

AYSO Board Meeting

March 7, 2019

Attendees

X	Neil Weinberger		Bruce Hancock
X	Taj Chiu	X	Steve Hawkins
	James Sheehy		Chris Herb
X	Mimi Goldstein		DeWayne McMullin
X	Shanti Rao		Bill Owen
X-P	Chad Pratt	X	Ivonne Penichet
X-P	Dan Jeffries		Marco Quezada
X	Dana Bradley	X	Samir Singh
X	Kelly Ching		Mika Walton
X	Scott Davis		Adam Yatsko
	Vic Gutierrez	X	Joanie Paik
X	Steve Haegelin		

Neil Weinberger called the meeting to order at 7:16 pm.

Call to Order

Follow-Ups/Quick Items

Dinners for monthly Board meeting will be rotated amongst members.

Galaxy season tickets are available. Neil will circulate a list for the tickets.

The AYSO EXPO is March 21st weekend in San Diego. Neil, Taj, Mimi and Chad are attending. Scott may also attend.

Neil, Mimi and Taj are proposed to be the authorized signers for the Region 13 bank account. **Shanti motioned to approve the proposed authorized signers. Ivonne seconded the motion. Motion carries with four voting in favor and none opposed.**

A new Mac mini computer/CPU was purchased last year as part of the new photography initiative, along with a new DSLR camera. The computer does not have a monitor. Shanti has an old VGA monitor he can bring in. The computer can remain in the clubhouse and be used for registration. Neil has the camera for safekeeping. Neil and Shanti are continuing to focus on AYSO Region 13 website improvements. The goal is to unveil the new website by an August 1st deadline. Website navigation for registration to Blue Sombrero needs to be streamlined. The news headings on the front page need to be lowered in hierarchy. When registration opens in April, people directed to the Region 13 website should be able to find exactly what AYSO is, and how to register their kids in our program.

Picture Day

Last season's Picture Day experiment to bring photographers to the players had drawbacks. The delivery method could be improved. Kelly and Neil have received input and have decided to return to a more traditional route. Lacey Wood Photography provided a proposal with options in the front end with

digital images along with multiple days for photography sessions. Picture Day will take place over two nights and three weekends. The historic budget for photos has been \$11,000 to \$12,000. Lacey Wood's proposal is \$12,000 for Picture Day, and another \$2,100 for coaches' plaques. Shipments will need to be coordinated.

Action Item: Kelly to set Picture Day dates.

2019 open Board positions are Director of Coaching, Upper Division position formerly held by Adam Yatsko, DCA of Coaching and U4-U8 and DCA U6 and U7, all formerly held by Francis Okwu. Adam is willing to mentor, while the Board would like to retain Francis at some level of coaching instruction.

Neil would like to activate more social media presence for Region 13 on Facebook, Twitter and Instagram. Board needs to find someone who can be dedicated to this responsibility.

Fields Report

The purchase of new light towers for Muir North have allowed usage of the entire practice field, which has led to arguments over space. Marco and Neil have discussed keeping some of the lights at Muir North, and taking four for the fall to a new practice field. This new field could be either at the Rose Bowl or a different school location. Goals need to be moved between Victory Park, McKinley, and Rose Bowl Area H. The goal bags have fallen apart. Region 13 should purchase new goal bags to replace the shredded ones.

Steve Hawkins related a request from the referee staff that when the fields are painted, a technical area for coaches should also be painted.

Action Item: Taj to follow up with Marco about painting.

Goals at Muir Central and Pasadena High School have been inspected, and they are cracked and broken. Repairs were made with tape, and Scott feels that they are a safety issue. Region 13 may need to spend resources on the goal repairs, as it will not be a priority for the schools until soccer season starts.

Action Item: Neil to follow up with Marco about goal repairs.

Steve Hawkins suggested concentrating U10 fields so that one referee can mentor these fields, similar to how South Pasadena sets up its fields. The only field that can accommodate four U10 fields is Rose Bowl or Victory Park. Victory Park is currently set up so that different fields are set up for various age groups. There are three U10 fields but they are separated into two upper and one lower.

Action Item: Follow up with Marco about whether the three 10U fields @ Victory can be next to each other, perhaps by swapping the 8U fields currently on Victory Lower for the two 10U fields currently on Upper. Also verify whether Brookside, which currently holds three 10U fields, could possibly hold four.

