

**Hartwell Board of Directors**  
**Meeting Minutes**

**Monday, March 15, 2010, 7 PM**

**Location – Glastonbury High School Room B104**

**Planned Attendees:** *Dave Baker, Janine Batson, Mary Kay Brophy, Sue Buckley, Matt Cameron, Tim Cavanaugh, Sandy Gardner, Bill Haddad, Joan Norman, Andy Pinkowski, Jim Wadleigh*

**Not Attending :** *Joe Andrade*

**Guests:** *Dave Newbery (7 PM)*

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Meeting was initiated at 7:10 PM.

February Board Meeting minutes were accepted.

Guest speaker was Dave Newbery. Dave discussed the merger of SoccerPlus Camps and SoccerPlus FC. This was done primarily for the purposes of employment. Now they can shift personnel between the two entities so they can move people to the camps during the off season and back to FC during soccer season. This has shifted Dave Newbery's responsibilities. Now Anthony DiCicco from the Hartford Office manages the day-to-day operations and personnel. Dave Newbery can focus on product development, meeting with clients and the consulting side of SoccerPlus.

They are working on introducing more of a challenge program for grades 2-3. It would include 10 weeks to get through 10 skills.

SoccerPlus completely reworked online coaching material this past winter. They doubled the amount of content and reorganized the sessions. Andy noted that he had difficulty registering for the site last fall. SoccerPlus has doubled the number of licenses for new coaches (we have 300 now). Dave Newbery said 33 Junior Coaches were set up today.

Tim wanted to know if coaches could still pick and choose which session they wanted to look at and use via the website. Dave stated that yes - they still could – however they wanted coaches to follow age appropriate material and not pick and choose content that wasn't appropriate.

Sandy suggested we have a session to show coaches how to use the website. Dave N. wants to have a webinar for training. Dave N. is willing to come to the travel meeting to help as well.

Dave N. also talked about some other items of interest. They are planning to offer a "skill of the week" video which would be year round – 52 weeks.

Dave N. explained that they have increased their DOC staff to 5 (was 3 in the fall). There are 4 DOC's dedicated to Glastonbury (as well as Jason):

- **Rich Williams** (primary on the SoccerPlus side, most experienced)
- **Eleri Earnshaw** (female, coming from a Graduate Assistant position at Long Island University)
- **Gary Thurston** (most familiar with the Connecticut scene having worked in 3 other CT clubs)
- **Tim Larocca** (been with the company the longest and is currently up to speed with all of the happenings in Glastonbury)

There is a meet-and-greet with new DOC's on Tuesday, March 16<sup>th</sup> at 4 PM at J. Gilbert's in room off the bar – all Board members are invited to attend per MKB.

We have these DOC's for 20 hours each week for 8 weeks starting the week of April 12<sup>th</sup>. It doesn't have to be exactly 20 hours could be slightly more and hours can be day or evening. They have a commitment to work in the SoccerPlus administrative offices for the other 20 hours per week.

SoccerPlus has two new clients: Wethersfield and Litchfield. They would like to add two new clients each season (a total of 4 per year). They are expanding their operations and would like to do more consulting work with products and services that don't require "people on the ground" as this is expensive.

Board discussed the ongoing spring academy offering for GHSC. There are currently 62 kids signed up. The budget assumed 260 registrants. Mary Kay noted the program is appealing but people are overcommitted in the spring. Sandy noted that we generally have a 25% drop in Rec registrations in the spring due to baseball and lacrosse. A blast e-mail went out to rec participants on 3/12.

To help increase registrations for academy Kerry Shaheen is getting flyers out to the schools this week. Dave Newbery worked with Kerry on improving the resolution of the ad for the flyer. Dave Newbery thinks the 3 minute video for K-1 would really get the message out best. Dave Newbery offered to get on the phone and contact people if necessary. Also discussed was reaching out to the coaches to have them send e-mails. Matt felt the video was exactly what we wanted to communicate and it was decided another blast e-mail would go to K-1 recipients with video clip and more information regarding the parent/coach meeting for the academy nights.

Advertising in the Glastonbury Citizen was discussed. Bill Haddad said they would not advertise in the Citizen since registration requires you to be registered with Hartwell rec or travel first and a general advertisement might appear to be "open" to anyone. Sue agreed this could present some negative experiences with people if they try to register and aren't eligible. The reason you need to be registered with Hartwell is because each participant would be required to pay a CJSA registration fee and fee to Parks & Recs for insurance if they were not already registered with Hartwell. Others, including Sandy, Joan and Andy, expressed the upsides with advertising in the Citizen and it was decided that Bill would pursue an advertisement in the Glastonbury Citizen.

