JUVENTUS ACADEMY SILICON VALLEY

JSC Soccer Club BOD Meeting
December 4, 2019
7:00pm – 8:30pm

Attendees:
Mark Stevens (President)
Medhii Maghsoodnia (Vice President)
Diana Nourie (Treasurer)
Lisa Nolan (Secretary)
Stefano Baldassi (Member At Large)
Rosy Arambula (Member At Large)
Anders Perez (General Manager)

Agenda:

1. **Transition of tournament leadership.**

   Darrell Ringman, current tournament coordinator, will be stepping down from his position. Darrell has not communicated a definitive date upon which he will vacate the leadership position. A recruiting effort for a replacement tournament organizer needs to be started. Current candidates include Teddy ? and Monica Regosa.

   Schedule of upcoming tournaments at risk include:
   Presidente: President's Day weekend
   Showcase: First weekend in March 2020

   Action:
   - The Board assigned Mehdi M. to meet with Darrell to have him agree to staying in the position through March 2020 to ensure continuity through the upcoming tournaments.
   - The Board assigned Mehdi M. and GM will develop a plan for overhauling Juventus tournaments, recruiting a new leader, and rebranding with Juventus FC.

2. NPS survey update

   Stefano B. led a discussion on the ongoing promoter score survey work. 67 responses have been collected and the results were shared in a presentation with the BoD. A discussion on communication strategy was a significant focus of this section.
   - #1 issue surfaced in NPS responses.
   - Club communication on upcoming game schedule. ACTION: Anders will own adding a schedule widget to the website.
   - Club communication on top team and game highlights to the entire email list.
   - Roles and responsibilities:

- Coaches: One communication per week on schedule, practices, club updates.
- Managers: Develop guidelines for standardized approach to communicating schedule changes, logistics and team support.
- Medhi to create a marketing plan to improve visibility and increase membership & communication of the club

Additional discussion focused on the need for a Director of Communications role and the need for an effective social media strategy. The action to create a proposal, budget, and role description was assigned to Lisa Nolan.

3. Presentation by Matteo Masucci, current senior TD and GM of Juve Academy LA. Former Toronto GM and part of Juve Main organization.

   Stefano invited Mr. Masucci to the Board meeting. Masucci has been meeting with Juventus affiliate clubs to meet with the GM, Technical Director, and Coaches. His focus is on influencing player development, game strategy, and increasing the quality of soccer across entire geographic regions. An additional area of focus is on recruiting young coaches who are themselves developing into coaching roles and increasing the accountability of coaching staff across the board.

   Masucci talked about coach communication details, including weekly templates for player and team updates. Tracking player development using online spreadsheets that includes details on player performance, sportsmanship, and attendance was discussed. This level of communication has been used by other teams to create a positive competitive differentiator that demonstrates attentiveness to player development and competitive team play.

   ACTION: Lisa Nolan to share current templates with Masucci.

   A discussion ensued that focused on data collection for technical coaching operations. Using Google docs/spreadsheets for standardized templates and will consolidate technical data for review and individual player communication.

   Additional discussion on individual player evaluations followed. Schedule coach and player meetings as part of the evaluation process, explaining player strengths, adjustments, and technical focus to bring the player up a level. This data-centric approach offers families and players a lifecycle model that can be integral to Juventus for driving player retention, development, and team success.

   Lastly, the BoD engaged in a discussion on advanced sports science and the possible need to change the technical structure of the Club to incorporate cutting edge sports technology and science into the club.

4. Date confirmed for first BoD meeting of 2020: January 8th

Time of adjournment: ?

Items to be added to future BoD meeting agenda:

A discussion on the role of the board - strategy vs execution, focus of board meetings, etc.

A discussion on board management - we've been discussing about reduction of meeting frequency but never been able to due to our micromanagement oriented discussion. We can do micromanagement online through tools we already have in the club, such as Monday.com

A discussion on tuition discounts/reduction for volunteers

A discussion on Marketing and communication - we need to have clearer marketing strategy that cascades onto communication -I see detachment in many PR actions we make-, we need a marketing leader, we need to follow the Juventus FC guidelines more closely, or at least be aware of them

Each member to review goals and pick top 3 goals to focus on for the rest of the fiscal year.
2020 Planning: 6~12 month goals
NPS - Club & Coach
Player Retention
Coach Performance
Team Manager Role, Responsibility, Incentive
Tournament Goals: Revenue
Fundraising/Sponsorship/Grants
Player injury data
Growth: net player growth
Facilities