



## MONTGOMERY UNITED EXECUTIVE BOARD MEETING MINUTES

**Date: February 6, 2017**

Members: Mark McGuriman (President), Michelle Balisalisa (Vice President), Dave MacWilliams (Director of Coaching), David Jones (Director of Recreation), Wendell Beres (Director of Competitive).

At Large Board Members: Rick King (Secretary), Kristen Carey, Lisa Coldren, Jon Meade, Joe Blockett, Brent Whitting.

Members Missing: Kate Beres (Treasurer), JC Logiovine, Michael Cavallaro

This monthly meeting of Montgomery United Soccer Club Executive Board was held on February 6, 2017.

### **CALL TO ORDER**

Mark McGuriman called the meeting to order at 8:35pm

### **APPROVAL OF MINUTES**

Minutes of the January 22, 2017 Meeting were approved unanimously.

### **ADMINISTRATIVE UPDATE**

#### **AGENDA ITEMS:**

#### **Township Update**

- Email Sent to Club disclosing neutral stance until more information could be had. Board worked well to inform our members of the issues and our stance which resulted in multiple conversations with Township Supervisors. Board will continue to work with Township representatives to ensure MonU has a voice

#### **New Action Items-**

- Continued participate at Township Supervisor meetings and Parks & Rec Meetings

#### **NPSD field discussion**

- Initial discussion with Facilities manager about our relationship

#### **New Action Items-**

- Joe Blockett continue to work toward solving the field challenges with NPSD

#### **Initial Presidents Message**

- Message developed with feedback from the Board

#### **New Action Items-**

- Mark send first message and schedule the regular message to the club

## **Marketing Function and Social Media**

- Rick and Wendell discussed initial meeting with Social media professionals for video content use as well as social media as whole. MonU now has a presence on youtube, Instagram, facebook, snapchat.

### **New Action Item-**

- Rick and Wendell to meet in 2 weeks with Ken Rodoff.
- Consideration to Hootsuite to manage social media efforts
- Consideration to use of members' photos and videos needs to be given

## **Website**

- DJ and Wendell updated the Board on a new website option. After much diligence and a weighing of the pro's and con's, DJ and Wendell recommended to the Board a switch to Bluesombrero. Switching to a new platform solves many of the issues with registration for multiple programs and make life easier for our members.

### **New Action Items-**

- DJ and Wendell to manage website transition. Timeline February. Refresh in Fall.

*Michelle Motion to approve change to Blue Sombrero website. Mark and DJ Second. All in favor.*

## **Brochure**

- Discussion centered around March 5 MonU information session and the need for a one page flyer to announce the session and a follow on brochure at the meeting. One page flyer will have information about the club and also content to be discussed at the session

### **New Action Items-**

- Mac and John Meade to work together create a glossy brochure. Decide on content.

## **3v3 tournament**

- Good response from members. Kids are excited. Details to be worked out in the next few weeks.

### **New Action Items**

- Wendell to update Board on issues at each board meeting to decide next steps as part of regular competitive update.

## **Rec Select**

### **New Action Items-**

- DJ notify rec Select of West Chester Tournament

## **Outreach Strategy**

- Discussion centered on an overall outreach strategy and the need to understand what has been successful in the past. The end result of the Outreach Strategy will be to ensure that as many kids get to play soccer and nobody stops playing because of finances. We should develop a strategy centered on corporate donations, Grants, other options apart from hitting our families

### **New Action Items-**

- Goal setting for outreach by board next meeting

### **Survey follow up / Survey link resent**

- Survey sent out to all competitive and Rec families. Feedback continues to be monitored and those requesting contact have been talked with by Mac. So far, 140 responses from travel. 147 for Rec.

#### **New Action Items**

- Link to survey will be sent out with President's Message and Board to discuss themes within the surveys moving forward.

### **Coaches and Manager Meetings**

#### **New Action Items-**

- Scheduled meetings discussed for the rest of the calendar year.
  - March 15 8:00pm
  - May 10 7:00 Coach and Manager Meeting
  - August 9 Coach Meeting
  - September 10 Coach meeting
  - November 8 Coach meeting

### **Next Board Meetings**

#### **New Action Item-**

- Scheduled meetings discussed for the rest of the calendar year
  - Monday April 17 8:30pm
  - May 15 8:30pm
  - June 5 7:00pm
  - July 17 7:00pm
  - August 7 8:30pm
  - September 18 8:30pm
  - November 6

### **Player Evaluations**

- Discussion centered on the need for player evaluations for parents and a discussion between coach and parent/player. Basic idea to send evaluation to parents to fill out first and then respond to those families who return the survey, similar to the ODP program.

#### **New Action Item-**

- Mac and Wendell establish best practice and policy for player evaluations. Get coaches to finish and return by March. Future goal is to have conversations with players end of Fall as mid term feedback

## **DIRECTOR OF SOCCER**

### **Tryouts**

- Discussion on best timing for tryouts considering weather possibilities and field availability through township.

#### **New Action Item-**

- Mac, Wendell, DJ decide and Execute tryout schedule

### **Informational Session**

- Scheduled for Sunday March 5 at 7:00pm at Montgomery Township Building for all of MonU.

#### **New Action Item-**

- Wendell, DJ, Mac schedule and advertise the informational session
- Disclosing the week of March 20-23 Open session for players

## **COMPETITIVE PROGRAM**

### **Members Weekend**

- Discussion centered around Adult night trivia night on Friday at the Empress Room in Blue Bell at St. Helena's Church.
- 3v3 day Saturday at Montco.

#### **New Action Item-**

- Wendell will book based on recommendation and with board approval

**Michelle Motion to hold the room. Lisa second. All in favor.**

### **Nexgen Closed due to water damage**

#### **New Action Item-**

- Wendell Advise Club

## **RECREATION PROGRAM**

### **Spring Registration**

#### **New Action Item-**

- DJ will be posting registration on the new website

### **Coach Surveys**

- Rec coaches surveys will be sent out soon
- Coach recruiting Spring

#### **New Action Item-**

- DJ to Evaluate

## **TREASURER**

### **Profit and Loss presented**

#### **New Action Item:**

- Evaluate in next board meeting

**OTHER BUSINESS**

**Picture Day September 16**

**Wings Cup application submitted**

**Soctoberfest**

**New Action Item:**

- Discuss at next board meeting

**Meeting adjourned at 11:20pm, February 6, 2017.**