

Edmond Soccer Club

Board Meeting Minutes

March 21, 2016

Meeting Opened 7:30 pm Adjourned 8:50 pm

Members Present: Shawn Wiley, Anne Wood, James Soesbee, Jeanna Townsend, Don Noble, Laura Oak, Keri Shipley, Kurt Kraft, Shelly Sanderson, Misha Knight

Guests Present: Jason Hawkins and Tyler with OKC Energy

Presidents Report: Shayne Vigil

- No report

Registrar Report: Keri Shipley

- Taking notes on how to improve processes in the fall.
- Still short about 100 birth certificates. The process has gone well for the first year.
- COE – 118 registered, up ~40 from last COE

Recreational Chair Report: Kathy Terry

- No report

General Manager's Report: James Soesbee

- Asked the board to review the Energy's 4 proposals and provide feedback.
- No major complaints from the membership.
- Everything has been running smoothly.
- State cup weekend is coming end of April. We will start coordinating with OSA for hosting games.
  - We will need to provide some volunteers.
- Saving \$1,600 per season by switching out Ref pay system. No change to our accounting and how the treasurer transfers money.
- GM thinks \$1,000 per month for a few months in spring and fall each will help with Ref training.

Treasurer's Report: Mickey Hepner

- Presented March 2016 Financial Statements (Approved by board - attached)
  - Better than where we were last year
  - About where we were last year
  - The club is in good shape financially

Volunteer Coordinator's Report: Misha Knight

- Ordering the walkie-talkies this week

Special Projects: Shelly Sanderson

- FYI - Barcelona is doing a camp at Heritage Hall in June.

Coaches/Academy/Tournaments: Gary Boreham

- No update

Competitive Chair/Coordinator's Report: Mickey Hepner

- Getting ready for OFC tryouts
- Some age group sessions are being held in preparation for the tryouts now.
- Hampton directed the OFC coaches to not split the players up in age group sessions. Just use it as an opportunity to get to know the kids.

Topsoccer: Anne Wood

- Needs access to ice when concessions are closed when it starts to warm up.
- Has barely enough volunteers to conduct games. GM will send out a new volunteer notice.

Complex Coordinator's Report: Kurt Kraft

- Consider for next year closing the complex for spring break. It would allow us to spray and take care of the fields more thoroughly.
- We have some ice-damaged trees to deal with still. Some whole trees will be removed because of the ice damage. We will look to replace the trees.

Coordinators:

- Asked what steps the coordinators have with bad coach behavior. GM can get involved when necessary to resolve issues.

Old Business:

- Referee mentoring – still needs funding. GM asked for \$1,000 per month to get the program started. Treasurer will evaluate if it can be budgeted at that level.

New Business:

- Presentation from OKC Energy – Tyler and Jason (presented slides)
  - See associated slides and memo
- Don asked the GM to show numbers around YMCA players and their field usage. GM will gather prior to the next board meeting.



## ***OKC ENERGY FC YOUTH SOCCER CLUB PARTNERSHIP***

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OKC Energy is partnering up with local youth soccer clubs in the area. With our new Club Partnership program, you will now have the flexibility to select 1 out of 4 partnership options.

Levels include tickets at a group rate and benefits such as but not limited to: fundraising items such as tickets, autographed jersey's and soccer balls, club marketing opportunities such as club signage at every game, on-field experiences such as player escorts and halftime scrimmages, and much more.

### **LEVEL 1**

- Energy shall provide:
  - Stadium Signage - One club logo on the Club Partnership Signage at all home games
  - Video Board - One club logo on the Club Partnership Video Board Display at all home games
  - Social Media – Energy FC will like/follow Youth Club on applicable social media platforms
  - Group Ticket Discount – Group ticket discount will be provided to club
  - Website – Club logo will be displayed on Energy FC Youth Club partnership with link to Youth Club website
  - Game Day Experiences – Club shall have access to game day experiences at home games (View from the bench, Player Escorts, Ball Kids)
  - Club Coaches Count Quarterly Award – Club eligible to nominate a coach from their program for the Youth Club Coach of the Quarter Award. Winner shall receive tickets to home game and shall be recognized at the game.
  - Club Player of the Quarter – Club eligible to nominate a player from their program for the Youth Player of the Quarter Award. Winner shall receive tickets to home game and shall be recognized at the game.
- Club shall provide:
  - Agree to participate in, support, and promote one group night for Energy FC through email blast and all social media channels applicable to club
  - Agree to participate in, support, and promote season ticket sales for Energy FC through email blast and all social media channels applicable to club
  - Energy FC logo on club website with link to Energy FC website

