

Region 121 Board Meeting Minutes
October 5, 2010 / Tuesday
Arroyo Elementary School – 225 Ulysses St.
Commissioner Russell Platamone – 805.791.6333

Attendees: Crystal Barlow, Reggie Barnard, Jamianna Carter, Ken Crowle, Kambria Fortuna, Bob Lang, Dan Mason, David McMillan, Alain Missoul, Mary Morrissey, Jung Oh, Kim Pagliarli Russell Platamone, Cheryl Platamone, Brian Ring, Karyn Ring, Jayna Rose, Danny Sison, John Tone, Roger Weiss. Guest: Kim Fortuna

7:00 pm Arrival and dinner/dessert prepared and served by Cheryl Platamone.

Birthday announcements: Mary, Cheryl, Patricia, Roger, Matt and Eric.

Meeting called to order by: Russell Platamone at 7:30 pm

Approval of July minutes: Matt Matter not himself did Correction by Ken Crowle on Referee presentation. Correction made. Ken Crowle motioned to approve and Kim Pagliarli seconds the motion. Minutes approved by board vote.

Introduction of new members and guests: New member Jung Oh as Assistant Referee of Assessment and Guest Kim Fortuna. Board introduced themselves to new member and guest.

Registrar Update: Mary Morrissey – 1369 kids this year, including Extra and U5 division, 29 drops so far. Total players last year were about 1415. Shows a 46-player decrease. Danny asked if there was room in the boys U16 program. Crystal mentioned the season is almost done and she would check. She felt there might be one position. Karyn informed we would have a uniform if needed.

Coach update: Crystal Barlow – Minor problems but all solved. No one has quit in the last two weeks. We had one coach quit at the start of the season. The UK coaches have been working for three weeks and they have three weeks left. Some problems and adjusted times for sun. We have a lot of slots open with no teams filling. We are paying \$52 an hour and some are only coaching one team at a time. Vista has most response, Hollow Hills a lot less. Emails have been sent out to all division directors who in turn send out to the coaches with little response. Many coaches are not using the program but those who are like it.

Ratings – will be done the same as last year. U6 and U8 based on a scale of 25/50/75. U10 to U14 division directors have coaches meet at their homes. If no space, Mary has volunteered her home. Crystal will be at the meetings and will be sending out directions on how to rate the players and it will be a mandatory meeting for the coaches.

All Star Coach applications must be in by Oct. 15th instead of Oct. 22. Emails were sent out with new date info. Coaches will be notified on Oct. 22 on who was selected. All Star and Tournament nominations by all team coaches in by Oct. 23 and player notifications the first week of November. Gives coaches enough time to scout. Applications are in the coach manual. Dates are the same for All Star and Tournament teams. Alain Missuol asked if Extra Coaches could be All Star Coaches. Russell informed there is an Extra meeting coming up and will ask about that situation.

Referee Update: Ken Crowle – New to program is Jung Oh as Jim Fleckenstein's assistant of referee assessor along with a new assistant to Ken, Matt Matteson who is 14 years and has been with us for three years. All the slots are being filled except in the late afternoons by having only two refs but the 4:45 game is hard to cover. This last weekend was very hard having the four extra teams playing at home. We desperately need to get the U8 graduating ref's to move up to help fill spots. John Tone has been a great help in getting the ref's who we really need. If Concetta can find just a few especially those moving up to the U10 Division it will help out a lot. We need ten more for next year. Only two this year. We do need a new email address on Matt Matteson and that is coming. Bob Lang thanked the referee's for being available for the VIP teams. Ken mentioned the Hansen's are back it helping in the ref pool.

Russell mentioned he had a talk with Keith on the ref's being a little more diligent on filling out the game cards and that he does list the problems listed on the game cards in the computer system to refer back to the problem coaches, players and/or parents. This year the bad situations have been down but if we do start to escalate with problems, Russell asked that the referee's start to eject problem individuals to make a point to the rest of the people.

CVPA Update: Jamie Carter: Things are going good. She asked board members to keep an eye on problem people and keep a list of those individuals so we can solve the problem for next year.

