

AYSO REGION 86 MEETING

April 13, 2010
VMCC – LEGION HALL

Those in attendance of the April 13th Board Meeting were:

Alan Caserio	Mehran Megerdichian
Tammy Caserio	Geoff Orias
Kelly Brennan	Sarah Pearlman
Denise Coury	Hoss Tabrizi
Shawn Graf	Lynn Whitlock
Ken Greengard	

Commencement of Meeting

The April Board meeting commenced at 7:06 p.m. upon a motion by Geoff, a second by Shawn, followed by unanimous consent.

Approval of March Meeting Minutes

Alan asked all in attendance if they had the opportunity to review the March minutes, as submitted by Alan in Denise's absence. Upon a motion made by Shawn to approve the March Meeting Minutes, followed by a second by Geoff, the March Minutes were unanimously approved.

Introduction of Potential Board Members

Alan introduced Vanessa Powers and Jean Billyou as potential, new Board members to join our region. Alan asked Vanessa and Jean to linger for 10-15 minutes after the Board meeting to go over Board positions and responsibilities.

Treasurer/Budget Report

Alan reminded Denise to provide a treasurer's report and budget update at each monthly Board meeting.

Coach Recruitment

Alan reported that we're doing pretty well with coach recruitment. In comparison with last year's numbers, Alan reported the following status with regard to fall coaching commitments to date:

<u>Division</u>	<u>Number of Teams Pledged</u>
U5	2 (need 4 with 2 coaches per team)
BU6	2 (need 6)
GU6	0 (need 4)
BU8	4 (need 11 – our largest division)
GU8	6 (need 8)
BU10	7 (need 8)
GU10	10 (overage, need 8)

<u>Division</u>	<u>Number of Teams Pledged</u>
BU12	5 (need 6)
GU12	5 (need 6; Kelly B has a couple possible prospects)
BU14	4 (need is fulfilled and all 4 are trained)
GU14	2 (need 3)
BU16	0 (undecided)
GU16	1 (need 1)
BU19	0 (undecided)
GU19	1 (need is fulfilled)

Alan emphasized that there will be no team(s) where there is no committed AND TRAINED coach. He further stated that division managers must continue to recruit coaches. "Our goal as a region should be that, by the end of March of each year, BU10 and GU10 and upper divisions are filled with coaches." When we open registration on April 1st, we should know how many teams we can field. Division managers need to communicate regularly with committed coaches. Coaches need to register their own child/children for the fall. If they're not registered by the end of summer, Alan will remove them as a fall coach. Then, they need to register themselves and fill out their volunteer application form. A wet signature is required on volunteer applications.

Important! Assistant Coaches. Division managers need to get their head coaches to name their assistants (one assistant per team for U10 and above) before the time we form teams AND the assistants must be trained on the same level as the head coach or that assistant coach will be dropped. Kelly Brennan asked about moving up the Laguna coaches training to an earlier date. Alan announced that Area training, for ALL levels, is scheduled for June 4-6 at El Toro High School. Based on our volunteers, it's almost impossible for us to conduct earlier training in Laguna. Alan stressed that division managers assert the importance of early training. Laguna training occurs after team formation; Alan would be content to cancel Laguna training in August, as we would know that all coaches attended earlier Area training.

UK Coaches. Sarah will be looking for Laguna homes for the UK coaches.

April 24th Registration

In Stacie's absence, Alan reminded all that in-person registration will occur at Boys & Girls Club on April 24th from 9am-2pm. Stacie will need help; Alan asked all Board members to commit to 1-2 hours.

Additional Registration Issues. Alan displayed the postcard that was mailed out and mentioned that all families with children between the ages of 4 and 18 should have received one. A discussion concerning the value of a second postcard mail-out will be made during the May Board meeting. Alan asked all in attendance to take as many car magnets and yard signs as needed in order to advertise our region's fall registration. Shawn reported that TOW school flyers have been distributed. She will have the rest of them out by April 16th. Denise has placed our ½ page registration ad in the *Independent* and will contact *Coastline* and *Laguna News Post* for a similar ad placement and "freebie" advertising blurbs.

Alan asked all for additional ideas for advertising. Among the ideas mentioned were: movie theater screen ad, Powerpoint slide show at the Laguna movie theater, local businesses in highly visible areas (such as Ganahl Lumber) to display banners/yard signs in a trade-off with us for advertising on our website, etc.

Ideas to motivate registered players to bring in friends were discussed. Those registered players who recruit either a brand new player or a returning player who did not play last year would receive a ball and the new player would receive a gift certificate for a starter package at a local soccer store. Additionally, the returning player would be entered into a random drawing for a new iPad. In order to make this type of

incentive worthwhile, we must get at least 10 additional players registered. Eligibility will begin on May 1st, during our Early Bird registration, and continue through open registration. Lynn warned about possible legal issues and recommended that we check with AYSO National counsel on conducting a drawing.

Mehran motioned that, conditioned upon appropriate and legally acceptable guidelines, an incentive and random drawing for an iPad be conducted and all registered players who recruit players to our region would be eligible; Kelly seconded the motion, which was followed by unanimous approval.

Referee Report

Geoff reported that approximately one-half of referees are committed to the spring games.

National Games Update

This year's National Games will be held in West Palm Beach, Florida, July 5-11. Our region is sending three teams: BU14 (DiGenova); GU16 (Reinsch); GU19 (Graham). Alan stated that this event is "the most fantastic tournament that I've witnessed in AYSO. It's a cultural event."

Other Business

Laguna Fields. Alan asked Denise to report back to him with the amounts paid to LBUSD for our use of the fields over the past five years. Alan is in possession of an invoice from LBUSD for approximately \$9000 for the use of fields for the SPRING only. Eric Jetta advises Alan each year that any increase in fields usage would reflect the "cost of living" increase – up to 10%. Alan will go to the School Board with our issues and concerns.

Moulton Meadows Cell Tower. Mehran reported that homeowners in the vicinity of Moulton Meadows are signing a petition to prohibit the installation of a cell tower. A brief discussion ensued. Alan stated that our Region's position should be that the cell tower be positioned as far away from the playing field as possible.

Voting Rights. There are currently seven positions on the Board that have voting rights. Alan would like to give voting rights to any active AYSO volunteer who holds a position of responsibility and has attended three consecutive Board meetings.

Lynn motioned that voting rights be given to AYSO volunteers who are actively and responsibly involved in our Region and have attended three consecutive Board meetings; Denise seconded the motion, which was followed by unanimous approval.

Adjournment

There being no further business to come before the Board, the April Board Meeting was adjourned at 8:22 p.m. upon a motion made by Denise, seconded by Lynn, followed by unanimous consent.

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