- Social Media – Club will like/follow Energy FC on all applicable social media platforms
- Signage – Energy shall be allowed to display one form of Energy FC signage at your club fields (flag, banner, field sign, dependent upon club)
- Access for Energy FC Mobile Tour at club tournaments at no charge

## LEVEL 2

- Energy shall provide:
  - Stadium Signage - One club logo on the Club Partnership Signage at all home games
  - Video Board - One club logo on the Club Partnership Video Board Display at all home games
  - PA Announcement – Club included in Club Partnership PA Announcement at all home games
  - Social Media – Energy FC will like/follow Youth Club on applicable social media platforms
  - Ticket Fundraising Package – Club shall be entitled to participate in a ticket fundraising package in which club shall receive funds for tickets sold through the club
  - Group Ticket Discount – Group ticket discount will be provided to club
  - Website – Club logo will be displayed on Energy FC Youth Club partnership with link to Youth Club website
  - Player Appearance – Minimum of one 90 minute player appearance at event of clubs choice (based on availability.)
  - Game Day Experiences – Club shall have access to game day experiences at home games (View from the bench, Player Escorts, Ball Kids)
  - Energy FC Mobile Tour – One appearance at an event of your choice by the OKC Energy Mobile Tour (based on availability.) The Mobile Tour includes interactive inflatables, Energy giveaways, and promotional material.
  - Club Coaches Count Quarterly Award – Club eligible to nominate a coach from their program for the Youth Club Coach of the Quarter Award. Winner shall receive tickets to home game and shall be recognized at the game.
  - Club Player of the Quarter – Club eligible to nominate a player from their program for the Youth Player of the Quarter Award. Winner shall receive tickets to home game and shall be recognized at the game.
  
- Club shall provide:
  - Agree to participate in, support, and promote two group nights for Energy FC through email blast and all social media channels applicable to club (50 group tickets)
  - Agree to participate in, support, and promote season ticket sales for Energy FC through email blast and all social media channels applicable to club

- Energy FC logo on club website with link to Energy FC website
- Social Media – Club will like/follow Energy FC on all applicable social media platforms
- Signage – Energy shall be allowed to display one form of Energy FC signage at your club fields (flag, banner, field sign, dependent upon club)
- Access for Energy FC Mobile Tour at club tournaments at no charge

### LEVEL 3

- Energy shall provide:
  - Stadium Signage - One club logo on the Club Partnership Signage at all home games
  - Video Board - One club logo on the Club Partnership Video Board Display at all home games
  - PA Announcement – Club included in Club Partnership PA Announcement at all home games
  - Greens Report – Article featuring club in one of the Greens Report (email to Energy FC newsletter for fans)
  - Social Media – Energy FC will like/follow Youth Club on applicable social media platforms
  - Ticket Fundraising Package – Club shall be entitled to participate in a ticket fundraising package in which club shall receive funds for tickets sold through the club
  - Group Ticket Discount – Group ticket discount will be provided to club
  - Online Discount – Club promo code for online purchases for club members for all single game purchases
  - Website – Club logo will be displayed on Energy FC Youth Club partnership with link to Youth Club website
  - Player Appearance – Minimum of one 90 minute player appearances at event of clubs choice
  - Coaches Clinic – Club coaches invited to a Coaches Clinic at Energy FC training facility
  - Game Day Experiences – Club shall have access to game day experiences at home games (View from the bench, Player Escorts, Ball Kids)
  - Raffle Pack – (Autographed: Jersey, Scarf, Ball, Pennant)
  - Energy FC Mobile Tour – One appearance at an event of your choice by the OKC Energy Mobile Tour (based on availability.) The Mobile Tour includes interactive inflatables, Energy giveaways, and promotional material.
  - Club Coaches Count Quarterly Award – Club eligible to nominate a coach from their program for the Youth Club Coach of the Quarter Award. Winner shall receive tickets to home game and shall be recognized at the game.

