**San Jose PAL Board Meeting Minutes**

**September 16, 2015**

**Attendees: Juan Reyes, Jim Ureta, Elaine Orgain, Mauricio Mejia, Jamal Newborn, Aaron Resendez,**

**Absentees: Richard Sexton, Joe Gagliardi, Jay LaManna, Chuck Shepherd, Magdalena Carrasco, Doreen Jattan,**

**Quorum: No**

**Guests:**  Attorney Ignascio Camarena II; Mr. Nick Arellano of REAL San Jose Soccer Program; Gregg Wilson from CAL PAL

Call to Order: Juan called meeting to order at 12:10 p.m.

**Minutes:** July 2015 Minutes accepted with a correction regarding the resignation of Councilmember Raul Perales of District 4 which SHOULD BE District 3.   
Motion to approve corrected minutes: 1st-Jim Ureta; 2nd-Aaron Resendez. Passed unanimously.  
  
**Introduction of Attorney Ignascio Camarena II:**

Mr. Camarena is interested in supporting SJPAL as a potential board member because of his interest in the local community.

In Mr. Camarenas professional life, he has been an attorney for 15 years, has occasionally represented law enforcement, volunteered in the TAB Program, has done court appointed work for the Independent Police Auditor.

In his personal life, as a youth he played in the SJPAL Baseball Program; and has a personal desire to see SJPAL flourish.

**Introduction of Nick Arellano of REAL San Jose Soccer Program**

Mr. Arellano is a teacher at Yerba Buena High School and developed this soccer league to the area 10 years ago. He indicated that Cindy Chavez and Magdalena Carrasco recommended that he present a plan to SJPAL in order to use the SJPAL field.

The league is classified as a national premier adult soccer program (similar to San Jose Giants) that had been using Yerba Buena High School’s field. Since it is no longer available, he would like to use PAL Stadium use would be for the National Premier Soccer League

REAL San Jose is an amateur team because it uses college players, competes against teams throughout the US (and also feeds into the national combo team for pro-review. Mr. Arellano runs and finances REAL San Jose by way of the vinyl banner store; but is running at -$40,000 deficit.

REQUEST: Mr. Arellano is requesting the creation of a partnership with SJPAL to include the following:

* 50% of ticket sales (approx. $10/ticket at door and with advanced ticket sales)
* 100% Concessions provided by SJPAL
* 100% Parking fees to REAL San Jose ($5/car)
* 10 home games held on Saturday night

Attendance is approx. 100-150 people

Players are predominantly from the San Jose area

Try-Outs also include athletes from outside the country by contacting Mr. Arellano

Season has been moved up to begin March and includes high school and college ages

There are no preferences on local vs. outside players because each player battles for his place

Player fee is $100 which covers insurance, uniforms, equipment, transportation, etc.

REAL San Jose participation fee is $5,000/year PLUS $50/player paid to league base in New York.

A Training field is also needed for practice on late Thursday and Friday nights (8P-10P because players work and are in school. Mr. Arellano indicated that league starts in March, and that the game schedule is created in December.

Jim Ureta requests a written plan with specifics to present to the SJPAL Board at October meeting. Also needed is what benefit to SJPAL can REAL San Jose provide. Mr. Arellano explained that he can assist with non-competitive exhibition kid’s team, can provide RDA (Rough Draft App) which teaches people to write; can also provide coaching assistance for sports; and indicated that he wants to form a partnership, not wanting a handout. He can be reached at 408-221-7609 and emailed at [nick@realsanjose.net](mailto:nick@realsanjose.net).

**Introduction of Gregg Wilson from CAL PAL**

Mr. Wilson served 20 years with the CHP-San Joaquin area and Los Banos

Sgt. Daniel Ortega challenged him in Los Banos to participate with CAL PAL

He has served as CAL PAL Executive Director for 15 years, and was President for National PAL

He indicated that SJPAL is primo #1 in the state and known nationally. The top 3 PAL in the state are Pasadena, San Francisco, and San Jose. He has been to 117 PAL facilities in California, and found that San Jose has an excellent facility.

With the top competitor being Richmond PAL because they have a great gym and diversity

With all leagues scraping the barrel financially over the last 10 years because of the tough economic times.

Aetna, CA is 15 miles from Oregon and is a small community, but has over 200 kids participating

Stanislaus County is near Modesto and has an income of $80K-$100

Mr. Wilson said that he was in Newton, CA one day and was wearing a PAL shirt when he was approached by a man who told him that PAL changed this man’s life because he was a player with PAL which encouraged him to finish high school; and he now has a good job. His sister became pregnant at a young age, and his brother became involved with gangs.

Jim asked what does CAL PAL Board do and what are obligations? Gregg provided several handouts; one included details on the responsibilities for the Board of Directors.

