



AYSO Board Meeting Minutes

Date: Tuesday, May 4, 2021

The next Board Meeting is Wednesday, June , 2021

Attendance:

Executive Board			Board Members
X	Bryan Samuels, Regional Commissioner		Rob Figel, Field Director
	Tito Villanueva, Reg. Coach Admin, 10U-19U	X	Jeremy Gonzalez, EXTRA Coordinator
X	Tom Cornwell, Board Secretary	X	Erik Gammell, Director Coach Development
X	Rafi Angelats, Treasurer		Richard Chen, Scheduler
X	Al Azat, Regional Referee Administrator	X	Kim Carlson, Tournament Director
	Phil Shin, Registrar		Robert Yang, Social Media Director
X	Larry Abelson, CVPA		Philip Reed, Assistant Scheduler
X	Michael Shimpock, Safety Director		Jeremy Meyers
X	Noel Garcia, Past Commissioner		Oscar Anguiano
X	Luis Orellano		Betsy De Leon, Scholarships Coordinator
	Dana Abelson, CVPA Emeritus		

Minutes:

DISCUSSION:

Bryan opened the meeting at 7:38 p.m.

Approval to Conduct Meeting Virtually

Noel moved that the meeting be conducted virtually. Larry seconded. Bryan called the question. All were in favor.

Approval of Minutes

Erik moved that we approve the Minutes for the Board meeting from April. Larry seconded the motion. Bryan called the question. None were opposed and none abstained.

Budget Updates



Rafi reviewed the financials for the group which were distributed with the meeting packet. He described revenue and expenses for the Spring program. He said he thought we would be net positive by the end of fiscal year. Bryan said that the Spring program revenue will be net positive by a few thousand dollars.

Larry moved that the group accept the financials. Betsy seconded the motion. Bryan called the question. There were none opposed and no abstentions.

Egg-stravaganza Giveaway

Larry reported that the Easter giveaway sponsored by the City of South Pasadena was successful. He thanked Al and Erik for helping give away AYSO coupons and SWAG.

Program Update

Bryan said that the Spring season seems to be going well. He said that parents have been understanding of the rules we have in place. Rafi said that the 10U teams seem to be pretty well balanced. Bryan noted that we have had about 420 kids participating. He said that we were able to create two 16U boys teams as well. Bryan said that the Region will be checking the 16U teams to make that those playing are registered and that everyone is properly equipped to play. Jeremy asked if other Regions are having full-sided games or training. Bryan said that Regions across the area did not discuss their specific Spring programs at the Area 1C meeting. Noel suggested that the Region send out an announcement about whether games will be played on Mother's Day. Bryan said that he would send out a reminder.

Bryan noted that SPEF and BritWest soccer have booked the South Pasadena Middle School from the end of the school year to just after the 4th of July. Bryan said that Challenge Soccer has reached out to see if we could obtain permits for them. He pointed them to the South Pasadena permit website. He said that he didn't believe it made sense to have a Region 214 program in the three weeks between the end of the SPEF / BritWest programs and the start of school.

Bryan noted that Area 1C has cancelled the Freeway Jam for this summer. He said that there are other tournaments including for EXTRA teams in other locations.

Bryan said that he spent some time last weekend with Rob Figel to discuss the state of our field maintenance program.

Bryan distributed slides with some ideas for the Fall season in the agenda packet. Rafi noted that we were at about 1800 players for the last full Fall season. That was the year we had increased our fees to \$190. He discussed of the goals mentioned in the slides:

- Increasing registration in the Fall season by about 10%
- Possibly reducing the registration fees by 10%
- Reduce field spend by about 20%
- Increase volunteer engagement



He discussed increasing registration. He suggested that we could increase our marketing through Facebook and Instagram, publish in the PTA newsletters, and make announcements at school assemblies. People suggested putting a banner up across Fair Oaks, putting up yard signs, putting up signs in store windows, and referral discounts. Bryan noted that Area 1C stressed that coupons for coaches and referees are not allowed. He said that early bird discounts are allowed. Bryan noted that we are also not allowed to charge people more if they don't volunteer.

Bryan discussed the possibility of reducing the registration fees by 10%.

