

**Minutes of Meeting for the Board of Directors
Placer United Soccer Club, Inc.
Monday, November 17, 2014**

Opening Business

Placer United Soccer Club (PUSC) held a meeting of the Board of Directors on the 17th day of November 2014, at 1091 Tinker Road, Suite 100, Rocklin, California, starting at 7:14 p.m.

The Chair, Mr. Flint, called the meeting to order. The meeting was properly noticed. The following Directors were in attendance for the meeting and constituted a quorum of the full Board:

Jeff Flint	Present
Jonna Ward	Present
Jeanne Mabry	Present
Yvonne Sieber	Present
David Faingold	Present
Michael Davis	Present
Francois Barbe	Present

Additionally present were Paul O'Brien, Director of Soccer Operations, and Ron Benjamin, Director of Coaching, and Jodi Tarr, Club Administrator.

The Chair, Mr. Flint, took the floor and directed the Board to the agenda.

Secretary Report

Ms. Mabry previously submitted the minutes of the May and June meeting via email to the Board for review and comment. Ms. Sieber made a motion to approve the minutes as submitted. Ms. Ward seconded. The motion carried with a unanimous vote of all directors present. Mr. Flint acknowledged that the July minutes would be forthcoming from him due to Ms. Mabry's absence at that meeting. There were no Board meetings in August or September and the October meeting did not meet quorum.

Treasurer Report

Ms. Ward summarized the Club finances based on the Balance Sheet, Profit & Loss, Variance Analysis and corresponding reconciliation schedules as of October 31, 2014. The Board discussed these documents and asked questions of the Treasurer with specific emphasis and conversation regarding the budget to actual financial position of \$23,000. The variance was due mainly to budgeting one team that did not form, as well as an alternate revenue stream for camps, clinics, leagues and rentals that did not exist two years ago.

Board Elections Update

Ms. Mabry updated the board on the candidates for election and submitted a sample ballot for review. The ballots will go in the mail by no later than Friday, November 21st.

Annual General Meeting

Mr. Flint confirmed December 4th as date for the AGM in conjunction with the monthly team manager meeting.

Girls Tournament

Ms. Tarr summarized a previously emailed report (attached) about the Girls Cup tournament which included 228 teams on 32 fields. This year there were 30 teams on the waiting list. Kaseberg Park in Roseville, which is a 3-field venue, continues to be a challenge and a source of field quality complaints. However, due to the unavailability of Foskett Regional Park in Lincoln because of a PYSL conflict, Placer was impacted on field and referee availability. Discussion ensued.

Recreational Program

Mr. O'Brien presented the staff's recommendation for implementation of the Board's direction to launch a PUSC Recreational Soccer program, and the consensus to focus first on U6-U10 age groups, adding a couple of age groups each year as the program builds from the youngest ages up. Last year's pilot U6 program had 70 participants. The target is 60 kids in each age group with a 10-week session in the Spring and a 10-week session in the Fall. \$125 per player includes two jerseys. The financial revenue goal is \$45,000 gross.

In preparation of the expanded Recreational Program, the Recreational Technical Director position was posted internally and three current coaches applied. The successful candidate recommended to the Board was Emre Gencer.

Soccer Environment Report

Ms. Ward discussed the Sac Republic FC and an announcement pending between March and June for the result of the Sacramento MLS bid. Discussion ensued. Mr. O'Brien presented the Board with his opinion on the local competitive soccer environment in Placer County and the Board further discussed this topic.

Tryouts Update

Mr. O'Brien reported he was encouraged by the quality of the coaches and the coaching slate was in progress and would be ready to post to the website around or before mid-January.

Team & Coaching Update

Mr. Benjamin reported that the older boys have returned to training from their high school seasons. The U8 program was a huge hit with record numbers. The U9-U10 will finish up their seasons with the Copa del Ray event the first weekend in December. The U10B Black made semi-finals in State Cup. The U11-U13 teams have all qualified to play in January State Cup with the exception of two teams. The older girls teams are doing well. Twelve teams will travel to San Diego over the Thanksgiving weekend to play in Surf College Cup, Surf Thanksgiving, Nomads, and Carlsbad Showcase.

Mr. O'Brien discussed a plan to seek improvement in coaching accountability with better organization, written training plans, schedules, and parent communication. These

enhancements are patterned after the Development Academy program. Training is being evaluated by the DOC or DOSO in both planned and spontaneous visits.

Marketing & Communications

Ms. Mabry reported that 680,000 emails had been sent year to date with an open rate of 31% which is 10% higher than the industry average. Our click through rate to the website is 13% which is 10% higher than the industry average and bounce rates are at 9% which is good and needs to remain low. A Tryout Communication Outline was submitted to the staff for comment and action and discussion with Mr. Flint was ongoing on how to maximize promotion and advertising with a limited budget. Most of the current advertising budget is efficiently and affordably allocated to online advertising on social media and internet sites.

