

Stingers Soccer Board of Directors Meeting

Minutes November 13, 2013

Members Present: Dan O'Neil, Peter Mason, Mary Kladde, Jenny Brook, Amy Mason, Suanne Langer, Larry Ciancea, Mark Barton

Other Present: Mark Burfeind

The Board met on November 13, 2013 at the Singers offices located at the Stone House. The meeting was called to order at 6:18.

MARK BURFEIND INTRODUCTION

Mark Burfeind was introduced as the new Executive Director of Stingers! He gave an overview of his personal and professional background.

EXECUTIVE DIRECTOR REPORT

Mark and Peter gave the following report. Overall we continue to slip in Fall and Winter camp net revenue. Our projections now have grown to about \$24,000 in loss for the year. Coupled with our budgeted \$16,000 surplus (which won't happen) that means we're truly off by about \$40K. We're at the break even point for programs in November and December. The January and February programs are yet to begin truly enrolling. We will be selling our after school programs at elementary schools prior to Thanksgiving.

Henry hosted a coaches meeting for U9 and older coaches last week and the coaches shared their challenges and successes for the year. We are looking at creating capacity for our U9-U10 programs in the Spring so that there is room for any new players to join us. We are also looking at how to create more balanced player numbers across our teams for ages where players are shared (U11-U12G, U14G-U14G, U9G-U9B, U11B-U11B, U10B).

We are working at marketing programs for the winter, setting up spring registration and marketing that as well. Mark came on board yesterday (Tuesday) -- welcome -- and we're very glad to have him. We want to get

Mark on board and his feet under him as quickly as possible. The AGM is coming up quickly.

Winter programs have enrolled for session 1 (November-December)... we essentially broke even

- Just 4 Girls (8)
- Monday Moves (9)
- Game Nights (11)
- Strength Conditioning and Injury prevention (14)
- Academy Skills Training for 3 age groups (U8-U10, U11-U12, U13-U15) (24)
- Offering week 2 for free and join for 4 weeks price after that session to attempt to top off enrollment
- All programs onto the website
- All programs into Got Soccer

Session 2 programs are enrolling as well (Jan-Feb)

- Back to School Camp
- Just 4 Girls (1)
- Friday Moves
- DPP Winter Intensive (3)
- Keeper/Finisher (6)
- Game Nights
- All programs onto the website
- All programs into Got Soccer
- After School Programming ready for 6 schools (5-7 weeks each)
 - In Got Soccer
 - On website

Season:

- Season ended on 11/10/13 with a final U10 game.
- Rec/elite Coaches meeting held on 11/6 with 8 coaches attending
- Andrew has emailed all Dev coaches and parents with Season ending thank you
- Pete and Andrew met to determine next steps for Andrew and meeting with Mark this week to review
 - Andrew starting to plan half day programs for spring (3-4)
 - Andrew planning babysitting nights with SLC (3)
 - In conjunction with Mark and tentative
 - Andrew and Pete taking on short-term SLC work and meetings with group
 - Andrew will be available to help with Clinics as needed

- Andrew will plan on 5 hours a week through Jan 1 as transition to Mark (roughly 20-30 hours)
- U15B is forming and has registered 4 so far with about 16 total confirmed players.

AGM Meeting and Board Elections

The Stingers annual meeting is scheduled for Wednesday December 11 at the Fire House at 7. The agenda will consist of introduction of new board members, Executive Director state of the union, Board President state of the union, officer elections and any new business.

We are currently recruiting new board members. There are a few parties interested. George and Larry also may stay on as well. The board is comfortable adding as many as four new board members to the group. Any interested board members are to send a letter of interest to Dan O'Neil.

MARKETING

- Emails to membership
- New After School Fliers produced and coming in this week
- New Stingers Postcard produced for Schools and handouts this winter/spring to push Spring enrollment (Dec-March)
- Ad for EPRD finished - goes into Winter Rec program to 20,000+ local residents
- New ad produced for Serenity

UNIFORM AND GEAR

Pete met with Nigel from Soccer Stop and recommends leaving UA.

- See proposal to go to Nike for new gear and clothing effective June 1, 2013 -- pending final board approval
- **Recommendation:** Go with Nike. Mark plans out communication to membership (January, March, May, June). Notify Nigel by January 1 to place order. Put in place new plans for team formation and ordering (earlier). As of June 1, 2013 all uniforms (U4-U16+) are with Nike. Provide leniency in year one regarding uniforms. All DEV programs go to a standard kit (U6-U8). All REC and ELITE (U9-U16+) programs go to same kit. Decide on simple shirt for U4-U5. The board will also collect old uniforms to give to players so players can get through the spring season without buying new uniforms.

OFFICE SPACE

- Met with Catamount Constructors re office space -- in Castle Court (across from the Evergreen Fire Station)
- Geoff Wormer is willing to go to \$425/mo
 - indoor storage and wifi included for the space roughly 11x15 + a short hall 5'x10' -- about 200 sqft.
 - shower, kitchen and possible meeting space in the building. Plenty of parking in that area. Far better space with windows, professional atmosphere, card locks.
 - 1 phone for \$50 and internet for \$30/mo (\$60/mo after first 12)
 - There are some install costs for phone that we will have to incur into any location.
- Temporary option: There is a large unleased space available for \$300 a mo until it is leased. This could be a temporary solution if we wanted to look around and save money while we did it. Both Geoff and Kathy said we would get at least 30 days notice, but that this space ISN'T moving quickly so we could easily be in this temp space for 6 months (\$ saving).
- Spoke with Kathy who manages the CC building space and also Bergen Village (across from King Soops) and this is a better deal (Castle Court) than at Berg Village, Higher price at BV.
- Stone house is \$695/mo (lease ends on 11/30) includes storage shed, phone numbers, wifi, internet, receptionist, conf room and space, kitchen
 - Doug willing to go to \$650/mo to keep us at the Stone House.
 - The issue is actually the space -- unprofessional, dark, dank, no true window, smells of mold in the morning,
- **Recommendation:** Move to Castle Court effective Dec 1. They will knock in new door for space for free -- 3 year lease at \$425. Get 1 phone line, and determine if free wifi at location is fast enough. If not get DSL. Use the storage there on site and evaluate EPRD storage option out at Marshdale. We'll save about \$1000 this year and about \$2000/year in the future, and have a more professional location.
- **MOTION:** Dan made a motion to move office space to Castle Court. Amy seconded the motion. After discussion the motion passed! Peter and Mark will finalize lease and commence moving the office space.

FUNDRAISING

We made \$150 through dominoes and we'll make more through partnerships for End-of-season parties through Tuscany and Beau Jos.

MOTION: Mark made a motion to go into executive session. Larry seconded the motion. It passed and the Stingers board went into executive session at 7:25.

The meeting adjourned at 8:10.