

**Essex United Soccer Club**  
**August 11, 2008**  
**Meeting Minutes**

**Present:** Garry Malle, Kim Drury, Steve Wildermuth, Tammy Abajian, Justin Janaro, Cheryl Bowers, Kristen Lyon, Jennie Barnao, Kay Maloney, Tom Palin, Toni Finnegan, and Randy Darden

The meeting was held at the Lincoln Inn Restaurant and called to order by Steve at 7:05 pm.

The June 2008 Meeting Minutes were reviewed by the board. **A motion to accept the minutes was made by Garry, seconded by Tammy and the motion passed.**

**Treasurer's Report:** Kim provided an interim summary of accounts for June 2008 via email to the Board in July 2008, providing a balance sheet as of 6/30/08, an Income/Expense Comparison from 1/1/2007 through 6/30/08 and a Cash Flow report for June 2008. This month a summary of accounts and Cash Flow report for July 2008, as well as an Income/Expense Comparison report dated from 9/1/06-7/31/08 was provided to reflect seasonal growth/activity. Such reports were crucial when reflecting all previous and current income and related expenses in order to consider registration fee recommendations for the upcoming season. Kim diligently provided the Board with the Budget statistics for the year 2008 and the current income/ cash flow. At this point in time the 2008 budget and total expenditures for the year are evening out. The Board is still awaiting several more sponsorship monies that will be reflected in the season end activity report at the end of August of 2008.

Upon review of the current budget, regulated expenses per player in the past, and expected short-fall in income, the board considered raising registration fees to cover the associated costs. After much time weighing risks associated with raising tuition, Kay motioned to increase the U6 program by \$20.00 to \$80.00/player (from 60.00/player last year); raising U8 program by \$10.00/player to \$90.00/player (up from 80.00/player last year); and raising U10 and older group 35.00/player to \$160.00/player (from 125.00/player last year). The Board agreed to pass the motion with 10 in favor, 1 opposed, and 1 undecided.

Kristen and Kay suggested that the Board consider implementing a discount for additional siblings at all levels, not just at U10 and above, as noted currently. Tammy agreed to discuss the logistics with Blue Sombrero around reprogramming the system to allow for additional discounts that may help recruit additional players and aid in retention in the long-term.

Over the next 2 months the Board will be expected to focus on generating a new Budget for 2009 and will be voting on the plan at the end of the calendar year.

**THANK YOU KIM FOR ALL YOUR HARD WORK AND EXPLICIT DOCUMENTATION!!**

**Registrar's Report:** Tammy provided the Board with an organized outline incorporating pre-registration as well as systematic needs for the upcoming season. The Board unanimously agreed to maintain consistent registration dates in Early September to give ample time to coordinate try-out dates and complete VSL and VSA state regulations and administration tasks. The Board also agreed that hosting physical registration site was imperative for accessing those families who do not utilize the web and have more questions regarding EUSC. The registration dates set for 2009 registration will be 9/3/08 and 9/9/08 from 6:30p.m.-8:30 p.m. Steve has agreed to check-in with the Essex High School for lobby availability. Garry has also agreed to solicit Brownell Library space in order to access online services if the high school is not available. Jennie has agreed to utilize her wireless card on her laptop to help facilitate online registration. She will be checking service capability at the High School in the next couple of weeks.

The Board discussed several effective way to market or advertise 2009 Registration. Tammy agreed to mail and email postcards and informational flyers to all families in our system advertising when registration will be open. Tammy also agreed to post flyers on the local school bulletin boards and the kiosk at the Tree Farm. Kristen will contact the Essex Reporter and the Burlington Free Press to advertise the public service announcement. Kristen will also contact local radio stations to inquire about making public announcement during the week of registration as a reminder to families. Garry and Steve have agreed to update the banners for placement in the community, as well as pass out information at the High School soccer games as well as during the first weekend of the Essex Recreational Fall Soccer program.

The Board reviewed the current forms utilized in the registration process. Tammy noted several discrepancies between the paper form and online service. Tammy will contact Blue Sombrero to insure that the refund policy, photo publicity information, financial aid information, as well as medical release information become required fields online. Kay suggested that Tammy also discuss privacy clause with Blue Sombrero to avoid unnecessary SPAM filtration or violation of confidential information. Tammy has agreed to discuss this with the technical staff as well. When reviewing uniform information (online and paper form), Jennie suggested having less size options to minimize confusion for families when uniforms are delivered. The Board agreed that there needs to be a noted size discrepancy online to minimize the returns. The options still need to be made available for families if they need more individualized flexibility when ordering.

