

AYSO Board Meeting
Monday, November 3, 2025

Finalize PSIT schedule and review rules
Update on post season programs
Recruitment
Firm up fall team recruitment strategies

Attendance:

Jen Shankman
Jeb Adams
Edriss Merchant
Ofir Magen
Steven Cooper
David Felberg
Bill Barbato
CJ O'Keefe
Ron Green
Kim Barbato

Executive Board Review:

Steve- Treasury: \$374, 316. Almost all bills have been paid other than permits. In the process of reconciling statements with National. Reimbursements: if anything needs to be reimbursed over \$200, let Steve and Bill know prior to purchase so they have the information, and ideally within the 30 day window for any reimbursement.

Ofir- Coaching: Need follow up discussion with 8U coaches as well as discussion of field monitoring. Players heading the ball and slide tackling, not developmentally appropriate. All-stars discussion of scheduling for 60 vs. 90 minute practices. Lay out the expectation ahead of time.

Kim- Reminder that coaches need to make sure they are clear into post season play with safesport/background checks. Our insurance will not cover if a team is not activated, team not activated without coach certifications, therefore, they would not be able to practice.

Jeb- Preliminary schedule discussion for end of season play.

Corinne- Post Fall core programs: Winter player development (M, T, Th).
Also: Thanksgiving, Winter and Spring camps. Hand-out of postcards works well, should use again in the Spring.

Simplification of Schedule

Discussion on pre-determined practice times for each age level to help keep people from dropping, switching, or from teams practicing 90 min 1x/week as opposed to 60 min 2/week. 2x/week for 8-10 seems like too much of a commitment. Can coaches offer skills clinics for those who want more? Think about more efficiency in what we are offering people. Practice 1x/week for 90 min, offer M-Th, with Friday for skills.

Engagement

Adult pick-up to generate more volunteers, coaches- sign up for 1x/week during off times of kids practices, online through AYSO adult program.

Go back in database to post all-star kids for engagement.

Pick-up party as a marketing tool.

Tent on field for parents to meet while kids are playing at eval for kids.

Family event.

Expectation that every family must volunteer.

Testimonials at an event for parents from youth refs, refs, coaches, board members, etc.

Mini pick-up parties

World Cup viewing parties

Evals are currently followed by a dead period. Can we condense?

Pre scrimmage week before Labor Day

Make a Week Zero to get footing

Save the dates

Market early

New templates for Web site: Ofir to look to assess whether or not we want to make adjustments

2026 is Region 4 Anniversary- Build a portion of the site that contains history/contributions of people/roles- craft a message of continuity.

Coach/Ref/Volunteer of the Year awards to recognize and highlight.

Incentivize nominations- gift card, raffle, etc. Give people information to help them nominate with a clear understanding of what we are looking for.

Birth Year: Aug 1-July 31.