

AYSO Board Meeting
Monday, February 2, 2026

Attendance:

Ofir Magen
Edriss Merchant
David Felberg
Larry Tepper
Julian DeSalay
Robert Badiei
Steve Cooper
Bill Barbato
Kim Barbato
Jen Shankman

Bill's items:

- Reminder to Register for EXPO- all encouraged to attend, classes on weekend, region will pay for people to attend. Great to see what other regions are doing. Pasadena, 3/29-
- Recap of All Star/League Area playoffs- 14U girls doing great, came in 3rd. 12u boys won headed to Bakersfield. All teams represented the region well in terms of behavior/sportsmanship. Give opportunity for kids to get to know each other more ahead of all star season. Discussion of A team vs. B team to give kids opportunity to play more together.
- Update on United/Alliance/Club-
Rancho Conejo United is no longer. Director took program and started own club. National is putting our hub (10E) on pause. Region 9 has said they will do an Alliance program. Team plays on club circuit, but housed within AYSO. Core-Extra-Alliance (we control Alliance, rather than United, which was its own separate section.

Steve-\$321,360. Bills up to date. Working on budget- looking like we can hold our registration fees where they are. Field costs are going up (Rancho simi most expensive). This is consistent with other years. MCMS- trying for 14U for next year.

Main discussion items:

- Registration prep (we are still on SportsConnect for next season, not on the pilot)
 - Only Region 9 is on pilot
 - Years are no longer calendar year- August 1.
- Marketing- outreach to communities- Acorn, Emails, Flyers for Spring league, Peachjar for LVUSD, Banner on TO/Kanan, ParentSquare in OP? Social Media, booth at the Great Race? Market on side of a truck? Referrals. Park outside somewhere with foot traffic. Mailer. Val Pac, Instagram ads? Elementary schools? Brookside banner? Look into costs at schools to put up banners—OPUSD? Look into costs at districts.
- 50th Anniversary – Working on logo for it. General awareness for larger community. Gain traction with people whose kids went through program. Make sure community remembers we are here. Compiling a list of as many previous board members- what can we fill in. Bill has asked National for the data. Wants to celebrate the longevity of 50 years...w a hall of fame. Solicit through social media for historical photos to build up history. Gain momentum from people in the community. Regional board to go to Westlake city council meeting—Steve met

Mayor. Bill—reach out to State Assembly—proclamation. Increase awareness. Create better relationship with municipal government to help boost our profile.

- Work day (i.e. clean out/up, equipment inventory) – dual purpose clean-up day and inventory check, before Bill begins to order for the Fall (April), would like to open up to larger community and get other parents involved. Before Spring Break. Spring Cleaning Event! Incorporate mixer, meal. End of Feb or Mid-March for enough notice.

General Volunteers:

- Evaluation task force formation (Littles and Bigs)

Eval days- kids have session, on eval days, part of what adults have to do to get training shirt is get their punch card. When it's stamped, they get shirt. Do it all on the field. Division directors – solicit coaches. Referees—take away the fear, talk to them. Board people- example for other things people can do. Give people face to face time for recruitment.

SWAG for volunteers---different hat design. Get adjustable hats. Travel coffee mugs

10 and up have a series of days and then one for younger kids for getting more volunteers. Looking for people to design a program to mask volunteer recruitment—get those things in motion now to plan. Food truck, galaxy, lafc, Ventura County etc. can they send someone out? Pepperdine, CLU. Engage local high school coaches?

Let Bill know if you want to be in a working group.

Field Condition Issue—a decent number of our fields are subpar. Becoming a problem, safety issue. OP- effort to no longer be part of Rancho Simi-local area formation committee-opportunity to offer to partner to raise the quality of municipal services. Be strategic to reach out now so we don't get closed out by other sports organizations. What about Oak Park Unified, who seem to be better partners. Discussion around outreach and creating better relationships with the municipalities—having better fields and parks is an asset for them.

Las Virgenes- turf fields?

- Regional Commissioner nomination process

Bill asked for volunteer to be the someone to accept applications for regional commissioner.

Can be nominated or someone can apply. They need to collect applications and run the election. Edriss will run it. Ofir and Bill will coordinate putting on web site and get process started.