

ECU Board Meeting Minutes

Monday, Sep 24, 2018, 7:11 pm, Eau Claire Indoor Sports Center

Board Members Present: Jim Mitchell, Susie Shinnars, Kevin Vallez, Doug Morosky, Gretchen Hudacek, Shamus Funk, David Donnelly

I. Old Business

- A. Past Meeting Minutes – David: July Meeting minutes to be posted online.

II. Current Business

A. Open Board Positions

1. Communications Director: Doug Morosky nominated Julia Diggins for the Communications Director Position. Seconded by Kevin Vallez. Julia accepted, and nomination was approved by unanimous voice vote.
2. Vice-President: Individual board members to submit suggestions for candidates by Friday, September 28.
3. Volunteer Coordinator: Individual board members to submit suggestions for candidates by Friday, September 28.

B. Tournament Wrap-up – Doug

1. Team Survey: Mostly positive responses. Tournament rated as well organized. Fields were rated as good or better than other tournaments and level of competition was rated as good. Teams enjoyed food carts. Facilities were judged positively but need more portable restrooms at Bollinger Field.
2. Tournament Committee Members: Refs are the limiting factor in tournament numbers. Unless we can influence referee counts, we are at maximum number of teams. Better communication between tournament officials and referees/scheduling is needed. Games need to be scheduled earlier to help in ref scheduling. Field Marshals reported problems marshalling two large fields at the same time. Marshals would like to have tent adjacent to tournament headquarters. Sponsorship would like fact sheet to present to potential sponsors.
3. Schedule for next year: Weekend before Father's Day, June 7-9, will be 2019 tournament date.
4. Application for MYSAs sanctioning is due Friday, September 28, 2018.
5. Tournament website has been updated. Sports Engine has been contacted regarding tournament hosting software. Kevin will create a tournament flyer for distribution when registration information is finalized.

- C. Treasurer – Gretchen: Financials presented thru Aug 2018. Fiscal year started Aug 1, 2018. Player development numbers show a higher profit number than it should. Motion to accept financials with Player Development correction by Jim Mitchell, seconded by Susie Shinnars. Motion approved by unanimous voice vote.

D. Boys Division Director – Doug: MYSA changes have hurt some teams. U11B C1 has been placed in C2 league. U12B C1 team was not placed in a league at C1. Fall league is becoming obsolete with MYSA not sending teams to Eau Claire for play. Board needs to examine other options for future game play and costs associated with non-league play. Coaching shortage continues. Both boys' and girls' divisions are short coaches.

E. Girls Division Director – Susie: In addition to filling coaching vacancies, focus needs to be on recruiting more 2010 birth year players. The U10's performance at the Wausau Fall Tournament shows that they need to become an exclusively 2009 birth year team for Spring. Currently there are 4 2010 birth year players in the club. We need everyone's help to get that number to 10. Ideally, the club would like to increase numbers in both U9 and U10 to field 2 teams at each level.

F. Safety Director – Jim: Missing box of new size 5 balls. Jim would like to know who the key holders are for our city storage. Lock is missing on the field equipment box. Ordered club trainer balls from Adidas and more field paint.

G. Marketing – Kevin

1. Tournament Marketing: Reducing ads in Soccer times to one. Eliminating digital ad buy as analytics showed only 12 clicks from our ad.
2. Summited paperwork for WYSA marketing grant.
3. Times for team and coaches' photos are being announced via team managers.
4. UWEC has reached out for another marketing group internship. Kevin would be willing to supervise a new group this year. Board would like group to focus on website development.
5. Would like to market EC United with yard signs during events at the soccer park. Post season, they could be placed in club member's yards. Sharp Photo does front and back signs for \$14.00 each.

H. Strategic Planning: Board will break down into 5 groups, each focusing on one strategic initiative. Community Engagement and Membership - Julia, Kevin and Susie; Youth Programs - Jim and David; Coaching - Doug and Gretchen; Susan and Shamus - Facilities.

I. Administration - Tanya

1. Sports Center Contract: Negotiations are continuing. Amy will have numbers for us to look at later in the week.
2. ECU Calendar: Board meetings have been moved to Monday evenings. MYSA tournament director meeting has been added on Oct 27, 2018. High School Boys tryouts will be Nov 7 and 8 at the Eau Claire Soccer Park.
3. Indoor League/Player Development: Shamus will meet with Eric to discuss coaching assignments for player development.

A motion to adjourn was made by Gretchen Hudacek, seconded by Keven Vallez, approved by unanimous voice vote. Meeting adjourned at 9:25 pm.