

Board Meeting



Culpeper Soccer Club

15 December 2015

Agenda



Culpeper Soccer Club

1. Call to Order
2. Approval of Minutes
3. Board Member Election
4. Bylaw Revision Vote
5. Board Member and Staff Reports
6. New Business/Proposals
7. Dates of future meetings
8. Adjournment

Board Member Election



Culpeper Soccer Club

Appointments/Nominations



Culpeper Soccer Club

2016 Election Nomination:

- VP of Adult League: None
- VP of Public Relations: Bob Jordan
- Secretary: None



Process

- Statement from candidate (no questions submitted)
- Vote

Bylaw Revisions



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See Separate Handouts

Board Member and Staff Reports



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Technical Director/Asst. Technical Director



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Update of Previous Action Items

- CSC Town Hall Meeting
- WAGS/VYSA Town Hall Meeting
- Super Y League
- CCL
- Coach/Club Guide
- Coach/Player Evaluations
- Winter Training & Games

Actions Items for the Next Month

- Convention

Misc Issues

President



Culpeper Soccer Club

Update of Previous Action Items

- CSC Feedback Survey has been launched – 78 responses/closes 20 December
- Identified potential additional TOPS Coaches
- Discussed with Technical Staff Future Academy Program
- Coordinated with Office Manager to secure Additional Practice Space – Yowell and Sycamore Park
- 2016 Recreation Calendar provide to Web Admin
- Contacted Concession Stand Coordinator for Spring

Actions Items for the Next Month

- Securing additional field space for Spring season: CMS and FTB
- Inclusion of Inter-County teams in CSC Classic
- Marketing meeting with VP of PR and support staff

VP of Travel



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No significant issues to report

VP of Recreation



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Update of Previous Action Items

- Improve and collaborate marketing plan for Spring 2016 season

Actions Items for the Next Month

- Support revisions to CSC Handbook
- Develop plan to ensure volunteer coaches are ready for the season to minimize team disbandment risk
- Recreation planning meeting

Misc Issues

VP of Public Relations



Culpeper Soccer Club

No significant issues to report

Treasurer



Culpeper Soccer Club

No significant issues to report

See handouts for financial reports

Secretary



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Update of Previous Action Items

- Contacted Lifetouch photography to begin planning for the Spring
- Sent notice to Olsen that CSC will no longer be using their services

Actions Items for the Next Month

Misc Issues

Adult League Coordinator



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No significant issues to report

Office Manager



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Update of Previous Action Items

- El Jaripeo Spirit Nights are set: Jan 20th, Feb 17th, March 16th.
- Spring Rec System all set up and open. Regular reg open until Feb 29th, late reg open from March 1st until March 20th.
- Spring Rec fields are set up.
 - Sycamore: March 1st thru June 15th. M-F 5 PM - 8 PM.
March 5th thru June 12th. S-S 9 AM - 3 PM.
 - Yowell: March 1st thru June 15th. M-F 5:30 PM - 8 PM.
March 5th thru June 12th. S-S 9 AM - 3 PM.
 - Emerald Hill: March 1st thru June 15th. M-F 5 PM - 8 PM.
March 5th thru June 12th. S-S 9 AM - 3 PM.
- Spring Rec U6-U18: 318 Registrations
- Order of checks is on its way. Referee checks done and mailed, except for 5.
- Emails sent to All Stars and Adults for invitations to the Winter program.
- Winter program: U8-U10 (16), U12 (6), U14-U16 (8), Invitational (8), Adult (1)

Proposals



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CSC Implementation Plan for U.S. Soccer Player Development Initiatives



Culpeper Soccer Club

- All fields will be modified for the **Spring 2016** to conform with new guidelines, to include retreat line where appropriate
- **Recreation League:**
 - Implement revised small sided games in **Spring 2016** for the following age groups:
 - U6: 4v4; U10: 7v7; U12: 9v9
 - All other age groups remain the same
 - Age Groups will change from Aug-Sept to Jan-Dec birth year for the **Fall 2016** season
 - Players requesting to play up in order to remain with previous age group/team will be allowed
- **Academy:**
 - Age Groups will change from Aug-Sept to Jan-Dec birth year for the **Fall 2016** season
 - Players will be allowed to play-up in order to remain with current rostered team
 - All NEW players will tryout and play for appropriate birth year
 - Implement U11 Academy Extended program in Fall 2016
- **Travel:**
 - Age Groups will change from Aug-Sept to Jan-Dec birth year for the **Fall 2016** season
 - Players will be allowed to play-up in order to remain with current rostered team
 - All NEW players will tryout and play for appropriate birth year



