

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

**Monday, January 24, 2011, 7:00 PM**  
**Location – GHS Room 104**

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

**Not Attending :** *Joe Andrade*

**Guests:** *Elisa Pederson, Laura Hecker, Matt Tierinni*

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Meeting was initiated at 7:00 PM.

**Guests – Elisa Pederson (Uniforms) and Laura Hecker (Procurement)**

Last week Elisa & Laura met with the travel committee to make a recommendation on new uniforms. Tonight they made a similar presentation to the Board of Directors. Their presentation described the current uniform process, financials, RFP process, goals, options that were looked at and ultimately their recommendation to the board. The recommendation is to move away from the current brand (Adidas) and go with a new “off brand” called Challenger Teamwear. This “off brand” vendor offers a uniform that meets the quality, cost & process requirements identified. Samples were passed around and uniforms from multiple vendors were compared. The board voted to support their recommendation and go with Challenger Teamwear. Joe Andrade (via e-mail) and Sandy Gardner both voted against the change due to concerns about not having the Adidas brand recognition. Both felt it was something some people would complain about. It was acknowledged that regardless of the decision – we’d have people complaining about any decision. Andy Pinkowski said that if it is marketed properly and people don’t feel that they are getting an inferior product then it should minimize complaints.

Rich Williams mentioned that he went through a similar experience in the past where the club moved away from Adidas for similar reasons and parents didn’t seem to notice or mind.

There is more work to do to determine the purchasing options for parents (e.g. back pack v. no back pack, mandatory warm-ups in year one or not, practice jerseys, etc.). Elisa and Laura will be returning to the travel board and/or BoD to discuss these options further. In addition to the actual uniform choices, we will need to discuss the marketing and communication of the change and also how to maintain consistency over multiple years with the “look” of the uniform if it no longer will be replaced every 2 years (Challenger Teamwear guarantees availability at same price for at least 4 years).

Regardless of the vendor chosen, the decision to pull the uniform costs out of the travel fees had already been made by the travel director and treasurer. This is being done for 3 main reasons. The first is for transparency (e.g. where are my travel fees going?). The second reason is to give parents more options on what to purchase (purchasing only what you need),

and lastly to collect the uniform fees in a single year rather than over two years. When it takes 2 years to recoup uniform costs, if someone drops out after 1 year then we lose money.

Rolling out new uniforms brought up the subject of whether or not we should pursue a new logo. A new logo is an opportunity for us to increase the visibility of the “Hartwell Brand” in lieu of having Adidas branding. Bill was concerned the board didn’t think this was a priority but it was agreed upon that it needed to be pursued and **was** a priority. Bill is concerned people don’t have time to work on it and that it will be difficult to get a consensus from the board. Andy Pinkowski, Sandy Gardner & Elisa Pederson have all agreed to be part of the sub-committee and participate in the development of options with Bill Haddad taking the lead. Mary Kay stated that Mark Solomon (from TeamSports) had sent some ideas that she liked and she will e-mail them around to the board as a potential starting point. She also told Bill that Dave Newberry is available to assist with his Marketing expertise. Bill will provide updates to the board on logo progress at the next meeting.

### **Guest – Matt Tierinni (potential Treasurer candidate)**

Matt met with the board as a candidate for the Treasurer’s position. Matt has a daughter in Hartwell and a daughter playing Oakwood YTL. He is a partner with **Montovani, Murray, Nemphos & Tierinni, LLC** in Manchester and a member of the Glastonbury Chamber of Commerce. Mary Kay identified Matt by cross referencing COC members with Hartwell members. Prior to the meeting, Matt discussed the role with Janine Batson. He also discussed Hartwell and the Board with Joan Norman (daughter’s on same YTL team).

At the Board meeting, Matt indicated he is excited to give back to Hartwell in the same way his father did for East Hartford Little League. He grew up in East Hartford and works in Manchester. He has staff at his firm that may be able to help out with the bookkeeping. Matt indicated that while he has done a few non-profit tax returns, the non-profit tax business is becoming a specialty area and he thinks it might make more sense to use someone who specializes in not-for-profits so we don’t risk losing our status. Mary Kay indicated that Joanne Marcoux has a lot of experience in this area and may be able to offer Hartwell assistance. The board unanimously liked Matt and felt he would make a good Treasurer. Mary Kay will follow up with Matt.

Janine was extremely excited to offer up that while she does monthly reports, Matt could decide to do things differently for instance doing them quarterly – if it worked better for him. Joan Norman has taken over responsibility for Hartwell’s P.O. Box and making deposits. Janine will work with Joan to transition the deposit reporting and will work with Matt to transition the remainder of the tasks. Matt seemed very enthusiastic about this opportunity and felt strongly that he could educate the board on financial reports, and was looking forward to helping in other areas. Matt’s a great soccer goalie by the way and goes by the nick name “Chopper”.

### **2011 – Budget Proposal**

Janine Batson presented the proposed 2011 budget which showed a proposed net loss of roughly \$19K. Both Jim Wadleigh and Bill Haddad were initially concerned with showing a net loss. Last year the budget proposed a net loss of \$16K but we ended with a net profit of \$16K so Janine and Mary Kay were not overly concerned that a balanced budget wasn’t being proposed. Janine felt that the ref fees would come in lower and some other areas would as well. She was not asking us to make cuts – she was looking for us to approve the budget.

Rich felt that \$15K could be removed from “SoccerPlus, Trainers, DOC” line item. He feels that by having the same age groups train together in the spring – we can offer more training at less cost and avoid the need for outside trainers. Mary Kay felt we should leave the money there for now.

We discussed whether or not the proposed budget mean Travel was breaking even and what the travel assumptions were for travel fees. Janine stated that the proposed budget assumed \$200 travel fees and \$135 for a uniform (uniform fees were not shown in budget). Compared to last year (\$300) – Janine wasn’t comfortable raising fees higher than \$200 (for a total of \$335 for reg fee + uniform). At \$200 per travel player, it became clear Travel was still losing money so it was proposed that fees went to \$225 per player. Jim Wadleigh stated that this is still under what many other clubs charge. All agreed it was very reasonable fee for what you got. Rec charges \$65 per season so \$130 per year and got about half the time/training. With the Travel registration fee increased to \$225 – the net proposed loss went down to about \$5K. This was the only proposed change Janine will make.

Jim Wadleigh discussed that there will be a lot of questions on uniforms and fee changes so he would like to put together a document for try-outs that answers a lot of these questions. He anticipates a lot of “noise” regarding all the changes.

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

**Reports Submitted by: Wadleigh (Travel), Buckley (Rec), Andrade (Events), Williams (DOC).**

Respectfully submitted

Joan Norman  
Secretary