

ECU Board Meeting Minutes

Monday, October 29, 2018, 7:00 pm, Eau Claire Indoor Sports Center

Board Members Present: Susie Shinnars, Doug Morosky, Gretchen Hudacek, Shamus Funk, David Donnelly, Susan Peterson, Julia Diggins. **Administrator:** Tanya Hanson

I. Old Business

- A. Past Meeting Minutes – David: Motion to approve minutes as written by Julia Diggins, seconded by Gretchen Hudacek. Motion approved by unanimous voice vote.

II. Current Business

- A. Visit Eau Claire – Susan: Visit Eau Claire is working on hotel website and will have a link for us shortly.
- B. Tournament – Doug: Internal tournament group needs to be set up. First meeting of group is Nov 11, 2018 at 7:00 pm. Doug met with Wisconsin Rush West regarding bringing 4 to 8 teams and will be reaching out to other clubs from that region. Need to recruit more people for tournament positions. Board identified several possibilities for positions and Doug will contact. Tournament sanctioning is submitted and pending approval. Registration website is up and running and registration is open.
- C. Open Board Positions – Shamus: Board identified several members for the open Vice-President and Volunteer Coordinator positions. Shamus will make contact and see if any are willing to volunteer.
- D. Treasurer – Gretchen: Only concern is with program expense. It is \$500.00 over budget. Will meet with Tanya and Bill to make sure number is correct.
- E. Boys Division Director – Doug: Spring High School soccer effects spring coaching placement. Need 3+ coaches to fill all coaching vacancies. Club has added 2 high school aged players and one '07.
- F. Girls Division Director – Susie: Still have holes in coaching for Spring. Need commitments from several coaches to finalize coaching for spring. Recruitment for 9U/10U needs to continue, especially at the 9U level. Date needs to be set for 9U/10U parent meeting in early January.
- G. Safety Director – Jim: No Report

H. Marketing – Kevin:

1. Eau Claire Community Leadership Project: We will be submitting a proposal again this year to work with the students from UWEC. Focus of the initiative will be 1) Website. 2) YouTube Channel/Videos. 3) Social Media.
2. Eau Claire United Facebook Ad: Julia posted our first Facebook Ad for our Winter Indoor Sessions. Lots of positive website traffic coming from that campaign.
3. Team Photos/ Coach Bios on Website: Team/Coach Photos have been received. Working on Page Design/Layout.
4. WYSA Grant Received for the Park and Rec PrimeTime Ad (\$250.00): Will do another 1/2 page ad in the next PrimeTime.
5. Will continue to send campaigns for Winter Player Development, K2 Foot Skills, Youth/ Player Development. Will continue to accept Winter Indoor League registration U12/ U10.
6. AYSO Winter League Discount - AYSO15: Awaiting Feedback from AYSO to see if they will send an email announcement. Discount advertised via Social and Word of Mouth to AYSO Players/Teams.
7. Need Discount Code for \$25.00 Eau Claire United Invitational Tournament for Early Bird Discount. Will start to send campaigns to past teams.

I. Strategic Planning:

1. Community Engagement and Recruiting: No high cost solutions but finding high impact events to drive recruiting is proving difficult. Identified several low impact, but important, possible solutions including social media, club members volunteering at community events, renting promotional spaces at local events, partnering with the chamber of commerce, give-aways, theme events and coordinating with the YMCA and local school districts. Other suggestions include coaches running practice for local rec teams. Coaching clinics for rec coaches and restarting Youth Academy.
2. All other groups should prepare a 10-minute summary for next month's meeting.

J. Youth Academy and Training – Shamus/Suzie: Youth Academy will be held from 5:30 to 6:30 on Tuesday evenings in January and February. It is open to non-members born in 2010, 2011 and 2012. Cost will be \$55.00. AYSO members will be given a coupon for \$15.00 off. EC United has reserved gym space at Lakeshore on Wednesdays from 5:30 -7 for 2014 to 2012 birth year children for free supervised open play. 5 and 6 year-olds can play from 5:30 to 6:10 with 7 and 8 year-olds playing from 6:15 to 7:00. A two tier pay system has been proposed for indoor training with lead trainers making more per session than support trainers.

K. Spring / Summer League Options – Doug: Met with Rush West and discussed some possible 3v3 indoor tournaments and summer friendlies. Attended the WYSA District 9 meeting to explore possible spring/summer playing options. Shamus will reach out to larger regional clubs concerning spring play and continue talks with WYSA. Doug will contact MYSA to see what they will be offering for the spring.

L. Administration - Tanya

1. Board needs to evaluate work time and compensation for Administrator position. The position is demanding far more time than budgeted. Board will examine tasks that Tanya is completing that are not part of the Administrator position and bring those to the November board meeting.
2. Discussion with other teams has led to questions regarding how often we pay refs. Most clubs pay at least monthly and often more frequently. Will examine increasing frequency of pay, and method of pay before spring season.

A motion to adjourn was made by Julia Diggins, seconded by David Donnelly, approved by unanimous voice vote. Meeting adjourned at 9:14 pm.