

Dexter Soccer Club Board of Directors Meeting

Date: November 21, 2011

Location: Dexter District Library, 3255 Alpine St., Dexter, MI 48130

In Attendance:

- ✓ Nick Janosi, President
- ✓ Chuck McGonigle, Vice President
- ✓ Brooke Bonilla, Secretary
- ✓ Steve Panoff, Treasurer
- ✓ Chris Poterala, Registrar
- ✓ Tom Feight, Marketing
- ✓ Jenny Tu, Developmental Assistant
- ✓ Brian Harreld, Administrative Assistant
- ✓ Vern Powell, Financial Advisor
- ✓ Hope McGonigle, Special Projects
- ✓ Jennifer Simpson, Uniform Coordinator
- ✓ Director of Coaching

Call to Order: 6:30 pm

I. Old Business

- Board Meeting Minutes: October 17, 2011
 - **Motion** to approve September Board meeting minutes
 - **Approved:** 6 yes, 0 no
- End of season medals for Kangaroo kickers (\$50)
 - Motion approved with no objections (7-0) via e-mail
 - The Dexter Cooperative Nursery School also partnered for this marketing effort
- Annual donation to Hudson Mills (\$2,500)
 - Motion approved with no objections (7-0) via e-mail
 - Donation covers: mowing, fertilizing, seeding, rolling, watering HM2, Sprinkler upkeep, and not letting other clubs use the fields without our consent

II. New Business/Membership Requests

- Uniform Coordinator (Jennifer Simpson)
 - Online ordering
 - DSC will need to create a roster for each team, including jersey number and parent e-mail address
 - Soccer.com contacts each player to place order
 - Club can set the price for each item, so can still make a profit, plus get points for each purchase
 - **Motion** to move forward with this website and ordering options
 - **Approved:** 6 yes, 0 no
- Special projects (Hope McGonigle)
 - MSYSA grant
 - \$2,000 limit
 - Something for younger kids, promoting introduction to soccer in general
 - Idea to get coaches to go into schools and offer free training
 - Grant would cover coaches' time, t-shirts, portable goals, etc.
 - Due Dec. 1

III. Administrative Reports

- Financial Administrator (Carla Rogge, absent)
 - Collections update

- Administrative Assistant (Brian Harreld)
 - Release of liability update
 - Got all except five forms; still collecting HS aged kids
 - Ask Elisha what to do with them once all collected
 - Give to Brooke for filing
 - Posting of new policies on DSC website
- Development Assistant (Jenny Tu)
 - Coaching immigration update(s)
 - H1B came back with a second request for evidence
 - Questioning physical address for the club
 - Much more complicated than just providing an address
 - Indoor teams update
 - Session two indoor rosters and divisioning requests are now in
 - Corrections being made
 - Gave Carla all optional team fees already
 - Only thing not yet collected on is U12 girls at Wide World
 - Indoor training update

IV. Board Member Reports

- Secretary's Report (Brooke Bonilla)
 - Fan apparel sales
 - Met with Tom Feight to get online shopping cart software installed
 - Process is complicated enough that there will not be time to have it up and running before the holidays
 - Will use a paper order form for holiday orders, then revisit online store option(s)
- Vice President's Report (Chuck McGonigle)
 - WSSL update
 - Indoor insurance is available through WSSL
 - Concern about what the insurance (currently through WSSL) that we already have and pay for cover (especially if not indoor)
 - MSYSA recreational grant due by Dec. 2
 - Online statements are up to date
 - All current WSSL officers were reelected
 - Strategic direction discussion
 - Strategic planning process; Objectives, Goals, Strategies, Action Plans
 - Four different strategic direction options plus specifics for each presented; all examples in draft form and can be changed:
 - Develop and coach winning soccer teams
 - Develop youth soccer players to their highest potential
 - Prepare soccer players to play at a high school level
 - Provide an enjoyable environment where children learn the sport of soccer and have fun
 - Suggests taking a few minutes at each of the next few board meetings and aim to have something concrete in place by the spring general membership meeting
 - Per DOC, importance should be placed on the concept that every kid has a pathway ("a carrot") in the DSC, from recreational to elite levels
 - Another good metric might be not losing kids (i.e., to other sports, burn out, drop out, etc.)

