

## **Juneau Soccer Club Monthly Board Meeting**

November 5, 2007

D'zantiki Heeni Middle School Library

7:00 - 9:00 p.m.

**Call to order:** The meeting was called to order at 7:00 p.m. by chair Tom Paul. Board members present were: Margaret Tharp, Peter Ord, Glenn Walton, Nick Lyons, Jean Mischel, Dave Newton, and Tom Rutecki. Board member absent: Marty McKeown. Others present: Alexander Hoke, AYSA rep., Myiia Whistler, Juneau Parks and Recreation; Matt Dusenberry, JSC Director of Coaching; Kirsten Jorgensen, player.

**Agenda Approval:** Two items were added as reports: AYSA and Scholarships.

**Approval of October 1, 2007 minutes:** approved unanimously.

### **Reports**

Crab Feed--Margaret reported an estimated \$4,900 income to date and \$3,200 in costs. Additional income may be outstanding and will be collected from teams by Margaret. Tickets printed were: 400 adult, 200 kids, and 800 live crab. Peter reported good sales of live crab with approximately 100 remaining. All felt that the event was an excellent JSC social and could be either expanded to a larger venue and/or used primarily as a JSC gathering. Gerry Donohoe did all food ordering and cooking other than crab fishing. Some left over food was sold. Nick expressed concern about handling of money by one member (himself) and would like added security measures next year. All feedback from participants was very enthusiastic and this could be made an annual or semi-annual event with more volunteer help and advertising.

Litter pick up--Peter coordinated this with his son and reported that more money could be made with a little additional push for volunteers. Easy half day commitment. May need to move it up for weather. He estimated approximately \$900 in money raised.

Goal cards--Tom reported that artwork was at AK Litho; Marty got all necessary business commitments. Will be printed in red and black, JSC colors. Estimated cost for 3000 cards is \$1,200 which is \$200 over budget that will require cost recoupment from proceeds. Will sell for \$10 each and be distributed to teams around Thanksgiving week.

Treasurers' report--Nick presented October's statement that showed JSC membership down by 8 players overall as compared to this time last year, with h.s. players slightly higher than last year. Nick will send out rosters to coaches and managers and ask for help getting kids registered who are currently practicing.

Margaret requested that a cost per M.S., Elem., and HS player be broken down for available JSC programs.

Nick is reorganizing the balance sheets to more clearly show expenses and income. He expressed concern that "off budget" expenditures were in fact being paid from JSC funds such as ad sales proceeds. Last year, JSC spent \$8,000 on outside high school travel not shown on our budget. That, he said, was the exact amount of our budget shortfall last year.

Nick also proposed that the budget show all up front costs for expenditures and that we approve policies to recoup those costs before individuals apply to membership and travel costs.

JSC runs money through its budget for non-JSC income and expenses such as the high

school travel down south with JSC paying those costs up front and being reimbursed by later fund raising. Nick discussed with Gary Lehnhart those travel costs and all h.s. ticket purchasing to improve our procedures, save money, and reserve air miles. Gary will continue this year to use his own bankcard and to use a travel agent for outside trips (at a cost saving of \$200 per ticket). Gary will not use a travel agent for in state travel since the cost savings no longer justifies those fees.

A JSC credit card has been approved with 10,000 mileage credit for an initial limit of \$2,500 and that will be used to purchase some tickets on a business line from Alaska Airlines (limited to 7 each reservation).

Nick has also opened a money market account at 4.9% interest for our reserves.

Nick added an Alaska Airlines affiliate option on the JSC website that provides \$2 per ticket purchased and all teams will be encouraged to use.

Tom Paul succeeded in getting a pull tab contractor to accept JSC as a client for the coming year. Final paperwork still needs to be done. No estimates yet of monthly income which should start in calendar year 2008. Jean reminded the board that money was prioritized for spending on scholarships, high school, and other needs at a previous board meeting.

