



SPARTA AYSO 1672

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Sparta, MI 49345
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5/2/2021

Attendance: Tom Lyon, Jackie Morse, Tom Fawcett, Kate Rieger, Maria Perez, Brenda May

Approve previous minutes: Tom F., Second Kate, passed in full.

Treasurer's Report:

April Financials:

Income: \$781.52

- * Donations: \$301.52 (decal sale)
- * Reg. Fees/Blue Sombrero \$660 (Newaygo Registrants)
- * Other: -\$180 Registration Refunds

Expenses: \$1264.08

- * Field Expenses: \$64.30
- * Equipment: \$608.86
- * Ref Training Clinic: \$0.00
- * Uniforms (players/coaches): \$540.92
- * Other expenses: \$0.00

Balance as of April 30, 2021: \$9416.85

This balance includes:

- \$240 in Spring player registration fees rolled over
- \$2,000 in loans (org. gift of \$2000) from Section & Area
- \$1000 donation to be written to SRA at completion of Spring 2021 Season (if we continue to use the park)
- \$1812.40 uncleared checks

Final Remaining Balance Est: \$4364.45

FYI- One player paid twice, so we refunded him \$80 in cash from the decal sale. (James Harper)

NEW BUSINESS:

- Elect new board member for secretary position: Brenda May vote: motion moved by Kate, second by Tom F., unanimous approval. Virtual vote(text) by Maria, Hans, & Kathy.
- Picture make up day (NOT retakes) May 15 from 8:30-10 am
- Budget 2021/2022 Fiscal Year- need final approved budget submitted by June 5
 - Need to move this up to May 26 (Jackie is out of town)
- Secure coaches for fall (Tom Lyon will begin talking to some coaches about this. Also want to schedule full coaching clinic w/drills prior to fall season).
 - Spring Coaching Clinic either Friday or Sunday, May 14 or 16.
 - ½ off player registration/Waived player registration (aside from AYSO Natl fee)
 - Plus, Coaches get a free team picture
 - Commit to coaching BOTH fall & spring, get one comp registration for both fall & spring.
 - How much does this incentive cost?
- Open registration date once coaches have been secured
 - Changes?- Board on call decided we will open registration without having coaches. We WILL be more proactive in having coaching commit ahead of time.
 - Allow for both Fall & Spring full year registration?
 - How many players currently play both? What would the finance look like?
- End of Season player/coach/volunteer gift
 - AYSO coin
 - Skills ball or net kicker
- Uniforms:
 - Develop System for Uniform needs Spring Season
 - Google form? Payment ahead of receiving new uniform
 - Do uniforms run big or small?
 - Remind families that SAME uniform is used for Fall & Spring
 - Need to get quotes for next season's uniforms
 - Coaches have extra "blood" uniform in their coach bag
- Fall & forward field space- where is our home?- Tom F. Says we are able to stay permanently at Sparta Sports Park and will not have issues with games/practices for both Fall & Spring Seasons.
- Town & Country Days Parade Sat July 17 @ noon
Saturday, July 17th - Noon (Parade line up 11 am @ Applevue Elementary)
Sign up here: <https://www.spartachamber.com/.../town-country-days...>

- Proposed Timeline for Fall Registrations: Open June 5

May 21	Registration Email blast (Sparta/Kent City/C.P./Rockford)
June 4	Registration Email Blast/Flyers (final friday folder)
June 5-June 11	Early bird registration discount of \$10 discount
July 13	Registration Email Blast/Flyers & invite to parade?
July 29	Registration Email Blast/Flyers- LAST REMINDER!
Month of July	Coach recruiting & training/background checks
Sun Aug 1, 2021	Registration Closes &
Sun, Aug 1, 2021	Sponsorship Deadline-Fall 2021/Spring 2022
Sun, Aug 7, 2021	Late Registration FINAL Deadline. Late fee \$20
Week of August 8	Team Creations/Sponsorship banners, etc
Week of August 22	Coach/Ref/Parent Mtg
Week of August 30	Practices begin

Sat-Mon, Sept 4-6, 2021	Labor Day Weekend- No games
Sat Sept 11, 2021	First Game Day
?????	Picture Day?
?????	Cora Game?
Sat Oct 16, 2021	Final Games- Fall Season
TBD	Area 8A 4v4 Tournament in Grant

