

AYSO Region 4 Board Meeting
Monday, March 2, 2026

1. Finalize plans for marketing fall season
2. Finalize calendar for year
3. Evals/Parent recruitment event
4. Chat bot
5. Equipment requests

Attendance: Edriss Merchant, David Felberg, Steven Cooper, Bill Barbato, Kim Barbato, Jen Shankman, Ofir Magen, Rich McGuire, Julian DeSalay, Corrine Briers, Ron Green

1. Call to Order- 7:00 pm
2. Approval of Minutes- Put off for next month, sent too late.
3. Reports
 - a. Steve- 316K all bills currently paid. Need to do accounting on All Stars, resolution on invoice (Score). Fields- sent communication to Medea Creek about field. Sent to principal, waiting to hear back.
 - b. Kim- Once new member year opens, new tracker, CVPA position, if anyone is interested, will train them on it, Kim is no longer going to do it. Do not register refs inside of kid registration—they need to register in the ref section. For board, don't register for new season with AYSO emails.
 - c. Ron- not a lot of volunteers for the tournaments. Conversation around encouraging those who ref during the season to consider tournaments. Talk about at recruitment day, make team refs aware. Many don't think about it. Use those who are doing it to help recruit.
 - d. Registration- setting up new season, last season on Sports Connect. Communication will go out about the new cut-off dates to explain to people their child's placement. Discussion to take place about the younger groups before registration opens.
 - e. Player Development- Corrine- Went well for first time, got good feedback. Question from people- in Spring, will we offer a U14 division program? YES to U14, there are enough players. We need to post something on the website for those who are not currently in the region. Ofir wants to make a page with all the information. Spring seems to be the entryway to the region, so need to do a better job of marketing Spring—Season starts in 2 weeks. Social media, peachjar. Ok for numbers to grow (right now at 260). Options for practice only, game day only, will see higher participation.
4. Unfinished Business
 - a. Marketing Plan for Fall Season- Final Review and Approval-

- i. Can we put banners at schools? (In exchange for the registration fee donation we give?)- Can send digital to social media, FB groups
- ii. Discussion of designs, AYSO size, split color, pop of gold color on 50, 50 years of sports, make AYSO big enough for drivers. QR code good for schools, not for drive-by. Rich will take comments and then get a new design out to everyone. Would like to have 3 posts per week about different themes, leading up to registration, mid-March to end of April. Rich is going to work on generating content.
 - Angel city clinics- 90 min soccer clinics, haven't contacted anyone in our area, 4/17 T.O.
 - Will work on other content.
 - Early Bird info.

Yard signs? Do we get enough as a result of that? If we don't get a banner, yard signs are important. Order some but plan on it not being primary school one...banner will catch more people's attention.

Discussion of other ways to promote—concert series, movie series
50th Anniversary sponsorship?

Outreach to gov't to increase visibility- chamber?

Flyer to Spring families

National Play program is for going into schools- we can send proposal to expand for after school programs- National will pay for it.

Presence in private preschools—Montessori's?

Advertising in Recreation catalogues

Developing a referee program through the high schools for PE credit?

Week-long Ref development camp? Maybe do jointly with other regions?

Could include play and learning. Break down curriculum and game-ify it for kids. End game is certification of referees. Could get other regions involved.

b. Annual Region Calendar- Finalization

i. Review of Proposed Dates for major events

- April 1- Registration Opens
- April 1-April 30- Early Bird
- May 1-May 31 Registration at regular price
- Sunday, May 31 Evaluation Date 1
- Saturday, June 6 Evaluation Date 2
- May 31-Automatic Wait List, Higher price?
- Evaluation Day
- March 25th- Volunteer/Meet the Board Day, Emails to go out to community. Board and Brew? The Stand? Hyatt? Figueroa Mtn.?
- Sunday, April 12- Clean Up Day- Pack materials in bins, place off ground. Everything needs to be moved out to pack up. Brookside is priority, second is Community park, third is Valley View.
- Coach Mtg---give ref points? Uniforms, rosters

- Week Zero instead of pro scrimmage for upper divisions- scheduled game, doesn't count toward standing.
- Labor Day weekend and Rosh Hashanah are two weekends in a row. – *Publish this for people to see*
- August 22- week zero, full practice game
- August 29- first game
- November 14-15 -Play-offs- 12U under lights
- Late season night under lights for littles
- October 10- All-Star cutoff for coach applications
- June, July-Clinics- ref training, coach training- get dates
- Team manager informational videos, in-person mtg
- Picture Day- Ultimate Exposures- manner of photographers- Saturday all day, Sunday all day, pay for two full days
- Sept 19th- Picture Day
- October 4th-make-up Picture Day
- Evals- 5/17, 6/6

ii. Coordination with field availability and city requirements

iii. Approval for Publication

5. New Business

- a. Evaluations/Parent Recruitment Event- One sheet provided for 10U and up ideas—turn into an email exchange for discussion of ideas. Needs to happen in partnership w/registration. Bounce back with link to sign up when people register. OR, part of registration, pick eval date. Sports connect won't send a reminder. Sign-up Genius does.

This can happen when we go to SportsConnect.

- b. Need to have evals for younger players too, 6 and up
- c. Chat Bot Initiative
- d. Uniforms- 2 different uniforms, Everyone gets same uniform but it's reversible—kids won't get excited. "Skittles" approach more approachable and easier—teams bond over uniforms. Do it for older kids for area games and showing up in wrong uniform.
- e. Volunteer give-away for those who go above and beyond- red trucker hats, looking at cost for established 1976 with logo.