Facilities Report

Tinker. Mr. O'Brien updated the Board about turf field concerns after a national news broadcast linking crumb rubber infill on turf fields and an alleged link to cancer in athletes. Mr. O'Brien contacted the turf installer, obtained a MSDS and industry data that disputed the report and a draft announcement was written by Ms. Mabry. It was noted that the issue already appeared to be dying down. The Board discussed and consensus was reached to hold the draft statement in reserve until the issue rises to the forefront again.

Mr. Benjamin reported that Brendan Dunne continues to do a good job at "Tinker" with a maintenance and custodial program. Cirby Fields are in good shape.

Lincoln Complex. Mr. Flint updated the Board on the pending capital campaign to raise \$4 million. US Soccer and Placer Valley Tourism may financially support half leaving \$2 million still to be raised with sponsorships and other grants or loans.

Leagues & Camps

Mr. O'Brien referred to an email summary sent earlier in the day, a copy of which is attached to these minutes.

Events. Fundraising. Sponsorship

Ms. Tarr previously sent a report to the Board via email recapping the Kickin' Back to Soccer social event and fundraiser (attached). Mr. O'Brien announced the recipients for awards given at the event:

- Parent of the Year, Tiffany Burns
- Coach of the Year, Jason Gantt
- Team of the Year, U18 Boys
- Placer United Hall of Fame, Gene Duchateau.

Photos will be coming from a parent volunteer for the website.

Mr. O'Brien announced the Open House is scheduled for January 21 at Tinker.

Ms. Mabry shared that the artwork for new sign sponsor, Granite Bay Development, has been installed in the building and that it would be time to work on the renewal of the Roseville Automall, as well as other expiring sign sponsors after the holiday.

Mr. Barbe updated the Board on the intention of Assemblywoman, Beth Gaines, to formerly acknowledge the U18 Boys Gold team at the Annual General Meeting with certificates of achievement for their season culminating in the NPL Champions League Championship in Greensboro, North Carolina. At the same time, Ms. Ward confirmed that the Sacramento Republic FC would be present at the AGM as part of their "Trophy Tour," a series of events showcasing the USL Pro Soccer Championship trophy. The Republic will make Placer their first Club stop of the tour and Republic President, Warren Smith, along with at least one player, will be attending the AGM. Festivities with these special guests will start at 6:00 p.m. on December 4th.

Mr. O'Brien announced the date of the annual College Night for March 7th. This year's event for the older players and their parents will include Linda Dickson, author of *The Academic Athlete*, and a nutritionist from the Sacramento Kings medical staff. In addition, other vendors are being considered to enhance this event for families.

Old Business

Ms. Tarr reported on her progress to replace "TeamPortal," the Club's team communication and calendar software, together with the bigger project of finding a viable CRM product that would combine some of the other Club processes outsourced to third party vendors. Staff presented findings on cost and effectiveness of various platforms they had explored. Ms. Tarr will continue to explore possibilities.

Ms. Sieber updated the Board on the Parent Advisory Committee. Discussion ensued. Consensus was reached that the relaunch of monthly team manager meetings would serve the function intended by the PAC formation and that the formal PAC could be disbanded. Ms. Sieber will notify the PAC Chairman and thank him for his service.

Mr. Flint requested the staff to prepare a coaches compensation and education policy prior to tryouts and in time for implementation into the 2015-2016 season budget. He also directed staff to report on anticipated player retention going into tryouts in January.

New Business

Mr. O'Brien reported on a demonstration he and Mr. Benjamin participated in using the program "College Fit Finder," by Elite Scout Net. The software is a tool to assist players and families in the college evaluation process. A player/parent can simply populate as little as three data points (GPA, Desired level of play, i.e., D1, and a region or state of interest) and a comprehensive list of colleges appears with volumes of information including coach's contact information. The entire communication process of queries to coaches, monitoring email feedback, etc. is streamlined online, eliminating the current time consuming process set up individually by families. The cost is \$250 a month and will not only be a huge time-saver, but a more effective method in the college recruitment process for the Club and our members. Mr. O'Brien requested Ms. Mabry to look further into the software and contact the owner of Elite Scout Net.

Mr. Davis announced his resignation from the Board. He and his wife are expecting their fifth child in January and his family business is gearing up to go international. He acknowledged that his availability will be somewhat limited and wanted to open up the opportunity to serve to someone with more time. (Mr. Davis' position on the Board is appointed by lender, Flash Point Properties, and is not an elected position.)

Closing

On November 17, 2014, at 10:16 p.m., the Chair adjourned the meeting of the Board of Directors of Placer United Soccer Club.

Signed and dated by the Secretary of the Placer United Soccer Club Board of Director's on this 22th day of January 2015.

By:

Name: Jeanne Mabry

Its: Secretary