

Hartwell Board of Directors
Meeting Minutes

Monday, October 18, 2010, 7 PM

Location – GHS Room B104

Planned Attendees: *Joe Andrade, Janine Batson, Mary Kay Brophy, Joan Norman, Jim Wadleigh, Andy Pinkowski, Tim Cavanaugh, Sandy Gardner*

Not Attending : *Matt Cameron, Dave Baker, Bill Haddad, Sue Buckley*

Guests: *Rich Williams*

Meeting was initiated at 7:05 PM.

September 20th Board Meeting minutes were accepted.

President's Report

Joanne Marcoux couldn't come to the meeting because of a family emergency. She wants to wait until she can determine if she can commit before she accepts the treasurer role. She may have a long term commitment to her parents' care out of state. In addition to that, Joanne has some concerns about accepting the role without her company's commitment. If she took the role, she hoped to be able to get some pro bono interns to help but must first have her company's approval. She has not reached out to her company yet to determine if her company would allow this as a pro bono relationship. Mary Kay thinks we should reach out to local firms to get them to "own it". It was a suggestion that came from Steve Giamalis. Andy suggested we change the fiscal year so it doesn't coincide with an accounting firm's busy season. He also suggested we run an ad in the Glastonbury Citizen. Janine felt that it might imply it's a paying job. Another suggestion was reaching out to travel manager's to see if any travel parents were qualified – the assumption being that travel families are generally more committed to Hartwell. Also was suggested we send out an e-mail with a plea about how important the role was and that we needed help, however we could end up with many unqualified people to sort through. Another option discussed was splitting the role to make it easier for Joanne. Mary Kay is going to reach out to some local firms including Sheptoff Reuber & Co., and JH Cohn (Joanne Marcoux's company) to see if either would take it as a pro bono opportunity.

Discussion about the V.P. Role will take place at the November 13th strategy session. Sandy will take down the job description from the website for now. Lori Gustafson expressed an interest and Mary Kay needs to get back to her to let her know that we are first going to look at current board members. Other topics that may be discussed at the strategy session will include succession planning, club direction, how do we look at need for coaches, how to attract coaches, coach incentives, logo (do we or don't we change it), training, camps & academies, 2nd YSAT from SoccerPlus FC, club mission, fundraising, premier option, etc. Agenda & topics will be developed & sent out prior to meeting to time allotments.

There is a new kick off for the strategic field initiatives taking place on November 15th. A Capital Investment Committee has been set up to move it forward and includes Mary Kay, Joe Andrade, Trish Witkins, Steve Giamalis, Doug Werner, Mark Mistretta, Ray Purcell. Andy expressed an interest in being part of it. Mary Kay discussed how the lit baseball field has not been exactly what they thought it would be and thought having Don Longtin come and give his perspective on youth athletics and what they learned about the field would be helpful.

Applefest was successful. Kid's loved seeing Rich Williams A.K.A. Coach England. Some of the Junior Coaches were at the booth and it was noticed that there might be some maturity issues with some of them. Tim Cavanaugh said there were also attendance issues. While we have some stellar Junior Coaches we need to have a vetting process for selecting Junior Coaches. Joe Andrade suggested looking at GBA to see how they select their student coaches. Sandy Gardner suggested we create a "white paper" for the Junior Coaches so they understand the role.

Laura Hecker is in her procurement role. She will ultimately be handling the travel and rec league equipment needs, T-shirts, & medical supplies – but Elese Pederson will be doing travel uniforms. Laura could also potentially assist with the tournament.

Rich Williams

Sunday travel coaching clinics are starting in December (see Hartwell Calendar for actual dates). He is putting together a list of topics. They are trying to get better attendance. We discussed making it mandatory as an option. Also discussed was splitting the U9-U14 age groups to make them more specific and age-appropriate. The issue was brought up that some of the coaches skipped the clinic and then came only for the free play. The free play is ultra-competitive and potentially a turn off for many of the coaches (and dangerous). It was decided that the free play would not be advertised in the e-mails. One option regarding the clinics was saying that it was mandatory to attend a certain number of them and to outline objectives for the clinics. Rich Williams said in the past they were just doing drills and he doesn't want to do them this way going forward. Rich Williams is going to develop the structure of the clinics for board review.

Kerry Shaheen is getting gym time available to Hartwell and then Rich can work on Winter Clinic alternatives. Basketball gets first priority. After soccer clinics – any open gym time will be offered to Travel coaches.

(Rich Williams left the meeting at this point)

Director of Coaching Position/SoccerPlus Contract

As of 4 PM today, Hartwell has an approach with Soccerplus that Mary Kay and Andy are comfortable with regarding bringing Rich Williams on as the D.O.C. and renegotiating the SoccerPlus FC contract. Basically as a result of moving Rich to Hartwell, we are extending the existing contract (for consultation, online licensing, & training) by one additional year through 2012. Under the new contract, SoccerPlus will be the primary provider of basic training and will be the exclusive provider of in-season Academies. We also agreed to give them Competitive Advantage ("top billing") Camps (e.g. top of list on website), access to our members 6 times a year pending our approval of e-mails (members will be allowed to opt out of SoccerPlus e-mails)

for the next four years (through 2014). Without exclusivity, we can now advertise other options such as Oakwood clinics.