There was discussion around which fields would be used for academy and it was decided:

- Friday – Smith Middle School Lower Fields for Grades 2-5
- Monday – Smith Middle School Upper Fields for Grades K-1

Matt Cameron talked about goal keeper training which would focus on coaching the coaches on goalkeeping. Goalkeeping drills are already on the SoccerPlus website but they are looking into offering NSCAA Goalkeeping Diplomas to coaches who complete a 7-8 hour instruction course (Jason is qualified to teach this).

From the President's Report, Mary Kay stated that Melissa Tasjian is not quite ready for a board commitment for the Fundraising position; however she would be willing to support us by running a spaghetti dinner the Friday night before the tournament. It would tentatively be held at Riverfront Community Center. Board thought timing was OK but Bill Haddad expressed concern it would be perceived as a travel event but should be inclusive for all of Hartwell. There was concern that we would be tapping volunteers too much that weekend if we needed them to work Friday at dinner and then volunteer hours over the weekend. Because it's a good potential fundraising and team building event, it was decided that we would move forward with having Melissa putting a plan together to see what it would take and the board could review it before a final decision was made.

For the field initiatives, Ron Wallert is happy to play the lead role in the field assessment efforts. The board would be the approval process for any decisions. Matt, Andy, Joe and Janine would be part of the sub-committee working with Ron.

Lights at the new magnet school were discussed. Because of the tight space, we can't have a maximum size field. The only maximum size field we have is at Nayaug. The field at the magnet would support 11 v 11. Hartwell has asked for more info on what it would take to get the lights in. We wouldn't have to run the project – just fund it. Sandy inquired if Hartwell was the only club that Parks & Rec was soliciting (since the school supports multiple towns). All agreed that a condition of funding was that Hartwell was given 1<sup>st</sup> priority for use.

Jim Wadleigh commented that a lighted field should be a showcase of the club and should be on a large, full size field. Mary Kay noted that we are looking for multiple venues for lights and the new magnet school might be a short term solution while we pursue a longer term "field of dreams".

Regarding the mission statement, several people expressed an interest in using #3 as the start of the mission statement with more detailed additions listed core values of the club:

- (3) The mission of Glastonbury Hartwell Soccer Club (GHSC) is to provide instructional, recreational and competitive youth soccer opportunities for all young athletes. We thrive to foster sportsmanship, fair play, skill, technique and the love of the game of soccer.

Sue and Tim would like the word "fun" added to the mission statement above. We will discuss and approve the mission statement at a later date.

The Open House will be rescheduled to Sunday, 4/11 @ 7PM at Gideon Welles. On Monday, March 22<sup>nd</sup> there will be an Open House Meeting at GHS to do a run-thru of the presentations.

Some of the ideas proposed for the Open House is a high level overview of GHSC, the try-out process, financials, feedback on survey, photos of GHSC players (all rec teams will be in there from photo day), Recognition for H.S. seniors Adam LaPlaca (CJSA Player of the Year, NSCAA High School All-American) and Keriann Welch (NSCAA High School All-American). MKB wants to have Mark Landers and Joe Finocchairo on hand to give out the awards. Also may include Jen Carroll (TOPS Soccer), Arne Bjarno (Volunteerism), Raffles, Retail, GHSC Magnets and light refreshments.

From the Treasurer's Report, Janine reported that the contract with Uncle Bob's was extended until April 1, 2011 and we get a month free so we have it until May 1, 2011. GHSC is moving out of CT Self-Store by June 1, 2011.

Rec Registration is open until the end of March. End of March is actually a "soft close" because after that we are wait listing players and they can still be added to rosters.

The GHSC Scholarship notice went into the Citizen this week. The notice has been distributed to all our eligible membership and information on scholarship is posted on the GHSC website. So far we have 1 applicant. Applications are due the end of March. Once all applications are in, Janine will have a meeting with a smaller group (Sandy, Sue, Mary Kay, Matt) to select a candidate. There is also a link to the CJSA Scholarship Application on our website.

From the Rec Coordinators, 2 water bottles were displayed as a potential fundraiser. They were custom with a last name along with a GHSC logo. The water bottles are aluminum and light weight. Recognitions would handle the sales and fulfillment and charge \$17 for the large bottle and we would make \$5 profit on each bottle. General consensus was that bottles were cheap quality and too expensive. Need to see if they have better option.

