



MINUTES OF BOARD MEETING CONDUCTED ON October 14, 2015

Members Present: Michelle Couch, Lynne Roy, Tammy Caison , Jessica Jay, George Pardo, Catie Callender, Mark Barton, Larry Ciancia, Dave Stewart

Others Present: Mark Burfeind

The meeting was called to order 7:11pm

Approval of minutes

Previous minutes for the September 2015 meeting were unanimously approved.

ED Report (7:12pm-7:46)

Budget Review

- C.Callender to send a template to M.Burfeind on what we would like to see for a monthly budget review

Uniform Supplier Review

Soccer.com to be the new supplier of uniforms

- M. Burfeind traveling to Soccer.com headquarters in December to review product for new uniforms
- Goal is to switch club in Fall 2016 to new uniforms
- The following Colorado clubs use soccer.com: Broomfield, Pride, Boulder and Skyline
 - o M.Burfeind has discussed with their leadership teams for references.
 - Customer service seems to be very good.
- Existing contract with Soccer Stop
 - o M. Couch and/or J.Jay will review letter of intent to Soccer Stop
- Concerns
 - o Board expressed concern over changing uniform after 2 years.
 - M.Burfeind explained it is standard to change uniforms every 2 years due to the fact that manufacturers will only guarantee product to stay in stock for 2 years.
 - o To assist with expected pushback from families regarding new uniforms
 - Warm-ups and backpacks will be an optional item to purchase
 - Soccer.com has a ball, shoe, shin guard package (discounted)
 - M.Burfeind to ask about a discount on cleats and get coupons
- Additional items on uniforms
 - o Nike has field player gloves and beanie...looking to offer for players (for consistency during cold weather)
 - o Set up a time to collect old uniforms for soccer without borders. Consider collecting when trying on/sizing uniforms and give \$10 coupon toward new uniform

Strategic Planning (7:46pm – 8:48)

M.Burfeind reviewed the following preliminary strategic planning initiatives:

1. Expansion/Alliances with area towns: Georgetown, Fairplay, Idaho springs, 285 Corridor, Golden
2. Coaching goal: assigning the right coaches to the team.
3. Player Development: succession and development plans for each player.
4. Year Round Club (summer camp, colleges, indoor league) partner or alliance with other options
5. Growth Goal: do we want to grow, do we need to expand? We don't want to grow for sake of growing.

- 1-Year Goals

- Indoor league
- Add programming – Junior Academy (U7 – U8)
- Add developmental coaching support – Coaching education and equipment
- Increase registrations 10% yearly – Marketing, recruiting, overall quality, club partnerships, and facilities.
 - Market to Golden daycares for U4 and U5.

- 3-Year Goals

- Developmental – 510 registrations. All U7 and above coaches with a USSF F License.
- Academy – 120 registrations and 12 teams (6 boys and 6 girls). All coaches with a USSF D license.
- Advanced – 163 registrations and 16 teams (8 boys and 8 girls). All coaches with a USSF D license.
- High School – 90 registrations and 6 teams (3 boys and 3 girls)

ED and Executive committee plan to meet to review strategic planning.

Additional Agenda Items (8:48pm-9:17pm)

Adjourn 9:17pm

Next meeting on November 11, 2015 at 6pm

Lynne Roy, Secretary