OLD BUSINESS:

- repay Area for \$500 loan for start up
- Fundraiser/decals
 - Sold 30
- New volunteers! Board Members to invite others to next meeting/zoom
 - **Social Media/Marketing**
 - **CVPA-** confrontational position, we do need to identify someone to fill this position
 - **Region Spirit Wear Coordinator:** organizes, quotes, orders, passes out all uniforms, coach/volunteer shirts, end of season gifts
**Works closely with Registrar, Coach Admin, & Ref Admin*
 - **Region Communication & Social Media Coordinator(s)-** 2 or 3 to run this?: produces and executes communication to communities served (Comstock Park, Sparta, Rockford, Kent City) two-three times per month. Writes news articles for local publications. Produces and circulates registration flyers/forms to schools and other sources.
**works closely with all board and committee leads to have up to date information on the league.*
 - **Sponsorship Coordinator (Brenda):** Produces sponsorship form for all board members to circulate to area business and community members. Sends sponsors tax donation receipt. Ensures sponsorship levels are completed for each sponsor (signage, social media mentions, logos acquired for printing needs, etc). Communicates to sponsors mid-season and end of season with AYSO performance.
**Works closely with communication coordinator, RC, and treasurer*
 - **Field Manager:** Works with field facilities to ensure space is reserved for practices & games. Responsible for pre-season clean up and field layout/painting. Oversees volunteers to aid in regular line maintenance. Closes up fields following the final season game to protect goals and other equipment.
**Works closely with Coach Admin & RC*
- Finding more board members! I think Aaron Bragdon & Melissa Stark could all be good additions to the board. Heather or John Steenstra too.
- Once coaches are set, push again- for other roles?
- Succession plan for existing board positions?
- Photographers! You might see them out and about!
 - Jodi Hays
 - Tina Brooks?

Sat, May 29, 2021	No games- Memorial Day Weekend
Sat, June 5, 2021	Final Games- Spring Season/ End of Season celebration?
June 11-13, 2021	Area Tournament- Ithaca, MI
TBD	Section Tournament- Coldwater, MI

Previous To Do:

- ☐ ☒ Kathy to create PayPal link
- ☐ ☒ Hans/Kate to sort uniforms
- ☐ Tom F. will create a list of specific roles and responsibilities for each board position
- ☐ Tom F. & Tom L. to set up a coach clinic for Spring season
- ☐ ☒ Hans-Order ref gear/solidify ref budget
- ☐ ☒ Kate to sort uniforms and deliver
- ☐ End of year gift- skills ball? Hats? Gators? T-shirts? Headbands? Water bottle? (186 kids); keep it to \$2-3 per

To Do for June Meeting:

- ☐ Approve Budget for 2021/2022 Fiscal Year
- ☐ ☒ Hans to create secretary gmail email address, also to onboard Brenda May
- ☐ Tom F. to research set up for players to register for BOTH fall & Spring out of the gate.
- ☐ Tom F./Kathy- how many players play in both Fall & Spring?
- ☐ Tom L. to get current coaches on board for Fall 2021/ Spring 2022
 - ☐ Tom L. to get assistant coaches/team parents from playground/schoolyard to line up 6U coaches
- ☐ End of Season gift = coin Tom F. to get pricing & design by May 7th.
 - ☐ 250 qty (201 players + refs + coaches)
 - ☐ Brenda is reaching out to local ice cream shop for free cone coupon
- ☐ Kate- developing Uniform system, budget, etc.
- ☐ Kate to run point on Town & Country Days Parade
- ☐ Jackie get Fall registration flyer set
- ☐ Tom F. to get fall registration flyer out in email to schools for Fri May 21 (connect with schools w/pdf by May 14)
- ☐ Tom Lyon to get coaches all info on Area Tournament
- ☐ Hans- uniform budget line item- is \$2500 good for full fall & spring season?
- ☐ Tom Fawcett to get our World Cup \$1000 sponsorship- his company
- ☐ Hans to find out who we need to cut the check to for \$500 Area start-up loan
- ☐ Tom F. will create a list of specific roles and responsibilities for each board position
- ☐ Tom F. & Tom L. to set up a coach clinic for Spring season

Next Meeting: June 6, 2021 (virtual)

Adjourn: 9:08 pm