



MINUTES OF BOARD MEETING CONDUCTED ON DECEMBER 9, 2015

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

Not Present: Tammy Caison

Others Present: Mark Burfeind,

The meeting was called to order 6:03pm

Approval of minutes

Previous minutes for the November 2015 meeting were approved.

Introduction of All BOD - Members running for election or re-election brief description of themselves

101 people voted online

Election of BOD – (6:07-6:09)

- November 2015 meeting were approved.
- Motion to re-elect Catie Callender- approved unanimously
- Motion to elect Scott Martinez- approved unanimously

Election of AFC Executive Committee – (6:09-6:11)

- All Executive members just completed year 1 of their 2 year commitment. No election needed

Executive Director Presentation – (6:11-6:58pm)

- Long Term Goals Presentation
 - Will go on website
 - No changes made from the BOD
- Soccer.com Presentation – Uniform
 - M. Burfeind visited soccer.com in North Carolina
 - Phenomenal facility
 - “Player Pass”—each player has their own site with all approved items (required and optional)
 - Customized items ship within 7 days; some non-customized items ship same day.
 - Customer Service Process impressive
 - Ten percent cash back at the end of the year toward the club- goes toward general fund
 - Sticking with Nike uniform
 - M.Burfeind to inform Soccer Stop that we are changing vendors
- Member Survey Presentation
 - 180 respondents
 - Is your child enjoying soccer 67% (excellent) 18% (good)
 - Having fun 93%-yes
 - Would you recommend 92%-yes
 - Results will be sent to everyone
 - Of the 180 respondents: 55%-developmental, 25%- academy- 23%-advanced, 2%-HS
 - By age group u5-8, u6-3, u8-23 (see results)

- Social Media Usage: Facebook-83%, Twitter-44%, Instagram-31%, Snapchat-13%
- Working with high school (see George pardo email)
- Birth Year Update
 - Older grade 8 and younger grade 9 players issue. U15 8th graders CSA working through solution
 - 80 people at meeting.
 - Only time people play up is when Altitude coaches initiates with family
- Budget Review
 - Will be emailed

Additional Items – (6:58-7:13pm)

- King Soopers- change in staffing at Kroger which has delayed program. M to follow up
- Colorado Gives Day- suggested to look at this for 2016

*Budget only meeting scheduled January 14 6pm;
Next meeting on February 10, 2016 at 6pm at the Altitude Offices*

Lynne Roy, Secretary