Financial Update: Roger Weiss – In regard to scholarships, we are under the amount as compared to last year. We spent \$52,000 in Sept. and brought in \$9,600. We cannot keep spending this amount of money. Russ and Roger are working on a budget breakdown showing what we are spending in comparison what is budgeted. As an example we have spent \$13,600 in equipment so far and we have budgeted for \$20,000. We need to recognize we have only \$6,400 left and we need to watch to not exceed the

budget. If we really need items okay and we need quality products but if we can go without it till next year than we should wait.

With a detailed breakdown on what we have spent, the board is going to have to look at how much we need to increase our fees for spring and fall for next year. This is going to be the second year in a row that we will be running at a deficit and we can't continue to operate in this manner or we will run out of money.

Bob Lang mentioned he looked at the budget at this point and we spent \$50,000 on items we needed to run the fall season. Roger mentioned that we did need to spend that money but we have to keep in mind not to go over the budget, which at this point is a good possibility. We discussed raising the fees for this year and we all decided to hold because of the economy and that has come back to prove we should have raised our fees to cover the increase of costs from all aspects of running the region. Fees have gone up in all areas, which were not taken, into consideration. Other regions increased their fees but most feel they should have gone up higher.

Ken asked if the purchase of the Berylwood bin was included and the cost. Roger stated it is included and was \$3,700. That is a cost that will be amortized out over a period of years. It was a better decision to purchase than to rent. We lost a lot of money over the years renting when we could have purchased and paid it off in twenty-eight months. We have been paying rental for years.

Russell mentioned he and Roger will be working on a breakdown of all the money spent and a per cost per player amount. The cost increase for next year will probably fall between fifteen to twenty dollars more than today's price. As one example the region has picked up the UK Coaches cost. If we decide to continue it, it would be an \$11 increase per player just for that program.

A breakdown of that budget cost will be presented to all board members.

Sponsorship Update: Bob Lang – Sponsorships are down with only \$3,500 at this time. On a good note we have sold about \$1,800 for the banner flags and we are looking at a recycling company who is looking at purchasing a \$500 flag advertisement. Also Big Z bought to \$500 flags for advertising. Discount card collected about \$1,200 at this time. We keep half of all sales. The number should be going up. I have about 850 cards left and passed out 1,650 cards. Div. Dir. keeps pushing the cards to the coaches and parents. Also the cards can be exchanged if you move out of the area. You turn in your card and get a new one for the area you might be moving too. Nothing but great reactions from those who have purchased the cards. Extra teams were offered \$2.50 per card back to the team to assist with fundraising.

Dining out fundraiser at Red Robin on Oct. 20th. The Red Robin Bird will be at the RSSP Fields on Saturday Oct. 16th in the morning to advertise the fundraiser.

Kim asked Bob to bring out cards to the U5 Division. Bob also mentioned he was going to do a push at Berylwood on the cards.

Picture Day Update: Patricia Howard – Not present. Russell mentioned it was done pretty good. Seemed to go okay and the quality of what was presented in the bid proposal looked very nice. They are also including our Hawk logo on the picture frame.

Members felt they needed more photographers because a lot of people were standing around waiting for some time. Others indicated it got better towards the end of the day and they got caught up.

Everyone asked about make up day and Crystal mentioned the information is in the coach manual under picture day and also in the team parent manual.

Field Update: Danny Sison –Practice field seem to be okay but any problems let him know. John Tone says we are having lock problems with the schools. Russell mentioned he was going to work with the schools in getting the locks on before we start practicing. This is a yearly problem we face all the time. We need to find a welder to help us weld our lock to the chain so the school district does not have to pay for the work.

Danny said he received a complaint of a problem on the U5/U6 field and will be fixed before next weekend.

Russell mentioned in painting fields we are up against a time crunch with the Eclipse tournament the weekend before our opening day. We need to look into and include in the budget a professional painting service to come out and paint the RSSP fields for the first time. Our teams could do Berylwood but RSSP is too big.

Roger asked about the extra teams and their input in painting the fields for a fundraising event for their teams. Danny stated he would send a list of the teams that participated in the painting.

