

## **STINGER SOCCER CLUB**

### **MINUTES OF BOARD MEETING CONDUCTED ON FEBRUARY 13, 2013**

**Members Present:** Mary Kladde, Amy Saxton, Mark Barton, Suzanne Langer, Dan O'Neil, Peter Mason, Larry Cianci, Jenny Brook

**Others Present:** Zac Crawford

The meeting was called to order.

#### **Minutes for December 19, 2012 Approved**

Upon motion made and unanimously approved, the minutes for the December 19, 2012 meeting were presented and approved. The minutes are posted to the Stinger's website. There being no action taken by the Board during the January meeting, no minutes were prepared.

#### **General Manager Report**

The General Manager's report in the form attached was reviewed and discussed. There was extended discussion concerning Stingers working with Evergreen High School on developing a level 3 girls' team. This affiliation will benefit development of the Stingers program. Coach Jared Cumming will be completing his obligation to Stingers this spring and has elected to move on to different opportunities next season. A special thanks to Coach Jared for his work and commitment to Stingers. Further discussion occurred concerning Coach re-alignments. Extended discussion occurred about cause for low registrations in our winter programs and proposed solutions. Further discussion concerning referee clinic and opportunities.

#### **Financial Report and Budget**

Updated financial reports were circulated and discussed. Discussion focused upon sponsorships and donations as well as writing a Colorado youth soccer grant. Inherent fluctuations in revenue and expense against budget line items noted and addressed. Discussion focused upon efforts to support sponsorships and fundraising as possible revenue producing components. It was noted that after school programs creates exposure for Stingers but is not typically a revenue producer.

#### **Marketing/Fundraising**

Public relations consultant Andrea Brito-Amadore was discussed along with associated cost. Investment generally supported by Board with understanding that discussion as to utilization of funds and exposure for Stingers shall be made by General Manager. Further discussion occurred concerning Board support for raising additional revenue through additional strategies to increase sponsorship and fundraising. Agreement among Board Members that a public relations effort would benefit from focusing upon opportunities created by coaching, scholarships, community focus and leadership development.

**New Business**

No new business matters were addressed. The next meeting will be held on April 10, 2013. There being no further new business, the meeting is adjourned.

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Jenny Brook, Secretary

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