- Having multiple teams in an age group draws new players and/or extra opportunities (Club Michigan, Dynamo, etc.)
 - Aim for balance among the proposed strategic directions
- Treasurer's Report (Steve Panoff/Vern Powell)
 - Financial report
 - Per Chuck: Academy numbers down, any reason? League fees up?
- Registrar Report (Chris Poterala)
 - Working on a comparison between last years registration numbers and this year; will e-mail it out before the holidays
 - Approximately 10-20 more members this year than last
 - When are rosters due for spring?
 - Premier due 1/10/12
 - WSSL due 2/26/12
 - Application deadline for MSDSL for next year due when?
 - Chris to stay on top of these deadlines and send reminder to Danny when he needs the work done by the coaches
- Fields Report (Jim Graham; absent)
- Special Events/Fundraising Report (vacant)
- Marketing Report (Tom Feight)
 - Communications update
 - Constant Contact e-mail membership and statistics
 - Most recent e-mail regarding fan apparel orders for the holiday
 - Created a blog for Brad for ref items (Tips from Nevin)
 - Website discussion
 - Per DOC: Can we add a picture for now to the landing page? At least until we get a running flash feed of pictures up?
 - Can post pictures to flicker and tag DSC then pull from flicker if necessary
- Director of Coaching (DOC) Report
 - HS boys tryouts
 - Went well, produced two teams: U16 (premier) and HS (WSSL)
 - Tom to take U16, Danny to take HS
 - Total Soccer/Wide World
 - Division requests submitted to both
 - Division posted but not correct for all teams; working on getting them fixed
 - MBOs for coaches
 - iSoccer got sorted late in the season, so there was limited time to get assessments for all players, but that was the goal
 - Still some coaches that haven't done this, but most have
 - DOC has obtained each coach's manual to review and evaluate; will lead to more of a formal review with each
 - Looking at positive stuff, would like to recognize that somehow
 - Propose some kind of gift certificate/voucher for those that have met their MBOs (~\$25 per coach; \$250 total for gift cards?)
 - **Vote** to approve \$250 worth of gift cards to be distributed as seen fit by DOC based on MBO performance
 - **Passed:** 6 yes, 0 no

- Would like a small amount of money (\$20) for coaches meetings for food (e.g. pizza, appetizer, etc.) for coaches
 - **Vote** to approve \$20 per coaches meeting for food
 - **Passed:** 6 yes, 0 no
- D-license reimbursement
 - Half of the total cost for the two coaches that received licenses has been distributed already, second half will go out in December
- Indoor optional sessions
 - Done a few optional technical sessions at Wide World, on a week-by-week basis
 - Plan is to rotate age groups/genders over the coming weeks
 - Optional sessions schedule for December and January will go out next week
 - Dexter gym time is extremely difficult to come by
 - Is the optional training just for the DSC kids, or can those outside of DSC participate?
 - Liability issues for kids coming in from outside DSC
 - Should have any guest players (for optional sessions, tournaments, etc.) sign DSC liability waiver
- Showcase teams (Club Michigan)
 - Still working on forming teams
 - Tryouts will be in Howell in December
- Dynamo teams
 - U14 Girls Dynamo team doing Jan/Feb indoor session
 - U13 Girls doing March/April
- High School fields
 - Scott thinks there will only be one training field at the HS next spring, which we will need to prepare ourselves for
- WSSL Fall season results
 - Four teams won division 1 in WSSL, trophies have been distributed
- Player evaluations
 - Will be done in mid-December
 - Need coaches to have that in place and the schedule available ASAP for planning purposes (needs to be communicated first week of December if possible)

Next meeting:**Monday, December 19, 2011, 6:30 PM**

Meeting adjourned at 8:40 PM