Uniform Update: Karyn Ring – Nothing new at this time and everything has been completed for the fall season.

Volunteer Update: Jennifer Lang – Bob for Jennifer – seems to be going good. Some are still having some problems logging in. We need to push the U8 parents to sign up for volunteering. Set up and breakdown has been going well at Berylwood and John Tone mentioned he is there every morning and all games have started on time. Take down has been pretty good except parents taking the nets off the bars but last week Cheryl said they all left them on.

The volunteer sign up is new and needs time to get out to everyone. Jennifer wanted to also thank all the members that have been filling in on the open time slots. She also wanted to see if we could have an end of year survey that our parents fill out. If everyone could come up with some questions they want to get answered by the parents. Russell said it is a good idea but he doesn't think the parents would be bothered to complete.

Crystal said the coach staff put out a survey from the coaches on the UK program and received only four back.

New Years Tournament Update: Brian Ring – mentioned he was told Extra Teams were not going to be allowed to play in Tournaments. Russell mentioned that was still under consideration and would be decided within the next week.

Allocations of 96 teams has been approved by National and when all information is submitted for attendance the forms will be posted on the website.

All logistics should be run as last year with plenty of restrooms. Russell thanked Brian and Karyn for all their dedication with the NYT.

Regional Logo Update: Cheryl Platamone – We can have window stickers for cars made up for .84 cents each and sell them for \$2.00 each. The run would be for 500 stickers, which would cost about \$420.

Roger mentioned in the past we have bought t-shirts, sweat shirts and other items and have had a lot of them left over. We are not good sales people. We end up giving them away or throw them out. It sounds like a good idea but we have to push this. We need to know who is selling and who is collecting money. Russell mentioned we should sell them to the teams and let them show it off to see if people want to also buy some. Roger mentioned if we are going to spend the money we all have to be dedicated to selling the stickers. Kim Fortuna stated is this promotional item, a moneymaker or maybe both. Russell mentioned it is both and if we break even it is a great investment.

Kim Pagliarli asked how long to get the sticker in and Cheryl said one week.

We took a vote by the board and were approved. A suggestion to see if we could start with 250 stickers was suggested to see if they would sell before we bought to many.

Cheryl followed up with the printing company and found out we could do 250 for .94 per sticker, which we will order and see how many sell.

In regard to trophies all have been ordered including extra teams and all trophies will have the Hawk logo on them.

We did save about \$1000 on these years trophies.

Division Director Update: Bob asked the division directors if they would want to send out an email to the coaches of the U10 thru U14 Divisions to inform them how they were doing with volunteers so they could ask for more if they had none so far. This is in regard to the volunteer program to receive an invitation to the Area League Play Offs.

Crystal thought that was a great idea.

The information should be listed on the website so the teams know how they are doing.

John Tone stated if you look on the volunteer sheets all you see is board members signed up the most. Russell mentioned that is the problem; the board members are doing everything. John Tone mentioned most of the time on the U8 fields we only have one field monitor to handle five fields.

Website Update: Eric Marnoch – Not present. Russell mentioned we do have advertising for our main sponsors with Waste Management on the front page.

New Business: Kim Pagliarli said the program is doing well. Brian and Karyn have helped during different weeks, which is very much appreciated. There will be some changes to the program with a minimum of two parents coaching per team. She also saw a big difference between watching the U5 vs. U6 players and that the U5 players truly play better with each other without the U6 players involved.

Crystal Barlow will be staying on and has accepted the position of Coach Administrator.

Russell mentioned the lightning problem we had the last Saturday and everything went very well. The coach and team parent manual has directions on what to do in case of lightning. People need to read both manuals. There were no problems reported to me since the incident. There were no problems or injuries.

Cheryl told everyone the trophies would be available the last two weekends of each division's game. Coaches can pick up the trophies if they have turned in their ratings.

The U10, U12 and U14 teams will receive their trophies on the last day if the scores are extremely close and we are not able to call the 1st, 2nd and 3rd place teams.

Kim volunteered to pick up the U5 trophies.