Fundraising info: Mr. Wilson indicated that there are multiple ways to raise money and San Jose has corporate access. Some Boards have Board Buy-Ins; anywhere from $5K-$50K for a seat. Los Angeles County S/O has an annual dinner which raises $250K-$300K. He will provide a list of ideas to Jim.

Board Retreats can be helpful by bringing outside companies in to help develop a mission statement that are truly representative of your Board.

Also noted are the decline of traditional sports such as Football, baseball, etc.; and a shown increase in Lacrosse which don’t have as many injurie and parents don’t understand the sport and less ‘rowdy’; Robotics a non-traditional program; and even STEM (Science Technology, Engineering, Math). Contacts for PAL Boards that provide these non-traditional programs would be helpful.

Need cohesion and innovations; and New York City is the biggest, with San Jose 2nd.

Juan recollected that previous Boards would go to CALPAL Conference and used similar fundraising techniques.

Jamal spring board robotics to programming and graphic arts computer systems

Juan indicated we could go after grants for other programs too.

Elaine said it would an opportunity to find and develop life skills.

Mr. Wilson indicated there are Life Skills classes for both sexes; with check list for what you should know by the time you graduate from high school. He indicated that class on ‘how to live on minimum wage’ would be practical and great knowledge.

Jamal talked about his first apartment and after setting it up went to throw stuff in garbage, only to realize he had no garbage can, broom, etc.

Mr. Wilson indicated that Robotics Program geared for high school who made a lock and took to school got arrested because he thought it was a bomb.

Jim indicated that SJPAL been doing same thing---need to adapt and change! We’ve been so steadfast

Juan said he was on Santa Clara Board of Education for Santa Clara which included the Alviso community. Alviso at that time was primarily low-income, Hispanic; but now has a high population of Asian, Indian, with sports preference being soccer, cricket, lacrosse; not baseball any longer. We don’t need sports, look at area counties, etc.

Mr. Wilson also noted there was an etiquette class which addressed apparel, makeup, etc. [More info on various classes can be discussed after meeting].

**Financials – Elaine Orgain**

Pony Baseball ended in August and there is now a drop in registration fees

$40K reclassified

Staff expenses down because activities are slowing

Official expenses up because invoices came in late

End of August $125K deferred by soccer will come in 11/2015, and good to see cash on hand before start of soccer.  
  
**Committee Updates**  
  
**SJPAL Video (Ureta)**

Approx. $2000 to produce and Jim was concerned because no quorum to approve. Juan said that group discussed that if cost between $1500-$2500, then okay to go forward with video production. Jamal indicated that price was very good and wanted to be sure to lock in pricing.

**Executive Director Update (Jim Ureta)**

**Football Jamboree**

On 8/29 the Jamboree was held at Mt. Pleasant High School and earned $8K in revenue.

**Soccer Jamboree**

Also held on 8/29 went on without a hitch

**Photo Day**

On 10/4, Photo Day will be held at SJPAL for all levels of soccer. Will include jump houses, concessions.

**Junior Giants**

Season begins Saturday 9/26 at Olinder Park and lasts through Sat., 11/21, which will include Trophy Day and presentations.

**Barry Swenson Builders**

On 9/19 Swenson Builders donated a check for $25K for use on facilities development with the primary item being the shade structure on the baseball stands.

**Cupertino Electric**

Magdalena, Jim, and Juan, will write out a letter of appreciation for the work they completed.

**Turkey Drive (Jamal, Doreen)**

On 11/21 the Turkey Drive goal is $5K to provide to 250 families with a $18.60 cost for each box; on their spreadsheet with the breakdown.

GoFundMe website not yet running; and there are few donors at this point.

Thermal bags are needed for turkeys

Also need shirts with logos

Sponsors needed for freezer space, and Sonoma Chicken Coop will open their freezer

Costco is slow to respond- and week after they give to employees first then donated late last year

Masonic and Lions Club are willing to donate

Elaine does Rotary Club have a donation Section?

Jamal – yes Turkey Drive @ PAL, not a PAL /turkey Drive; organizations that are sponsors get tax write-off and want to advertise the drive as ‘their own.

Or “Stand Up For Your Community’ had $3k for turkey drive

Jamal said he gave credit to each sponsoring organization.

Jamal: concerned about recipients and sending out notices.

Mauricio: Can we advertise food drive – but Jamal said limited storage space; and Second Harvest wanted the drive at their facility.

Juan: Get the Go Fund Me account running -- the quicker, the better.

Jamal: Create list and notify approved families to come pick up their turkey boxes.

**Adjournment**: Mauricio motioned to adjourn meeting; LaManna 2nd; passed unanimously.

Meeting adjourned at 1:35 p.m.

**Next meeting: Wed., 10/21/15 at 12 p.m.**