Competitive team committee--Jean reported that equipment purchases and team recruitment needs were recently discussed. Matt has purchased futsals for training as well as additional speed and agility equipment using YAB funds. The board agreed to categorize futsals as 'game balls' for budget purposes since they will be used in small sided games and since we have some left over game balls from last season. Myiia indicated that as long as money is used for equipment, YAB money can also be transferred among categories, with YAB approval. Jean also asked about whether remaining 07 indoor balls purchased for fund raising could be used by comp. teams and there was no objection.

The numbers for U12's and for U14G are very low. Some general discussion took place about combining teams and/or practices with no resolution. Jean also reported that the U15G coach petitioned for an age waiver for the goal keeper.

Scheduler-field use--Dave reported that he published the Nov.-Dec. schedule and that we were maxed out on indoor space allotted by community schools. Myiia said that she may be releasing some MD time soon. Jean expressed Matt's concern that AB was too small for high school skills since we had excellent numbers there. Dave also asked for any suggestions regarding the U15G request for two hour practices and there was no recommendation since the gyms are full.

High school committee--Tom reported that he held his first meeting with general agreement on the structure of a booster club to support high school teams. He needs two freshman reps--one for boys and one for girls as well as a senior girls rep. He will hold another meeting soon to discuss h.s. fund raising. The two high school issue has been discussed at the JDHS site council and at an ad hoc booster club group organized by Amy Skilbred. Both groups have voted to recommend that no ASAA activities be included at TMHS in the first year, including student votes, to allow for students to choose a school based upon academics and to allow sports groups to work out budgets and income sources for two full programs. Students would all participate in sports for JDHS.

AYSA--Alex reported that a meeting is scheduled for Nov. 11. Board members generally agreed that Alex should express concern about the tie breaking method of counting up goals scored since that discouraged second string play and unsportsmanlike competition. Board members also asked to resubmit our request for consolation games at state.

### **New Business**

Ad sales--Tom P. and Nick presented an overview of current sales and use of funds as well as a proposal to cap ad sales for individuals to allow for greater participation. Nick prepared graphs showing the majority of players sell \$500 or less in ads and that only eight families sold more than \$1,000. Some of the money earned over participation fees was directed at off-budget expenditures for team travel. Kirsten Jorgensen stated that the money may not otherwise be earned and that the money earned over a players' fees was either used for siblings or, in her case, distributed to the h.s. girls' team as a whole so that individuals did not unfairly benefit. Glenn stated that his daughter would not be able to play soccer and travel outside without high earnings. Kirsten pointed out that attempts at redistributing 'senior ads' from last year were generally unsuccessful since those students receiving ads did not try hard to sell them. She said that the captains had to step in to earn that money that would otherwise be lost. Tom P. stated that the money, if unearned, is not a loss to the club only to the individual who failed to sell the ad. Kirsten said that the outside trip would not have happened without the added revenue.

A written proposal was reviewed that would have, among other things, allow ad sales proceeds to be used for high school related expenses and not be passed to sibling or to competitive team travel accounts. The goal is to work toward equitable distribution of ads for sales by high school players to support JSC high school expenses and player participation fees only within one year. A cap of \$660 would apply to ad sales to allow players to pay for hs participation and membership.

No decision was made due to a lack of time and it was generally agreed to meet within one week to finalize a policy.

Calendar Sales--Jean will coordinate but needs help. She will send out notices.

Director of Coaching Report--Matt was unavailable until late in the meeting due to a conflict with skills clinics. He expressed concern about the low numbers of players in the U12 group and asked for additional recruiting including advertising. Jean pointed out that the notices to P&R teams went out last month with information that stated no deadline applied. Matt said that he had two additional U11 players sign up in response. Matt will hold a coaches' meeting this Saturday. Matt would like to discuss coach training needs when time allows.

Parks and Recreation--Myiia stated that her boss asked her to develop a plan for combining programs but she lacked information. Tom R. stated that he met with Matsil to discuss but no details were discussed. The item was postponed due to lack of time.

**Adjournment.** The meeting was adjourned at 9:00 pm.