Jim Fleckenstein asked Russell to remind the board members if they are coaching or refereeing please don't wear your board shirt.

Russell brought up a vote on the printing of the newsletters, which are 1000 a week at \$220 to print. We had 500 left last Saturday and it seems this is normal for each

Saturday. We can continue to print the newsletters or we can take them on line at the website. Also the name of the newsletter was being changed to SAYSO Hawk News.

A vote was taken and a full approval to stop the printing and post it on line.

Russell mentioned an incident of a coach yelling at Jaime Carter. The coach was Lee Mandell and requested an email from anyone that witnessed the confrontation.

Jayna Rose advised Amgen has a donation program and donates money to the region for volunteer hours. She wanted to find out how we let other Amgen employees who volunteer for our region to let us know. Crystal suggested Jayna write up an email and she would send out to the division directors to get the information out to the coaches.

Russell is still working on getting information from the NSTC to qualify for the program.

Jung Oh also mentioned Bank of American has a similar program. Jung suggested we need to post that information on our website.

Kim mentioned a concern that someone else needs to be running the program instead of Russell. Russell mentioned he was talking with Lisa Redding to take over. Ken wanted to know the expansion of the Extra Program. Russell said it would be a slow progression.

Roger mentioned our new AYSO Advertising sign was posted at the entrance to the city. Also the cars in the parking lot are traveling a little to fast for the safety of the players and we should put a reminder to slow down in the SAYSO.

Crystal stated she was watching the U5 program and it is going a lot better then expected. She has new ideas and will interact with Rich and Kim on how to make some changes. One area is getting division directors to help run the program. Kim needs more help. It is working so much better splitting the U6 and U5 players. Next year she would like to look into splitting the U8 division into U7 and U8. Kim also mentioned we are not really training the kids, we are training the parents.

Russell mentioned after the season is done we should continue to send out a one page advertisement each month to all parents. We should do an email blast to keep them updated.

Bob Lang wanted to see if we could continue to give the donations to the schools and everyone agreed. The program will continue for this year.

Russell mentioned we need field flags for the U8 division as RSSP has flags we need to have the same service at Berylwood. We need to order five flags.

Picture make up day is October 23.

Russell announced to the board that Karyn Ring is going to step down after the New Years Tournament. She has given many years of service and we will miss her dearly. So we will need a uniform director.

Insert from this past week: I spoke with Brian Ring and he also will be stepping down as the U14 Girls Division Director and New Years Tournament Director at the end of this season. Brian is going on to other areas of interest in his life.

These are two very dear friends of mine and have known them for years. They have been loyal and dedicated volunteers and have given up so much time for so many years. I will miss them from soccer but I know I will always be part of their lives forever in whatever path they travel. I love both of them very much.

Mary brought up spring and we need to have spring to make sure we hold the fields for year round use and we will need the income from the program. Russell mentioned that the Simi Youth program has been trying to take the RSSP fields away from AYSO because their fields are very bad. They have made moves to offer the park district fees for both fall and spring on a guaranteed contract if they can move AYSO out. Clinics would not work for Simi Valley. The parents are always looking to play soccer and have a great time. Mary informed everyone that we would limit our playing hours 9am to 2pm and only take the amount of teams necessary to fill those hours. We start recruiting coaches and flyers now. Kim mentioned she already had parents asking about spring. Mary stated we would contain all the fields at one location. Russell stated we would field as many teams as we get coaches. The U14 will be coed and the U16/U19 will play together on one field. The season would run eight weeks instead of six and the price would be around \$80 to \$90 per player.

Roger advised we made about \$10,000 last year and feels we will do better next year and we do need the revenue and camps will not bring in that much revenue.

Crystal mentioned we only need about half the volunteers we need for fall.

Russell mentioned we are doing better as a board and are burnout is down. We should be able to go through spring with little problems.

John Tone as a coach is for eight weeks instead of six weeks. Mary will sign up spring before the end of fall and email blasts will go out to parents.

Birthday wishes to all listed above.

Meeting Adjourned: by Russell Platamone at 9:25 pm