

STINGERS SOCCER CLUB

MINUTES OF BOARD MEETING CONDUCTED ON MARCH 12, 2014

Members Present:

** This meeting was done via a conference call and Click Meeting*

Amy Saxton, Mark Barton, Suzanne Langer, Pete Mason, George Pardo, Mary Kladde, Larry Ciancia

Others Present: Mark Burfeind

The meeting was called to order.

General Manager Report

Mark Burfeind reported that the season was gearing up with tournaments starting over the weekend and all teams are starting practices.

Board Discussion of Stingers Branding

- Discussed history of Stingers and what it has represented in the past. Stingers bringing kids together. Shared examples of things that used to represent Stingers.
- Turning the corner financially / decreasing red ink in our club
- Stability as a club - human assets improving

Questions asked about the club:

- Over 10 years Stingers has been on a small decline and branding may play a part?
- What type of a club do we want to be?

Board agrees we want to be a stronger club from top to bottom

Board went through the Stingers-branding-rationale report created by Peter Mason and the branding committee. Discussed options, reservations and opportunities.

The board voiced no disagreement to form a committee to look at all options in front of Stingers in the space of the next 3 weeks and return to the board on April 2 with recommendations.

All board members are excited by the changes ahead and looking forward to what the committee finds.

The Branding committee

Mark Barton, Pete Mason, Larry Ciancia, Catie Callender, Amy Mason, Mark Burfeind

New Business

No new business matters were addressed. The next meeting will be held on April 2, 2014. The meeting is adjourned.

Larry Ciancia, Secretary