Overall, Tammy stated that she anticipates a more streamlined registration process online and families can expect less duplication of input, clearer directions, and immediate confirmation of registration. Tammy noted that for those that registered online in the past all of the player's information has been saved in the system and they will not need to re-enter demographic information unless needing to update or change. Tammy also noted that Blue Sombrero has agreed to refund the \$3.00 processing fee/player to make any necessary changes in the system when transferring information upon registration or thereafter.

\*\*update by Steve per email to the Board on 8/12/08, Essex High School is available to host registration nights on 9/3/08 and 9/9/08 from 6:30-8:30 p.m.

**Tournament Report:** Cheryl is still in the process of receiving feedback forms and acknowledging the satisfaction from this year's tournament. All and all it was remarkably successful and generated over 10,000.00 in revenue for the club which was amazing! There were no problems to report. Parking went smooth and the volunteers followed through! Looking forward to further success next year!

**Equipment Coordinator Report:** Toni provided the Board with a 2008 EUSC Equipment Expenses report that indicated totals just shy of 1000.00 for the year. Toni indicated that storage space may prove to be a problem in future years as much of the current equipment are being stored voluntarily by coaches. In the future the Board may need to consider a more organized space to hold all equipment and uniforms if necessary. Garry offered additional storage space if the Board desires to consider this for future seasons. When putting the budget together for next year, Cheryl noted that the Board may want to calculate the number of balls in stock, as additional balls were purchased for the tournament and the club may have a surplus for future usage.

**Uniform Report:** Jennie indicated that only 4 pair of shorts from the U14 B Boys team were not picked up at the end of the season. These shorts will be donated to the uniform supply. Jennie is already planning for the upcoming uniform order and will be working with Tammy to get the registration information in order to place the order by mid-December 2008. Jennie continued to state that she is optimistic that this season will be more organized and hopeful that team uniform coordinators will work with her individually to resolve any potential conflicts before the season.

**VSL Report:** Tom reported changes within the VSL and VSA organizations regarding putting pressure on clubs to complete division-wide placements as early as November 15<sup>th</sup> for U14 and higher. Tom stressed the importance of coaches to be mindful of their teams placement early on in the season as VSL begins to coordinate schedules immediately. Steve acknowledged need to work more closely with Tom and Ed, EUSC Coach Coordinator, to ensure that coaches begin contact quickly with their players and families to complete essential administrative tasks to make organizational planning more effective and efficient for the Spring.

**Tree Farm Representative Report:** Per Kay and Cheryl there will be a Tree Farm Board meeting coming up next week. More information will be provided at a later date. Board is still looking to find a representative for this position to serve as a liaison between the EUSC board and Tree Farm board.

**Coach Coordinator's Report:** Ed not available to report. Steve to be in contact with Ed to begin process of recruiting coaches for season, try-outs, and organizing seasonal expectations (i.e. coaching clinics, facilitating parent meetings, reviewing expectations within VSL standards, etc).

**New Business:** As the Board considers increasing administrative tasks and technical support through marketing EUSC, Randy suggested considering switching our current website server over to Blue Sombrero to help streamline domain. Questions from the Board included necessity for change, amount of additional support gained, cost, and how the services will be individually updated. Tammy agreed to ask Blue Sombrero more about their joining services and whether switching servers would offer our club greater benefits and at what cost. Tammy will report back in the next month or so, as our contract with Blue Sombrero has been reinstated for this year.

**Old Business:** As a follow-up with accessing club photos, Justin spoke with Actionphotos.com out of Manchester, NH. This service provides on-site equipment to generate action photos “on demand.” Justin asked for a quote and was directed to another staff member. Justin learned that a portion of the monies earned will be given back to the tournament as a donation. He has agreed to follow-up with the company and obtain further information for the 2009 EUSC tournament.

Our next meeting will be held on Monday, September 8<sup>th</sup> at 7 p.m. at the Essex High School.

A motion was made by Justin to adjourn the meeting, seconded by Garry. The motion carried. The meeting was adjourned at 10:08 p.m. by Steve.

Respectfully submitted by Kristen Lyon, Secretary