

Meeting Minutes  
ASA Board of Directors  
February 28, 2011

BOD present: Bill Wittington, Richard Easby, Jeff Oliver, Ken Bass, Bob Waffle, Anne Mathias, Justin Hall, Michael Swisher  
Staff present: Justin Wilt, Bob Bigney

January 2011 Minutes, edits suggested and made  
JH moves, KB seconds. Approved unanimously.

### STAFF REPORT

**Phone & email volume:** In light of reports of phone & email volume, KB requested staff to review and possibly update or improve FAQ's. BOD is also asked to review, suggest additional edits or new FAQ's. Provide any feedback to JW.

**Eurosport agreement**, 2 years beginning Feb 2011, need an Adidas vendor . **Incomplete Registrations** – Discussion by Board to better understand the nature of incomplete registrations and significance of the volume.

### FINANCIAL REPORT

Report format had good explanations, made it helpful and easier to read/understand.

JO: in response to request from Travel Committee, will cleanup general ledger accounts, make it easier to read. Diane will develop proposal to consolidate. Expect to have by March.

Auditors are finishing their audit, hopefully by end of March.

JO:, 2 things hoped to have

- 1) There are areas where there are small budget overruns. These should be approved under a formal procedure
- 2) Has asked Diane to identify the amount of cash needed for operations (JO's estimate: at least 3mos), so that amounts over that can be put into interest bearing accounts, such as a money market or CD.

Focus on cash accounts to minimize the number and maximize amounts in interest-bearing accounts.

JW: What is an **appropriate reserve**? Operating Fund Balance. JO analysis & benchmark: 10% of total operating revenues (\$200k in our case) is average, based on other clubs.

KB: Value to having endowment fund, need to set up with caution: if narrowly defined, is restricted. We have some funds in Arlington Community Foundation, but how easily can we access it?

Bill W asked if it was advisable to have accounts in two banks JO responded that there are some advantages. For example FDIC currently has an unlimited cap for businesses, depending on bank. BB&T has that.

BB&T rates higher on money market accounts; there was a deal with 40<sup>th</sup> anniv accounts. Never been followed up on. Investment accounts mostly going to BB&T b/c they have better rates.

Leveraging our business with the bank to some **fundraising** with them? How much are they making off of our funds (minimal), how much would they be willing to support us?

AM: Colleague, at BB&T in Richmond, who to talk to about sponsoring ASA. Will inquire...

JH, inquiry on **refunds** that were significantly higher than budgeted. Main cause was refunding the Arsenal travel team, which disbanded. Current policy for Travel is no refunds, however exceptions are made on a case by case basis.

### **REC COMMITTEE**

Meeting, Mar 8<sup>th</sup>. Going to elect a new chair; no candidates formally running yet. A few people 'nosing around'. ED offered to speak with potential candidates; JO, will provide committee guidance to not allocate money from legacy accounts on a per/player basis, but rather across all clubs.

### **TRAVEL COMMITTEE**

Meeting last week; Program Council due to meet March 23 to elect 3 positions: Travel Chair, Finance Chair, and Secretary. There is a candidate for Chair, George Shirley. Currently a travel coach; Been involved in committees for many years, knows Travel, and Finance; would like to continue to be coach as well. According to by-laws he cannot be paid staff and serve on the BOD. Question if he could step down as paid coach and continue as volunteer. JO and AM to consult human resource counsel. RE to consult with George Shirley.

Reports program on updating travel documents: charter, overview of club, fee forms. Work to continue on Club Manager manual, tryout manual, as well as yearly updates.

The Board discussed options for addressing demands on space as the travel program grows and deferred further discussion to the Strategic Planning session.

The Travel Committee is continuing to develop a document with player expectations.

The Travel Committee is in discussions with the Virginia Club Champions League (VCCL) about the possibility of forming a Northern Division that would include the top boys and girls teams from ASA in several age groups. Discussion of pros and cons of joining such a new league.