**“Don’t Think Outside The Box –
Think Like The Box Doesn’t Exist”**



Culpeper Soccer Club

December 2015



Vote

Marketing



Culpeper Soccer Club



Average Family:

- Dad, Mom, two or three children
- No current involvement in Culpeper Soccer Club
- **WHY?????!!!!!!**





Reason: Family is not aware Culpeper County has recreation/soccer program

- What advertising mediums are we using/not using (radio, newspaper, spirit nights, ,mass mailings, special events)
- Larger decals for vehicles?
- New home buyers/real estate
- Business Partnerships – what are we willing to give vs. what do we expect to get

Marketing



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Reason: Family does not live in Culpeper County

- Will people drive to Culpeper from 30 miles away, if we provide an excellent program
- Advertise in surrounding county papers/media
- Reach out to other school districts/businesses?

Marketing



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Reason: Parents feel cost of program is too high

- We must communicate the cost/benefit breakdown – must convince family the price is worth it
 - Compare surrounding clubs
 - Compare other sports clubs/programs in Culpeper
- Showcase former players who have earned scholarships for colleges



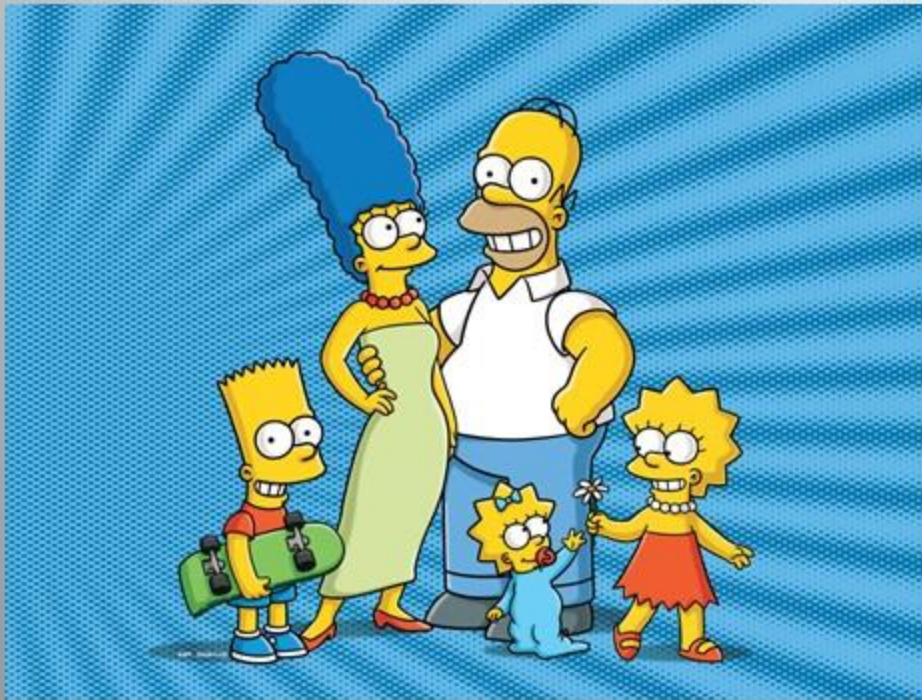
Reason: Children play other sports/don't like soccer

- Show the love of our sport
- “Challenge matches” (for fun) – example: U-12 boys rec team plays against a U-12 boys rec baseball team, (1 soccer match, 1 baseball game)

Marketing



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Other:

- Club night out to support local high school teams in spring
- Scholarship benefit auction –
- Nighttime soccer

Next Meeting Date: 19 January 2016 @ 7:00



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