

Arlington Soccer Association Board Meeting Minutes
Monday, July 26, 2010

7:34 p.m. - Meeting was called to order by President Ken Bass

- Also present were Vice President Bill Whittington, Treasurer Jeff Oliver, Recording Secretary Sam Anthony, Richard Easby and At-Large Directors Justin Hall, Anne Mathias, Robert Waffle, Executive Director Justin Wilt, Technical Director Bob Bigney, and Director Emeritus Mac McLaughlin.
- Americo Yabar was not present

7:35 p.m. - June minutes approved (Bass called the motion for approval, Oliver seconded the motion)

7:36 p.m. - Bass asked if board members had questions about ASA staff reports.

- K. Bass: 64 financial aid for travel for coming season? Wilt and Easby responded that last year was close to 100
- Wilt - "more will trickle in" as registration continues
- Whittington asked Easby - "any complaints" regarding increased cost to register?
 - Easby said none so far; teams are getting creative in raising funds
 - Wilt mentioned anonymous donors helped travel team - very generous
 - Easby is concerned that rising costs will be an ongoing problem for travel soccer program
- Bob Waffle inquired about vendors - ASA needs a clear picture of equipment needs; Waffle also asked about naming rights on equipment? Wilt responded that ASA has a pretty good idea of amounts needed-supplementals done by clubs, and that ASA is at least a year away from getting to this point.

7:44 p.m. - Program Committee reports given

- Rec Program - Oliver will hold a meeting with club managers on August 12 - on the agenda is (1) Rules and Discipline committee, (2) financials, and (3) legacy funds that are settled up. Waffle inquired about sponsor funds and Bass explained and recapped the highlights on this topic from our June meeting
- Travel Program - Easby discussed registration, and how VYSA is difficult organization. Experimenting with summer league, which is not yielding smooth results. Travel is also looking at alternative league play. Travel Program hopes to find other leagues, preferring northern and central Virginia. Regarding the VYSA, Bass hopes we can find alliances and his presence on the VYSA board could help. Easby discussed the frustration of U15 and above and division structure. Bass said ASA needs to be more

- involved in league politics. Anne inquired about field standards at games, and how fields do not appear to be the right size or are on tilted planes. Easby said this issue is left to the referees to decide field playability.
- Teen Program – Anthony reported that coaches are being informed of upcoming season and rising U-13/14 players and coaches are being informed as well.

8:02 p.m. – Bass discussed the death of Diane Oden’s father. ASA will make a \$150 donation. The Board also approved a bonus, recommended by the Executive Director, to reflect Diane’s exceptional work on the finances of the ASA.

8:03 p.m. – Bass and Waffle discussed the fundraising committee

- Waffle presented draft of sponsorship menu (see attached)
- DC United – large scale marketing?
- World Cup Viewing brought in \$1800. 6 different locations: Velocity 5, Irelands 4 courts, Mr. Days, Crystal City Sports pub, Union Jacks, and Babylon Café
- Fundraising committee has had two meetings, and hope to target potential sponsors and obtain grants
- Mathias is new member to this committee
- Jeff Oliver suggested we ask parents of ASA players about who they know in corporations ASA could contact
- Bass inquired about ASA hosting a big fundraising event? Waffle said they are more work than they are worth
- Mathias inquired about ASA hosting a soccer tournament, referring to the adult rugby tournament held in the county, and the number of sponsors she saw. Bass said the new Long Bridge park could be a solution. Waffle recommends we sit down with the county and learn about their policies on this matter. Easby insists we press the county for answers, and cited success of the travel program coaches game. Anthony mused aloud if this could work for teen program as well?

8:17 p.m. – Bass asked for other committee reports

- Finance – Oliver said the team asked for the audit earlier this year, and is working with ASA staff to improve financial statements, reporting formats, and new ideas for changes in the accounting process. He asked where would sponsor funds go?
- Communications Committee – Justin Hall discussed the ASA web pages, and how we need a small group to get together to work out design and bring all pages together.

8:26 p.m. – Mathias mentioned former Hoya Basketball coach Escherick is on county committee for Adopt-a-Field. Easby asked how do we decide how money from County fee is allocated for fields.

8:30 p.m. – Bass discussed Board planning

- Human Capital committee to look at impact of health reform law on ASA.
- fundraising policy – acute shortage of indoor soccer space in Arlington; have ASA get involved in adult leagues and provide admin support
- ASA is now fully staffed
- 95% of way there in financial aspects; much better governing body for ASA exists today.
- how do we take the next step?
- Let's use this year to start this process and make overtures
- Wilt – sit down with the county and ask the important questions: what are we to them? What are they to us?
- Bass – what is our need, and what is the cost?
- Waffle – asked when the County MOU with us expires?
- Bigney – offer services to adults: training, drop-in soccer, define what we are to the county.
- Bass – need data from County on indoor soccer.
- Easby – expand all-weather outdoor space
- Bigney – condition of field at TJ is suspect

9:00 p.m. – Bass asked for final comments

- Bigney – indoor soccer has another option: profit-sharing, needs some planning, and why not ASA work directly through schools for access to their gyms for the sport...the schools' PTA and principals.
- Waffle – recommends we reach principals and PTA on this issue
- Bass – get access to school space to offer competing indoor program
- Waffle – 2 august DC United matches, 117 unsold tickets, \$24 discounted
- Bass – next meeting is August 23rd at 7:30 p.m. at ASA HQ – agenda forthcoming

9:12 p.m. – meeting adjourned

Minutes respectfully submitted by S. Anthony