From the Travel Director, Jim Wadleigh is close to finalizing the High School rosters. There will be 2 girl's teams and 2 boy's teams to support 9<sup>th</sup> and 10<sup>th</sup> graders. They will interview and review coaches and have some potential candidates identified. In the past – they were just lucky to find coaches. Now that the program has become more formal and larger the Travel Director needs to create some structure around setting up teams by age or skill and formalizing the program.

Jim has 12 requests to add new players to travel teams. Several teams have small rosters. In some cases the rosters were small to begin with and in some cases kids dropped off. Sandy noted that lacrosse and baseball is taking many spring players and this problem may increase. GHSC travel is currently a 2-season commitment. This makes it difficult for Football players and spring sports players. Expanding lacrosse teams may exacerbate the problem in the future. GHSC may need to look at revamping our commitment level in the future if this problem increases. Some teams do Fall only.

Minimum roster sizes were discussed. For 8 v 8 the minimum roster size should be 12. Less than this and the travel board would consider adding new players. For 11 v 11 the minimum roster size was 15. The general consensus was that new players should only be added if there is a try-out after a general notification of need to the Glastonbury community. It was not fair if we used side room deals just because (1) people knew the coach (2) players tried out and didn't accept spot but decided they wanted spot in the Spring (e.g. what a football player might do) or (3) a player played for coach in past travel or winter indoor session. Jim is going to go back and look at existing roster sizes for each request in the short term – in the long term we need a policy for this type of request. All roster issues need to be resolved by 3/31 so that rosters can

be submitted to CJSA. Matt expressed the need to help out the coaches in the short-term because they are in need of more players and this should be the priority.

Jim mentioned that all coaches will be assessed in the spring and all coaches will be interviewed regardless of whether they coached before or not. Sue mentioned that we need to make sure we encourage people to apply for coaching if they are interested as everyone should have the option to be considered.

From the Communications report Bill talked about purchasing group tickets for a U.S. soccer game in August. Also considered were Rock Cat tickets. We got an offer to purchase 100 tickets for \$100. If we sold them for \$5 we could breakeven at 20 tickets. It's a weekday game and people felt it wouldn't draw interest and wasn't worth the hassle of administering this type of event.

Bill brought in and displayed several potential GHSC Logos for review by the board.

Bill has a draft of the feedback survey completed. Mary Kay suggested he try it out on the board first. Need results prior to the Open House.

There was some general discussion about whether we were sending too many e-mails to people from Hartwell. Andy had heard some complaints that we were inundating people with e-mails. Sue felt we should find out who is saying this e.g. are coaches getting too many or parents. Bill discussed collecting and getting e-mail addresses of children and several people felt it was not a good idea to capture or use that information. Need to make sure the messages don't become "junk" mail if we send too much.

Dave Baker reviewed some key questions associated to amending the by-laws. On question regarding entering into a contract sparked some debate over the dollar amount limit. Bill wanted to make sure the amended by-law didn't conflict with the role of the procurement person. Andy feels that we need to define the budget constraint for each budget item and as long as you stayed within guidelines then other areas (e.g. rec) would have the ability to manage their funds and purchases on their own. Only spending above and beyond their budgeted amount needed board approval.

Andy stated that the next step to the by-law amendments would be to prepare a draft document of proposed changes to by-laws and present them back to the board for approval.

Mary Kay stated that the tournament is the largest club fundraiser and board members might be needed to plug holes as needed to make it successful.

From the registrar, Sandy is working hard for registration. The PCI Compliance is complete. This entailed going online and filling out information, etc. They will query our website monthly ongoing. League Athletics is PCI Compliant but GHSC went the extra step for its own compliance.

FAQ's are being compiled for commonly asked questions and will be posted on the website.

There is a central district meeting on Wednesday, March 24<sup>th</sup> which Sandy will be attending.

Sandy will be setting up access to the "Board Only" section of the website so we can start posting information such as minutes, agendas, etc. She is looking into setting up forums to discuss issues rather than e-mails flying around.

There was discussion about how we will know when all the background checks are done. Sandy suggested we hold back on coaches who don't complete the necessary check. For Travel you could hold back the rosters and for Rec you could hold back equipment until the coach has successfully completed the background checks. Need to provide additional information about the process for coaches.

*Respectfully submitted by Joan Norman*