- Club Player of the Quarter – Club eligible to nominate a player from their program for the Youth Player of the Quarter Award. Winner shall receive tickets to home game and shall be recognized at the game.
  - Energy FC Coaches Pack (confirming estimated cost) – Coaches pack available to all club teams that agree to participate in one group night with the Energy. Coach's pack includes set of 15 Energy FC cones and Energy FC target jerseys for training (number of targets tied to age group of team.)
- Club shall provide:
    - Agree to participate in, support, and promote two group nights for Energy FC through email blast and all social media channels applicable to club (100 group tickets per night)
    - Agree to purchase a minimum of 4 season tickets (minimum level of GS Premium seating)
    - Agree to participate in, support, and promote season ticket sales for Energy FC through email blast and all social media channels applicable to club
    - Energy FC logo on club website with link to Energy FC website
    - Social Media – Club will like/follow Energy FC on all applicable social media platforms
    - Signage – Energy shall be allowed to display two forms of Energy FC signage at your club fields (flag, banner, field sign, dependent upon club)
    - Access for Energy FC Mobile Tour at club tournaments at no charge

#### LEVEL 4

- Energy shall provide:
  - Stadium Signage - One club logo on the Club Partnership Signage at all home games
  - Video Board - One club logo on the Club Partnership Video Board Display at all home games
  - PA Announcement – Club included in Club Partnership PA Announcement at all home games
  - Greens Report – Article featuring club in one of the Greens Report (email to Energy FC newsletter for fans)
  - Social Media – Energy FC will like/follow Youth Club on applicable social media platforms
  - Ticket Fundraising Package – Club shall be entitled to participate in a ticket fundraising package in which club shall receive funds for tickets sold through the club
  - Group Ticket Discount – Group ticket discount will be provided to club
  - Online Discount – Club promo code for online purchases for club members for all single game purchases
  - Merchandise Discount – Special merchandise discount for club members

- Website – Club logo will be displayed on Energy FC Youth Club partnership with link to Youth Club website
  - Player Appearance – Minimum of two 90 minute player appearances at event of clubs choice
  - Coaches Clinic – Club coaches invited to a Coaches Clinic at Energy FC training facility
  - Coaches Chalk Talk – Club coaches invited to a Coaches Chalk Talk prior to the kickoff at select matches (Space is limited)
  - Game Day Experiences – Club shall have access to game day experiences at home games (View from the bench, Player Escorts, Ball Kids)
  - Raffle Pack – (Autographed: Jersey, Scarf, Ball, Pennant)
  - Energy FC Mobile Tour – One appearance at an event of your choice by the OKC Energy Mobile Tour (based on availability.) The Mobile Tour includes interactive inflatables, Energy giveaways, and promotional material.
  - Club Coaches Count Quarterly Award – Club eligible to nominate a coach from their program for the Youth Club Coach of the Quarter Award. Winner shall receive tickets to home game and shall be recognized at the game.
  - Club Player of the Quarter – Club eligible to nominate a player from their program for the Youth Player of the Quarter Award. Winner shall receive tickets to home game and shall be recognized at the game.
  - Energy FC Coaches Pack (confirming estimated cost) – Coaches pack available to all club teams that agree to participate in one group night with the Energy. Coach's pack includes set of 15 Energy FC cones and Energy FC target jerseys for training (number of targets tied to age group of team.)
  - Participation in a newly created Energy FC Character Counts Program – Teams in club offered 10 tickets to use as rewards for recognition for players as a part of a character program focusing on positive traits in youth athletes.
- Club shall provide:
- Agree to participate in, support, and promote three group nights for Energy FC through email blast and all social media channels applicable to club (100 group tickets per night)
  - Agree to purchase a minimum of 10 season tickets (minimum level of Preferred)
  - Agree to participate in, support, and promote season ticket sales for Energy FC through email blast and all social media channels applicable to club
  - Energy FC logo on club website with link to Energy FC website
  - Social Media – Club will like/follow Energy FC on all applicable social media platforms
  - Signage – Energy shall be allowed to display two forms of Energy FC signage at your club fields (flag, banner, field sign, dependent upon club)
  - Access for Energy FC Mobile Tour at club tournaments at no charge

**Edmond Soccer Club**  
**Treasurer's Report**  
*March 2016*

1. Overall, the club's financial position remained strong in February with a cash balance of \$284,080 which is slightly better than last year. It is important to note that the spring registrations in February will be the last major influx of revenue until late summer.
  
