



MonU Executive Board Meeting Minutes

Date: January 22, 2017

Members Present: Mark McGuriman (President), Michelle Balisalisa (Vice President), Dave MacWilliams (Director of Coaching), David Jones (Director of Recreation), Wendell Beres (Director of Competitive) and At-Large Board Members: Rick King (via phone), Kristen Carey, Lisa Coldren, Jon Meade, Joe Bocklet, Brent Whiting, Michael Cavallaro, JC Logiovine (via phone)

Members Missing: Kate Beres (Treasurer)

The monthly meeting of the Montgomery United Soccer Club Executive Board was held on Sunday, January 22, 2017.

Call to Order

Mark McGuriman called meeting to order at 7:05PM.

Approval of Minutes

Minutes of the January 9, 2017 meeting were approved unanimously.

Administrative Update

Prior Action Items

Meeting with Township – McGuriman, MacWilliams and Beres reported out on meeting with Township Supervisor Mike Fox and Parks & Rec Committee Member Al Quasti on Monday, January 16 to begin new relationship and to summarize next steps with Park & Rec Board.

NEW ACTION ITEMS

- Board decided we need to notify our members of future fees per child per season by Montgomery Township Supervisors.
- Decided that DJ to send email on Sunday, January 22, 2017 to notify members.
- Decided that Mark, Michelle and Michael will attend Supervisors Meeting on January 23 at 8:30 pm
- Decided that Al Quasti will be notified about our plans

Meeting with NPSD – Discussion held about history of relationship

NEW ACTION ITEM

- Joe Bocklet to contact his relationship at School District to begin process

Initial President's Message – Discussion on President's message monthly

NEW ACTION ITEM

- Mark to craft message for delivery between SFTC postponement and next February Board Meeting

Marketing Function/Social Media Strategy – Discussion on interns for social media, video capabilities, competitive brochure.

NEW ACTION ITEM

- Wendell to talk to member with abilities
- Wendell to talk with Brent about website updates
- DJ to talk to Temple Sports Management for interns
- Mac to talk to Jon Meade about a competitive brochure highlighting our programs

NexGen Lights – Discussion held on light solution. All said worked well and parents were pleased. Good work!

3 v 3 email notification – Discussion held that email crafted and due to go out during the week. Discussed with coaches and managers at prior meetings and everyone seemed on board and appreciated the idea and the sense of community it will build.

NEW ACTION ITEM

- Send to competitive teams week of January 23, 2017

Rec Select West Chester Replacement – Discussion centered on notifying Rec Select teams of SFTC cancellation

NEW ACTION ITEM

- DJ to notify Rec Select Coaches in coming weeks

MonU Weekend – Discussion held on the type of events – Golf outing v other family event on Friday. More focus could be put into Columbus Day outing and make Friday of MonU Weekend a more inclusive event

NEW ACTION ITEM

- Discuss and Decide the Friday night event at next board meeting

Credit Card Solution – Discussion on various options at Convention. All do some and nobody does all with respect to fees.

NEW ACTION ITEMS

- MonU team to reach out to League Athletics
- MonU Team to discuss with Blue Sombrero

Scholarship/Outreach Discussion – Discussion on the need to fund the scholarship fund heftily and various ways to get the outreach fund to a meaningful point including restaurant fundraisers, social events and the need for a coordinated approach as opposed to one-off initiatives. A coordinated and thoughtful approach will yield maximum results

NEW ACTION ITEM

- Jon Meade and Michelle to bring various ideas to the table and coordinate a strategy.

Treasurer/Finance Process

Mark McGuriman discussed a desire for Board oversight of some finance processes. This is strictly a new adoption of Board Governance and is a new governance process and procedure as a finance control. Any questions surrounding the bank statements will be brought to the Board's Attention at the meeting.

NEW ACTION ITEM

- Michelle Balisalisa will cross reference at Board Meetings unopened bank statements to ensure no irregular abnormalities.

Director of Soccer

Survey Summary

Mac presented survey results in aggregate for rec and competitive. Discussion focused on those who requested a call about the competitive programs. Overall, positive results with the surveys so far with respect to feedback as well as response rate.

NEW ACTION ITEM

- Mac to call those members who had questions about coaches
- Wendell to send survey link out to members again – at least 2 more times preferably
- Need to come up with a plan and timeline to go over results with coaches individually, especially those with issues

Curriculum Update

Mac presented the age-specific curriculum to a select group of coaches for feedback. Also shared the developed curriculum with the Coaches at the Coaches meeting on January 22.

NEW ACTION ITEM

- Need to include individual player evaluations to date in the curriculum
- Board suggested these be shared ASAP with players to alleviate stress with tryout process.
- Need a plan to go over curriculum with coaches

NSCAA Convention

Convention recap discussion focused on macro level of soccer world with our Club's solid relationships with EPYSA, Adidas and soccer community. Discussion held on possibly of getting our teams involved with training sessions at 2018 Convention in Philadelphia as well as volunteer opportunities for our families.

NEW ACTION ITEMS

- Budget for MonU Board to attend Convention a day or two in Philadelphia
- DJ to create a summary of club-specific programs for Board to consider
- Email to be sent to club with macro recap of Convention

Competitive Program

MonU Weekend

Wendell Beres presented an update on coaches meeting and 3 v 3 festival. See prior action items for next steps.

Wings Cup Date

Wendell discussed possible dates for Wings Cup in August.

NEW ACTION ITEMS

- Wendell to fill out EPYS paperwork and marketing to begin shortly to ensure we are on the radar for 2017 fall season.
- Board approved August 12-13, 2017 as Wings Cup Dates.

Recreation Update

Winter Minis

David Jones gave an update on Winter Mini's program

Spring Rec

DJ discussed Spring Rec Registration and suggested a discounted rate for families registering for Spring Rec who bought a reversible jersey in the fall.

NEW ACTION ITEMS

- Board decided to discount registration for those families not getting a jersey by \$5
- Need to continue to discuss the potential opportunity to have competitive players work with Spring Rec teams on technical and serve as “coaches” of teams/age groups

Women’s Health Initiative

Dj discussed being approached by a new startup business focused on women’s health and potentially offering this to our parents during competitive or rec trainings.

NEW ACTION ITEMS

- Board thought it was a good idea to explore for the spring season
- DJ to bring ideas back to the Board

Other Business

Competitive Tryouts & Open House

Discussion centered on dates for Tryouts and the possible desire for an open house to meet the coaches.

NEW ACTION ITEMS

- Need to confirm our coaching roster for next year
- Solidify dates for competitive tryouts
- Pick a date for the Open House
- Begin process of creating a brochure to highlight our competitive programs and coaches
- Need to finalized player evaluations ASAP

Meeting adjourned at 940 p.m. on January 22, 2017