

**Loudoun Soccer Board Minutes  
Open Session  
August 2, 2021**

**Board Members Present:**

Rob Russell	X	John Warner	X
Michael Fay	X	Neal Thurman	X
Allen Sayles	X	Greg Breads	X
Kim Barnes	X	Tim Hardy	X

**Also in attendance:** Colin Smith, Mark Ryan, Chris Stanley

**Meeting called to Order at 6:34 pm**

**New Business:**

Rob opened the meeting reviewing the Club's mission statement and core values.

**May Minutes:**

The May minutes were reviewed. Neal motioned to approve the minutes and Kim seconded the motion. The minutes were approved.

**Committee Updates:**

**Marketing:**

- Neal provided an update on our meeting with 37 Media and Marketing Group. We discussed the use of social media and other channels for improving our reach into the community.
- We've been doing a good job of improving outreach, while reducing costs, by focusing on the most effective communication channels

**Fundraising:**

- Mike provided an update on Fundraising and Sponsorship efforts.
- Our next event is the Golf Tournament on Monday, November 8<sup>th</sup>.

**Fields:**

- Colin provided an update on Loudoun Sports Park and general field issues in the Operating Report. Detailed discussions were tabled until the Executive Session.

### **Club/Community Relations Committee**

- Rob provided an update on committee formation

### **Strategic Planning**

- Rob discussed plans to hold sessions with key stakeholders to gather input on club operations and opportunities for improvement.
- Colin and Mark will coordinate with Technical Staff on scheduling several sessions before the end of the calendar year.

### **Operations and Technical Update:**

- Recreation program registration numbers are well ahead of targets. The Club is quickly returning to pre-Covid levels of participation
- Travel numbers exceeded targets. New players to the travel program include players from our Recreation Program, the U8 Academy, and transfers from other clubs.
- We hosted a free play day on July 24<sup>th</sup>. The program provides members of the Recreation Program a chance to work with the Travel Staff and has been very successful. This session had the highest registration numbers in the series.
- We are resuming our outreach to Title 1 schools in Loudoun County with after school programming. Our goal is to provide a fun training environment for children who might not otherwise have a chance to participate in our programming.
- Premier Cup registration has exceeded targets. Team acceptances have been announced and bracket formation is in progress.
- We hosted a Loudoun Soccer night with the Washington Spirit. Over 600 people participated.
- Junior Board applications will be received for another two weeks. The Junior Board was suspended last year due to Covid, but we hope to return to normal operations for the upcoming seasonal year.
- Registration for the E-Sports program will launch in early August.
- We suffered ceiling and roof damage at the LSP offices. The roof was replaced July 30<sup>th</sup> with some additional work needed in early August. Staff managed to maintain normal operations despite the challenging conditions.
- Coaching Education: VYSA/US Soccer Courses Completed – 7v& and 11v11 Grassroots Courses (32 candidates), Women in Coaching Course (30 candidates). Courses Scheduled – D License Instructional Course and D License Testing Weekend

John motioned to adjourn the meeting at 7:39pm. Rob seconded the motion. The meeting was adjourned at 7:39 pm.