Referee Report

Recruiting referees at U10 continues to be a hardship. Steve had a suggestion for referee assignments for U10. In the first two weeks of matches, the center referee would be assigned by the Referee Staff, if that is the team's preference. Both referees from both teams would need to participate in the match, but they would receive mentorship and guidance from an experienced Center Referee. The objective would be to encourage more referee volunteer participation. Any coach-referee who is an intermediate level candidate could mentor both referees and coaches.

Steve Hawkins relayed that IFAB's law changes were announced last week. One law change is that yellow and red cards can be handed to coaches. This will allow the Board to track comments on specific incidents. This will also allow new referees to follow up serious verbal warnings with a direct action that will not go unnoticed by coaches. Another law change is for goal kicks, the ball does not have to leave the penalty area. Another law change is regarding free kicks from the penalty box. Once the laws are published in May, Steve will have a better sense of referee instruction for the new laws.

Neil is working on a calendar outlining key milestones from today until Opening Day. The referee training schedule will be similar to last year's, with three classes in August and one secret class. Steve wants to coordinate classes with South Pasadena and perhaps cross advertise classes so that they will not double up. By pooling resources for training with another region, more choices become available for volunteers.

Action Item: Steve to give Shanti referee class dates as soon as they are scheduled.

Discussion centered on referees proposing that the number of teams be based on the number of referees. A quality program needs quality referees. However, team formation is based on the number of kids. The greatest obstacle is the lack of carryover of referees from U8 to U10. Very few volunteers upgrade their certification but those who do, tend to stay with the program for a long time.

Team formation last year pushed out too late and finding referee volunteers was even more difficult. In addition, there was a lack of coaches last year. 6 girls and 8 boys teams did not have a coach. Everyone agreed that we want to encourage DCAs to do more volunteer recruiting BEFORE team formation, and give more time for Coaches to recruit volunteers AFTER team formation, ideally giving them 4-5 weeks (from mid/late-July). Neil and Shanti are hoping that by August 1st, teams should be formed, and by Aug. 12th, teams that are struggling to find volunteers will be identified. Then AYSO can become more active about recruiting volunteers. Dan is willing to work with incoming U10 DCAs this year, as both positions will be open.

Winter Stars

Taj had Chris' report. There have only been three sessions due to the rain. Chris has been moving all of the equipment by himself, which is not ideal. There has been one player on player incident and one coach incident that is under investigation. Parents appreciate the program, and the Launch drills have been beneficial. The jerseys have been a hit, as it provides legitimacy to the program. All Star players are invited to participate in Winter Stars.

Grad Series

Due to rain, there have only been three or four practices. Fields have had to move and there is a request to move games to Muir Central. Games are scrimmages with referees. Combining boys and girls has worked fine, even though there is an uneven number of boys and girls. Coaching has been a struggle. Taj is mentoring coaches about coaching from the touchline. A volunteer warning system was broached, to identify individuals who may not be ideal volunteers.

Play through, All Stars, and Spring Cup

Lee Petherbridge's U12 Sectional All-Star team advanced to the final four in Riverside, but then lost to finish 4th in Section 1. Josh Kreinberg's GU12 EXTRA team went to the Section 1 Championship game, then lost.

All Stars will wrap up this weekend with regional playoffs. Most coaches made it to the playoffs. For U14 Area only one boys' team made the playoffs.

Samir, our Spring Cup Coordinator, reported that Spring Cup for Upper Division has been approved. Younger divisions are due on Monday, March 11. Over 250 kids are registered for Spring Cup, with 12 teams total, consisting of 3 upper division teams and one boys U12 team, one boys U14 team, three girls U10, two girls U12 and two girls U14. Teams will be submitted to Area 1C on Monday, March 11th. Teams to begin practicing soon. For upper division, there will not be a U19 team due to lack of players. Regions can combine to field a team for Spring Cup.

April 13th is Galaxy Night. Neil will be distributing tickets to every Spring Cup player, with the opportunity to purchase more tickets. Included in Galaxy Night are experiences, including the opportunity to walk on fields.