Bryan talked about strategies to increase volunteering in the Region. He said that approximately \$100K of the \$190K we spend each year on fields is in labor. He suggested adding an 'at large' volunteer coordinator role to help line up people to help with the fields, and help engage the high school soccer teams to help for service hours. Noel noted that we have had an at-large volunteer coordinator in the past. She also suggested that we have a coordinator just for field volunteers. She recalled that we had a coordinator for hospitality at referee and coach classes, and a coordinator for events like Opening Day and the volunteer party. Bryan said that getting to help with field volunteers in particular is very important to our financial health. Bryan asked the Board for suggestions of people to fill one or more of these roles. Rafi noted that the families in EXTRA that don't coach, ref, or serve as team parents could also deliver a lot of hours to help. Rafi noted that the labor we pay for fields involved a lot of field setup and takedown.

Bryan showed a slide of his analysis of the Fall 2019 fee structure. He said that average fee derived by the Region was \$170. He showed a comparison with other Regions. He offered two options:

- Option 1:
 - o Keep fees flat
 - o Work toward reducing costs
 - o Provide a rebate of some sort
 - o Offer additional training and services
 - Coach training and tools
 - Goalie sessions
 - External trainers
- Option 2
 - o Reduce fees
 - o Work toward reducing costs
 - o Limit the additional services

Rafi noted that our fees from 2019 appear to be in line with what Pasadena is charging. Bryan noted that Pasadena (Region 13) is considering a 'pay what you can' model. Al said that he didn't believe we will have a problem with getting registration numbers as the pandemic ends. He said that he expected the challenge will be in getting volunteers and getting them trained. He said that having the volunteer coordinator and focusing on reducing field costs is very important.



Larry agreed other than the idea of rebates in Option 1, which he thought would be messy to administer. Noel suggested offering early-early registration for the balance of May, having early registration in June, and full-price registration in July up until registration closing. Larry suggested just having an early bird fee and a full registration fee. Erik agreed, suggesting that we open with early bird of \$155 starting May 17 continuing to June 30, and \$170 following. The group discussed the idea of offering a volunteer buyout option at twice the registration fee. Al said that he disagreed with the idea of dis-incentivizing volunteering. Luis asked how many kids we can accommodate in the program. Tom mentioned that we have had about 2000 kids in the program for many years. Bryan said that we could expand our capacity by having games on Sundays. Luis said that we have a rare opportunity to bring more people into the program.

Erik moved that we adopt the fee structure as \$155 starting in May, with the fee going up to \$170 in July. Larry seconded the motion. Bryan called the question. All were agreed.

Bryan proposed that we open registration as soon as possible. The group agreed. Larry said that he would reach out the City of South Pasadena to ask about putting the banners up over Fair Oaks and Mission.

Training

Bryan said we should begin planning for referee and coach training, including field training to complement the online training. Al said that we are planning to offer the online class with a four hour in-person session with classroom and field training. He said that we will plan to have at least three classes in our Region at the end of the summer. He noted that we partner with Region 13 for classes, including conducting classes at the Region 13 clubhouse in Altadena. Al noted that we will need to replenish our referee uniform stocks as well, largely for Regional referees.

Al noted that things have gone well with referring games so far. He recalled that we should be respectful of the referees and that any concerns should be conveyed to Al.

Coach Training

Erik said that he thought we could do some virtual coach training. He said he will contact the school principals to see whether we can get access to do training in classrooms. Bryan noted that Region 13 was interested in doing joint coach classes with us.

AYSO National Meeting

Bryan noted that the AYSO National Meeting (virtual) is coming up. He said that he can add guests to his registration.

Western States Games

Bryan said that this EXTRA tournament will be played in Redlands.



In-person Board Meeting

Bryan proposed having the next Board meeting at Mama's in the tent in the back. There were no objections.

Public Comments

There were no public comments offered.

Adjournment

Al moved that the meeting be adjourned. Tom seconded the motion. Bryan called the question. All were in favor.

The meeting adjourned at 9:14 p.m.

Minutes submitted by Tom Cornwell, AYSO Region 214 Board Secretary