

AYSO Region 4 Board Meeting – Agenda

Date: Monday, April 6, 2026

Time: 7:00 PM

Location: Westlake Village City Hall

1. Call to Order: 7:01pm

2. Roll Call & Approval of Previous Minutes

David Felberg, Amy Borselli, Steven Cooper, Robert Badiei, Bill Barbato, Jen Shankman, Ofir Magen

3. Financial Review

- Current financial status- \$312,864, start of registration money coming in. All bills up to date.
- Spring expenses and remaining obligations

3.1 Budget Review

- Budget for 2026-2027 Member Year
 - 20K for AEDs, 1/1/2027. Every coach has to be CPR and AED certified. 1/1/28 is when we need equipment on the fields. School sites do not have permitted sports infrastructure, but the cities do. AYSO national trying to reach out to other youth organizations for partnership. Need to have a policy in place-where it is, who is keeping track, distance from field to AED, etc. Will get clarity over summer when it goes to legislative session. Talk to field holders—we pay for device, split with another youth league, maintained by city?
-

4. Fall Season Preparation

No one can upload safe sport certifications- it will permanently break the connection. They need to contact support. This is because Sports Connect is going away. Support@ayso.org. Tell them you have it, here is certificate, National will make it happen. Moving to PlayMetrics next year (TO testing it).

108 enrollments for 2026-2027 thus far.

Board members need to enroll.

Discussion of Aug birthdays and shift in ages, challenges of kids in HS/14U v 16U

4.1 Marketing for Fall Season

- Status of marketing- Rich has some yard signs, schools have not been supportive. Suggestion, next year when they solicit us for their fundraisers, it's an opportunity to barter for banner space.
- Outreach channels (schools, social, print, community partners)
 - Acorn Ad
 - Postcards- some will go to Corrine for Spring. Bill will bring to Great Race on Saturday. Bill will send email out to board. Sunday is clean-up day at Brookside.
 - More emails will go out, but not too many, more through Peachjar.
 - Recreation Guides- Westlake, Agoura, Calabasas, Oak Park/Simi

4.2 Evaluation Days – Updates

Evaluation Day for younger kids, so we can get the parents in as well. Station-based, hit stamps—ref tables, coaching tables, write-up on rules, printed parent guide.

Evaluation for older kids- needs to be organized now. Food and volunteers. Discussion of need for board members to be there, and the need for more volunteers.

We need more leaders, coaches, volunteers—we need to change, what do we need to change? We also have to run a program with what we have and build a program that reflects that.

Coach meeting/education on processes of rules/cards/outcomes, treatment of referees (esp youth), adult refs supporting youth refs, stepping in with coaches and parents.

5. Board Development

5.1 Board Member Recruitment

- Current open roles
 - Outreach strategy
 - Candidate updates
-

6. Upcoming Events

6.1 Great Race & Clean-Up Day – Next Weekend

- Volunteers
- Booth setup and materials
- Region visibility and marketing opportunities

6.2 April 22 – City of Westlake Village Council Meeting, 6:00pm- Proclamation

- Who will attend – Kids from White Oak will be there watching the meeting. With parents there, this is a good opportunity to talk about getting involved and volunteering. Bill would like a few more board members present, especially Westlake residents. Efforts for Calabasas and Agoura to do the same.

6.3 City of Westlake Village – World Cup Event- activity at watch party event. Ask for volunteers, get people involved. Swag from National. We are the only youth sport presence.

7. Open Forum

- Additional board or community concerns
 - Suggestions for future agenda items
-

8. Adjournment