

NSA Board Meeting

December 29, 2010

Present: Bill K, Brent K, Brent N, Matt, Dave, Kerstin

No members present.

Amended Minutes approved.

Treasurers report: \$17,000 net income for year prior to last meeting. Dave will create snapshot reports for point-in-time financial information during off season.

John Harris informed us that his employer, Verizon Wireless, will donate \$750 per year to a non-profit of his choice if he meets their volunteer hour requirements. The donation was made for last year, and John plans to do again next year. We are aware that other employers have similar policies, and we can publicize this opportunity to others. The \$750 was deposited into scholarship fund. John's team will be named Verizon in response.

Investment Philosophy. Justin Stets, Carlson Capital Management gave Dave the following advice: prior to investing in bonds, the NSA should have a written investment philosophy that establishes long term precedent for income from bonds. Capital Management will help for free as long as time requested is limited in nature. Justin also recommended that we use Charles Schwab and invest with Vanguard. David M. read the investment philosophy statement that he created. Board approved the statement.

Updates:

Matt:

NYSA Field Grand

Updates to web-site

Conversation regarding Kohl's cup. There are plans to separate out Top Soccer and Kohl's Cup. They contacted us to inquire whether we are interested in participating in one or the other, or both. Additionally, the Kohl's cup may be moved to earlier in the year in order to get more participation. We need to consider how this would interact with Jesse James Tournament. More information will be provided as we receive it.

Troy Coors was authorized to build individual lesson plan for weeks 1-14 for pre-k and k recreation teams. The idea is that he will create a binder that includes drills and lesson plan for each week that coaches can follow. He has additional ideas that he will work on and possibly present at a future date.

Brent N: Jesse James, email from NYSA after application was submitted indicating that application was submitted a few hours late and now needed Board approval. No additional communication has been received. Check was submitted along with application.

In-house. Still working on recruiting a coordinator, there are a few leads that he is working on; ideally, we would find a couple of coordinators that can work as a team.

Bill: Formalized job description for Jessica and Jorge is still needed. Brent sent a draft version to Jessica for her review, but still hasn't heard back from her. Brent N will ask Jessica for response. Once we have her response, we can finalize the documents. As the spring clinics are her next project, the documents should be finalized no later than our March meeting. We should also develop benchmarks of success keeping in mind that it could be a several year process to reach full optimization. On-line survey could be a good tool.

Two boy's teams rejected for blast- looking for other opportunities.

Paid Registrar: Matt F. and Brent N. had a discussion with Matt O. They reviewed the registration process. Matt O. informed them that it would take him about 25 minutes to register each player. This equals more than 100 hours of work just to register players. The cost is then expected to be up to \$2500 per year (including communication) for the paid registrar. Matt F. suggested that we budget this amount for this year, and that we work with Matt O. to gain insight on the process. We can also request that Matt O. trains one of our Board members to use the current registration system. However, the system is going to be updated soon, and training will be provided for new system. It was agreed that Matt O. should attend trainings along with another Board member. During upcoming meetings (January through May), Matt O. will attend the first part of Board meetings Jan-May. During this time he will update the Board on the registration status and possibly share ideas to enhance the web-site as he is concerned that the website is not being used to its full potential.

Contracts will be established for all employees who make over \$600 per year.

Registration for traveling teams will open on January 17th. In order to prepare for registration the Board members will do the following: Bill N. will inform Susan Sanderson, Brent K will place ads in the Northfield News during the first week and last week of registration and send an email from the website to all players from traveling last year and another who played in-house grades 2-6 providing a link to the transition document (to traveling from) in house. This email will be sent during the first week of registration.

Scholarship process. Matt O. and Dave will create a procedure for dealing with scholarships. Once created, they will coordinate with CAC to implement.

Fundraiser discussion. Recap: as a Board we are okay with current pricing structure, and we have decided that we want a written policy before we increase fundraising activities. Three possible ideas for upcoming fundraising opportunities are: funding more tournaments, field development, and increased emphasis on coaching. To move forward, we will need a proposal that addresses the desired use of

funds and then the Board would need to develop a fund-raising strategy. We discussed the long-term goal of having a winter sports facility. To achieve this, we would have to do major fundraising as well as develop partnerships with other organizations. The Board discussed the benefits of having such a facility:

How does building a bubble increase the mission of NSA?

- Increase availability to teams for 5 months of the year
- Local access, with possible of decrease cost for teams
- Quality of play will increase for players as they will have year round access
- Impacts up to 360 traveling player—approximately 150 will play in winter, potential to increase winter players.

Consensus if we plan to do seriously pursue this idea, we need to be passionate about it as it would be a major endeavor. Moving forward, the Board agreed that we need focus on a smaller issue, before tackling a winter sports facility.

Coaching option: the Board has not completed the research required to develop a coaching program, but there has been a demonstrated request for increase support in coaching. This option is less risky than a winter sports facility, while meeting needs of families and coaches. Outside voices should make individuals better player (multiple coaches). Northfield as a community has the benefit that kids know each other and stay connected in our small town setting. This helps with strong team development (versus teams from larger districts where players change each year). Ideally we will focus on both skill and team development for our teams. Having support for coaches also should make it easier to recruit coaches. Costs would need to be understood in order determine how to finance. This is an objective based discussion in lieu of a fundraising objective. Is the coaching clinic something that we would like to do? What other steps might we take on coaching for a long-term program? We will need to gather input from experienced coaches to see what they might need. As we review the idea of increasing coaching support, we need to remember that the steps that we are taking this year are a dramatic improvement from the past. We also need to explore other ideas such as: NSA has not paid for coaches to get their license in the past few years, should this be reconsidered? If we made pre-existing coaching clinics more visible, or offer benefit for those that take teams to camps, etc., will coaches take advantage of that? What is the next step beyond? Clearly define the roles for both Jessica and Jorge. For the January meeting each Board member will research a coaching development options and bring back specific ideas.

Meeting adjourned.

Next meeting is January 17th.