacramento, CA

- A. Call to Order (7:05pm)
- B. Roll call (Sign in on sheet) In attendance: Eileen Peebles (President L), Mike Dallas (Vice President L), Shannon Hall (Registrar L), Jeni Diaz (Secretary L), Geoff Margolis (Referee Coordinator & PAD Chair) Greg Andrews (Del Dayo (DD)), Terry Hendrickson (Rosemont (RSC)), Garrett Morgan (Arden Park(AP)), Steve Teeters (Sierra Oaks(SO)), Mike Fitzgerald (Union Sacramento F.C.)
- C. Introduction of Guests/Vendors
 - a. Sacramento Republic FC- Kenny Cooper - Overview of their program 7:21pm
 - i. MLS we are closer today 9,000. Goal for 2015 9,100 tickets sold.
 - ii. Club partnership program to bring all Leagues and clubs together to bond everyone. We bring
 - iii. Camps and clinic at Union F.C. was a great break out and we are glad to have our coaches reach players, coaches, and communities. Would love to do that again.
 - iv. We would like to carry this over to the futures years. Soccer is such a communal sport and why not do this are Republic games. We are trying to be all inclusive and transparent so we are reaching out to all avenues. We do this as an academy for kids that can't afford to come
 - v. Unfortunately only have 9 season tickets left this seasons, 25 season tickets are more we would get logo put on door (7:41)
 - vi. Group day give RCYSL to give us a game 25 tickets or more photo, 250 or more gets VIP with coach or player. We would give them 3 dates that we would like to attend and they will book the seats
 - vii. \$500 to reserve game day, \$250 if going as a club.
 - viii. We accept any new business. 103-118 we will count toward 25 ticket range.
 - ix. Sign 4x4, logo on website as a club partners, bulk opportunities.
 - 1. How much website traffic does website receive? 80,000 facebook.
 - 2. Since only 9 tickets (\$275 per ticket) left can we get the same benefits as same as 25 tickets?
 - x. Next is 9 Grand.... From referee stand would be nice to throw to referees to exceptional referees. From marketing perception, \$2500 from a business aspect. Would it be worth it if we only get the 9 seats?
 - xi. Access to clinic for cost of \$200 per player. If we purchase 25 what is the cost of clinic? Can they come out to our May 30th Coaches Day?
 - 1. SO-vote next year
 - 2. Geoff- if we are looking at it from a marketing
- B. Secretary's Report- Approval of Minutes from previous meetings approved
- C. President's Report

D6 meeting – a.)Cal North asked for attendance by the Directors of coaching attempting outreach to inform competitive programs as to the relative value of Cal North to US Club especially in light of misinformation campaign by US Club as to Cal North rate increases. Had about 40-50 people attend. b.) Watering the fields for community sports is last priority for many school districts. Scott Embry, grounds keeper for Cherry Island, offered suggestions for best efforts watering practices in drought situations to create usable fields. Del Dayo is moving forward to pay for sprinkler heads. Prepare a recommended cleats list in light of anticipated field conditions. Distribute to all parents/club and via our website.
- D. Club Manager's Reports
- E. Officer's Reports
 - 1. Vice President
 - 2. Sportsmanship
 - 3. Secretary

- 4. Treasurer
 - a. Club monthly Minutes
- 5. Registrar
 - a. Club Treasurer monthly Reports- Request for treasurer's report to be emailed by this Friday.
 - a. Players Photos- purge if Feb. 1st 2015 of uploaded will be purged non that were upload April 1st this year.
 - b. Numbers are up a little u6 is still down but will increase with time.
- 6. Referee Coordinator
 - a. Need to visit referee payments, will Clubs move to GameOfficial for payment?
 - b. District referee meeting, Chuck Pirone: Changed the structure of the Grade 8 course discouraging Grade 9 courses. We'll proceed with the revised Grade 8 course involving online homework, 2 classroom sessions, 1 time field. May 30th & June 20th as the two courses. If we follow previous 3 years, we are looking at mid-August. Will need some help with location. Geoff will send Eileen dates by May 5th what the dates are for the Grade 8 Course.
 - c. Dan Winslow is BAC new Referee Coordinator. All clubs have Referee coordinator
- 7. Coaching Coordinator
 - a. Coaches Day – May 30
 - i. Cal North will conduct Coaching class for F license for field component. Time to be announced.
 - ii. 3 dates from each clubs for setting F field component sessions. May 30 (Off the wall) June 27th (Cresta Park in Arden) are already set. Cal North charges \$550 for the course. Sierra Oak will host at Sierra Oaks but will schedule closer to the last minute, August. 20 max in each course. Please go back to what your records to see what you charged outside attendees. For consistency all agreed to charge \$50 person for class no matter which club is hosting.
 - iii. Coaching Proposal- Union FC will come to help coaching will coaching coordinator position. Union is willing to put on clinics for all clubs, they would like each club to attend. And would like do it by age bracket. Couple classes in each division U6, U8-10, U12-18. Preference is u6-u10.
 - iv. Coaching coordinator - the role to improve to feedback and provide relevant resources to coaches via good web resource, in person classes and clinics. We are looking to host the recreational web based recreational coaching certificate program that was replaced by the new USSF F online component for the grandfathered licensed F coaches.
- 8. Scheduling Coordinator
- 9. Webmaster
 - a. Make sure our websites are consistent that player day, calendars, coaching and parent ethics are up to date. Make sure all links are useable, coaching classes.

F. Old Business

G. New Business

a.) Marketing Registration Flyers- requested flyer templates from Cal North to drop in Club and RCSYL logos for marketing materials to leverage our marketing efforts. Wilson Trophy provided the RCYSL logo file used to create our referee coins. Cal North/RCYSL branded flyers will assist in growing the FEC Club into its underserved areas where there is AYSO competition. Intent is to generate flyers in keeping with the SO suggestion to create a cohesive marketing effort for the areas the clubs intersect such as preschools, school districts etc. b.) Inside publication- deadline for June publication is May 5th with we want them to design May 10th if we provide design. Perceived value is reaching straggler or late comers to sign-ups due to the deadlines. Are the clubs funding or League? Quarter (\$400) to half page (\$609). Promotional code so we know where they saw the flyer, possibly to waive late registration fee. Nextdoor would be free publications Try 1 \$400 ad to see the response and focus on the free avenue. Just to see the value and re-discuss next year if more ads would be worthy. – vote is “no” on proceeding with Inside Arden publication for current year. Clubs can pursue Nextdoor postings . Opportunity FEC, Park and Rec having a food truck on May 10th.

H. Good of the Game

I. Adjournment (8:52pm)

Next River City Youth Soccer League Board Meeting on May 20, 2015 - 7:00 pm located at Mountain Mikes - 1319 Fulton Ave, Sacramento, CA