TOCA training at Pasadena Soccer Academy for EXTRA and All Stars is critically over budget. Technical training was helpful, but during the rain many coaches relied too heavily on TOCA, which increased the training expenses. Goalkeeper clinic was billed twice. One was for 1/19 and another was for one session that was cancelled late. Reconciliation of billing is in progress. For Spring Cup, two sessions per team was proposed, depending on the Spring Cup budget. Mimi has prepared a breakdown of TOCA wishlist for each program.

Action Item: Neil and Taj will determine the number of TOCA sessions for Spring Cup teams.

EXTRA

Mark Evans and Marco are coordinating EXTRA together. So far there are only four applicants for EXTRA coaches. This program has existed for three years, but too many resources are required to support it. Committees, not coaches select players. There are enough advanced coaches. At tryouts, Launch can run drills but assessors are still needed. So far only five 10U players are registered for tryouts. Coordinators are questioning whether Region 13 should have an EXTRA program. Tryouts dates will remain, and then interest in the program will be gauged.

Action Item: Shanti will send out another email blast for EXTRA program and upcoming tryouts.

Bill Owen Spring Cup

Steve Haegelin reported that registration closed on March 7, which is ahead of schedule for registration closure. There are a total of 84 teams, with 12 upper division teams. 9 teams are from Region 13. There is no U12 boys team for Region 13. This year the tournament is too early compared to Spring Cup, so next year it will be a week later. BOSC will be held on March 30th weekend at Rose Bowl Area H, and is a two day tournament. Steve will send numbers to Ivonne for ordering the Spring Cup uniforms.

Fall Registration

The Board's priorities are setting the registration fee along with establishing the calendar for the next six months leading up to fall season Opening Day. Registration will be open on April 1st. The registration fee needs to cover operating costs and provide value. Mimi included Sunday Launch clinics for the Fall program and for EXTRA, the latter of which will come out of EXTRA's budget. Setting the fee at \$160 to \$180 should cover expenses, including training. Incorporating TOCA for one division, probably U10, can be justified, but will be discussed later. Awards and volunteer registration come to about \$65,000. Income from sponsors was tabled and set to zero. Neil, Shanti, and Taj support a \$160 registration fee. Early bird rates were discussed. Last year's registration fee was \$155. This year the annual player registration fee is going up from \$17.50 to \$20. Also this year background checks for volunteers are

more intensive, so a \$25 fee per volunteer will be applied by National. Region 13 will cover this cost for the volunteers, allocating about \$8 per player. Potential consequences are that some regions will bypass the background check, and some volunteers who had been previously approved may not be approved this year.

In previous years an average of \$30,000 was spent on training. The volunteer appreciation dinner cost about \$25,000. We will explore less expensive ways to celebrate the volunteers, perhaps hosting the event at La Salle using outside catering, instead of renting Brookside Golf Club. To further reconcile the budget, we will not plan the July 4th Board member night at Galaxy, but may find other ways to celebrate the Board.

Discussion centered on increasing participation and early registration for the AYSO fall program. Registration last year started with 60 people signing up in the first week. The number of registrations over the summer stayed constant through the summer. Neil suggested reaching parents by using the services of Peachjar, flyers, mailers or bookmarks. Incentives for early registration were discussed. Past season volunteers could be recognized with an early discount \$20 coupon code. Taj suggested mailing a postcard to targeted families with a \$5 discount for registration. The postcard should be mailed before school ends and summer begins. Sibling discounts along with walk in discounts were discussed.

Board agreed on following actions to help drive volunteerism on the following items:

1. Set up an information table at Winter Stars, try to get some face time with families.
2. Have DCAs and DRAs follow-up registrations with personalized e-mails for volunteers.
3. Start wait-list earlier - mid-July - and only allow entrance from wait list for those who volunteer.

Those on the waitlist will not be guaranteed placement on a team unless they volunteer.

In-person registration was discussed. Last year the time commitment for in-person registration from volunteers did not pencil out for increasing the number of registrations. However, in person registration offers valuable facetime and an opportunity to recruit volunteers. Recruiting volunteers with online registration is not nearly as effective.

Approval of Minutes

Dan motioned to approve the February meeting minutes as amended. Shanti seconded. The motion was approved with four in favor and none opposed.

Meeting adjourned at 9:39 pm.

[Next Board Meeting is April 4, 2019.](#)