Rich will be able to dictate the consulting needs with SoccerPlus and is a good buffer with them. The contract calls for 2 DOC trainers from SoccerPlus and Rich gets to select the 2 DOC's and has veto power. Once they have been selected – SoccerPlus can't reassign those resources to other clubs. Hartwell can also augment their training needs with SoccerPlus or Challenge Sports (consults with SP) – or go to outside sources. SoccerPlus gets the right of first refusal on augmented training beyond the 2 DOC's we get from them. Rich will be better at getting better trainers and will be better at managing them which has been a problem in the past. In the past we had missing time slots and a lot of our hours went unused.

At the end of 2012 (December) we can walk away from SoccerPlus, with the exception of competitive advantage for camps. We can't walk away any sooner unless there is a material breach of contract.

Basically with the new contract, we are getting less training (2 DOC's), 40 hours of consulting, and 300 online licenses. Plus they still owe us the 2nd YSAT assessment which isn't part of the 40 hours of consulting. As part of the 40 hours we could ask for Dave Newberry to help us with sales and marketing since this is a strength of his. We tried to get them to unbundle the licensing, consulting and training but it didn't happen.

The effective date is still not determined. Andy initially wanted October 1st then moved it to November 1st but November 15th might be the cleanest break. Andy wanted feedback from Janine on how it would be easiest on the books.

Joe Andrade wanted to make sure that we had a way to get out of the contract if Rich Williams left Hartwell for any reason. Andy was going to investigate a "buyout" for an acceptable amount if Rich left for any reason.

Mary Kay asked SoccerPlus for financials and they said they do not provide financials. It was discussed that their financials are not optimal and were not provided during the RFP process. There was concern that SoccerPlus FC would go under. Joe Andrade felt that there was not an influx of young premier players going to the SoccerPlus premier program - instead they were going to FSA United (old West Hartford Premier). Andy assured us that our contract was with the SoccerPlus FC entity which is different than the premier program - and that there are provisions in the contract to handle if SoccerPlus FC went under.

Also discussed was what happens if Tony DiCicco goes to coach the Chinese National Team? Would this impact us? Andy and Mary Kay felt that Dave Newberry and Anthony DiCicco aren't going anywhere and that Anthony is a voice to his father. They felt that Tony was very involved in the contract negotiations behind the scenes.

Prior to SP, we paid about \$60K for training (MLS, CT Soccer School, Carlos & other independents). Last year we paid SP about \$100-\$110K (\$60K contract plus \$40K-\$50K for extra training). Now we will be paying \$60K to SP & \$40K for a D.O.C. Financially, with paying Rich's salary, we are still spending about the same amount of money as we spent with SoccerPlus last year. This is a better option because initially we had people who were worth \$75/hour. Overtime we got weaker and weaker trainers and it wasn't worth the money. Rich is well worth the money.

We own the curriculum book that SoccerPlus has done for us. It's exclusive to us. The stuff that Rich does for Hartwell we will also own.

Registrar's Report

Sandy is working on uploading the rec information to CJSA. Bill Haddad has not done anything on website changes.

Travel Report

Jim Wadleigh is kicking off the end of season travel committee meetings in November. He would like the board's opinion on how coach complaints should be handled and whether they should be brought to the board's attention. Joe Andrade said in the past they did not make it to the board level but not doing so could be perceived as the issue not being raised appropriately. Jim wanted to make sure the board all had the same "elevator talk" about an issue to make sure we weren't all saying different things. Joe felt all warnings should be raised to the board and suggested we use written warnings. Andy felt that written warnings weren't necessary and believes we need a stepped approach to disciplining them but didn't think we needed to have it written down since this was not an employer/employee relationship.

Jim stated that the playtime policy was 50% of every game (except Cup games) and feels that it should be discussed at the next coach meeting to make sure coaches are clear and this is followed. In addition, coaches need to make sure that all players are given equal opportunities kicks, throw-ins, etc. to all players when possible. Mary Kay felt that while we couldn't do "equal playtime" coaches could aim for "equal" at a seasonal level so players could play more in some games than others – depending on the competition.

Warm-Up Tournament

November 9th is the kick-off meeting. Joe Andrade sent a note to last year's committee to see if they would help again. Donna & Stacie declined (which means Bob Dykins will be out as well), Carolyn Abramo didn't respond. Benny Chowaniec and Ron Wallert will continue to help. Joe was looking for 2 additional directors and Andy spoke up and offered to fill one spot. Mark Mistretta might be a good person to take over some of Bob Dykin's tasks. Also suggested was Jay Bentivegna as a resource. Joe hoped to get Kate Botelho, Michelle Pancetta, and Bonnie Bagdasarian back in their roles from last year. Joe Andrade is considering adding more teams this year to increase revenues. The price is going up for Hartwell Teams. Due to economy the sponsorship was down last year. Another way to increase revenues is to look at ref fees. We pay our refs more than others and we could look at cutting back. Joe wanted to look at soliciting to 2nd grade parents for tournament assistance to give them a view into the travel program. The December meeting will focus on Sponsorship.

For more detail on certain subjects refer to individual director reports submitted for the monthly board meeting.

Respectfully submitted,

Joan Norman
Secretary