2. Key Figures for February:

	<b>FY 15 YTD</b>	<b>FY16 YTD</b>	<b>Change</b>
<b>Cash Position</b>	\$274,527.86	\$284,080.87	\$9,553.01
<b>Operating Revenues</b>	\$1,253,717.62	\$1,317,813.79	\$64,096.17
<b>Operating Expenses</b>	\$968,925.74	\$1,022,226.89	\$53,301.15
<b>Facilities Expenses*</b>	\$92,796.88	\$82,806.66	-\$9,990.22
<b>General Operating Exp. **</b>	\$61,110.72	\$71,680.03	\$10,569.31

*\*Facilities Expenses includes expenditures in the following categories: Gasoline, Land Lease, Building Maintenance, Fertilizers & Chemicals, Goals/Nets/Scoreboards, Sprinkler Repair, Paint and Supplies, Janitorial Supplies, Small Tools, and Mowing Labor*

*\*\*General Operating Expenses includes expenditures in the following categories: Advertising, Merchant Fees, Assignor Pay, Security, Office Technology, Insurance, Interest Expense, Postage and Express Mail, Accounting, Under-6 Uniforms, Copy/Printing Expenses, Bank Charges, Office Supplies, Telephone—Complex, and Cellular Phones*

ENERGY



**SOCCKER**  
**WITH A PURPOSE**



# Current Goals

“Coming together is the beginning, keeping together is progress, working together is success.”  
Henry Ford



- Bridge the Gaps in the current Oklahoma Soccer Landscape
- Make Oklahoma soccer a respected leader and innovator in the game on all levels
- Get in front of the changing soccer landscape
- Leave soccer and the community better than when we found it



# 2015 On the Field

- **Performance on the Field**
  - Regular Season Record improved from 9-14-5 in 2014 to 13-7-8 in 2015
  - 1<sup>st</sup> Team in the Western Conference to qualify for playoffs
  - Western Conference Finalist
  - Ranking in 2014 was 10<sup>th</sup> of 14 and in 2015 improved to 2<sup>nd</sup> place in the Western Conference out of 12 teams and 4<sup>th</sup> place out of all 24 of USL teams
- **Performance off the field**
  - Announced Attendance Total: 78,333 (48% increase)
  - Franchise Attendance Record – 7654



# Energy FC In the Community





# Fields & Futures



- Major community partner who utilizes sports as a tool for teaching
- In 2015 over \$200k donated by Energy FC in money and services (\$2 of every ticket goes to support the program)
- Newest initiative – Inner City League
- Partnership with Parks & Rec, Police Athletic League, Fields & Futures, and Energy FC





# Energy Sidekicks



- Introduced in 2015
- Soccer...The Game for Everyone
- Partnership with Special Olympics, TOPSoccer, & Law Enforcement Torch Run
- 18 athletes signed to Energy FC Sidekicks
- Year long interaction with professional athlete and Special Olympics/TOPSoccer athlete





# OSA Partnership



“Innovation distinguishes between a leader and a follower.”

Steve Jobs



- Coaching Education Update
- Zone 1
- Elite Player Development
- Utilization of expanding professional landscape in our region



# Professional Development League



- Top development league for amateur players in the United States
- Place for local talents to continue their path to pro (place for collegiate players from Oklahoma during the summer)
- Bringing additional talent to the local market
- Extended identification and trial for collegiate players



# FC Dallas



- New affiliation in 2016
- Partnering on and off the field
- One of the top academy programs in the nation
- Brining the MLS to OKC for the first time to face an OKC professional team



# Training Facility



## Oklahoma City County Health Dept.

- OCCHD and Energy FC have partnered to construct two (2) full size soccer fields
- Complex will serve as Energy FC training facility and will also serve as a site for camps, clinics and tournament play
- Energy FC will provide year round programming for the complex



# Youth Club Partnerships

**ENERGY FC**  
**YOUTH SOCCER CLUB**  
**PARTNERSHIP**

**BENEFITS INCLUDE**

- GROUP RATE TICKETS FOR ENTIRE CLUB
- CLUB MARKETING OPPORTUNITIES
- ON-FIELD EXPERIENCES
- PLAYER APPEARANCES
- HALFTIME SCRIMMAGES

OFFICIAL AFFILIATE | @ENERGYFC | ENERGYFC.COM/YOUTHSOCCERCLUB

- New Youth Club Partnership program for 2016
- Partnering together to grow the game
- Entry point for all youth programs
- What works for you?



# Open Discussion & Questions





# SOCCER WITH A PURPOSE

“You may never know what results come of your actions,  
but if you do nothing there will be no results.”

Ghandi