### **TEEN SOCCER COMMITTEE**

Due to meet in near future. Girls coaches met week prior; Boys Coaches to meet following week.

### **FINANCE**

JO will stand for election to Finance committee

### **REC COMMITTEE**

KB – The Arlington Kiwanis club has new co-managers who are parents new to the club. Outgoing managers Robin and Mauricio Coreas will serve as mentors.

### **HUMAN CAPITAL**

**#1 By-law amendments: the proposal to separate the Secretary and Treasurer positions, and to clarify the nominating process for BOD elections will be brought up at the next Rec committee meeting and sent out for a vote by email.**

Discussion of potential for term limits for Directors and Officers. Bill W will draft something to address this and circulate for comment and discussion.

## REPORT ON FIELD FUND

#1 **Sports commission has asked for input on prioritization of fields for conversion to synthetic turf. KB will work with BW, BB and JW to draft a proposal and circulate to the Board..**

#2 Bishop O'Connell High School is planning to build a new synthetic turf field and has asked ASA to support its request to the County for a use permit to light the field. Following discussion, **KB moves ASA support BOC application for use permit for lighting of their soccer field. Bill W seconds. Bob W abstains. PASSED.**

#3 – **Field Fund. At present, there is \$210,000** in the Arlington County fiscal year 2012 budget from the Field Fund (comprised of the \$8 player fees) to spend on rectangular fields. PRCR proposes Oak Grove Park, which has a youth-size field in bad shape. However, reconstruction would require ADA compliance, costing up to 1/3 of available field funds. Would like to see County use capital funds to cover ADA compliance costs, and field fund for field improvement. However, the Oak Grove proposal is simply a “placeholder” and ASA can propose alternatives.

Bob W, been working with a group that is proposing to convert the rectangular field at HB Woodlawn to synthetic turf. Significant private funds may be available to improve this field, potentially 100% through private funding. Lights may come later. Do we want to support this? Apparently major interest from Ultimate Frisbee groups (Washington Area Frisbee Club - WAFC), in order to have access to that, and/or other, fields. HB is regulation size.

#4 **Sports Foundation** - Alex Robertson of Sports Foundation, they want to be a money-raising clearinghouse to benefit Arlington sports. They have small amount of \$\$\$. Express interest in ASA serving as focal point to get community input into sport projects that serve soccer community. KB wants to gather input, get ideas, go to them and ask them to raise cash.

#4 Craig Escherick, a member of the Sports Commission, has reported that **GMU, NOVA and Georgetown are** looking at ways to have **athletic facilities** in Arlington. Would be beneficial for ASA to engage in this process and explore ways to partner with them, similar to the agreement by Marymount University to fund one of the fields at Long Bridge Park.

## STRATEGIC PLANNING

Many great inputs on SWOT analysis, much to work with. JH has compiled and shared. Let him know if there are any changes

KB collecting roles, missions and inputs. Still needs from others.

Stakeholder inputs. Assigned to JW. We all have inputs and constituencies from which to gather information. Discussion of what questions to ask our stakeholders for this exercise. JH to develop questions, to be shared with Rec mgrs, Travel & Teen Committees.

Mission/Vision/Goals (“M/V/G”)worksheet. To maximize our short strategic planning off-site, need to get everyone’s input on this.

Strategic planning off-site, March 19<sup>th</sup>, 8a-12n; we expect to get our M/V/G. JW to bring ASA staff inputs.

## **WEBSITE TRANSITION**

Discussion of forthcoming integration of travel website with ASA website and transition to new integrated website.

DC United, opening day, same day as off-site; ASA has a bunch of tickets; will sell as usual. Montgomery Soccer, wants to Pack The House. Pushing about 20k tickets to get participation on June 11<sup>th</sup>. Could possibly cut ASA playing schedules for games that day to produce possibly greater audience.

KB moves to adjourn. JO seconds.