

# **Hartwell Board of Directors**

## **Meeting Minutes**

**Monday, March 14, 2011, 7:00 PM**  
**Location – GHS Room 104**

**Planned Attendees:** Joe Andrade, Mary Kay Brophy, Sue Buckley, Bill Haddad, Matt Tierinni, Joan Norman, Sandy Gardner, Jim Wadleigh, Rich Williams

**Not Attending :** Andy Pinkowski, Dave Baker, Tim Cavanaugh

**Guests:** N/A

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*Meeting was initiated at 7:00 PM.*

### **President Update**

Mary Kay updated the board about an upcoming initiative to recruit financial aid applicants at Welles Village who otherwise have limited access to register and pay. On March 15<sup>th</sup>, Mary Kay and John & Lori Briody will host an informational session at the Welles Village Rec center to help register children.

### **Licensing and Coach Education**

In the past we have recommended that all travel coaches get their E license. It has been stated at past coach meetings that this is required within 1 year of taking a travel coach position. Some coaches have done it and some have not. Recently there has been a change in direction for coach education recommendations. Rich Williams stated that the new minimum requirements for travel coaches should be:

- U9-U11: Youth Coaching Module
- U12-14: E License

This new direction needs to be communicated to the coaches (and potential coaches) and when selecting travel coaches – this will be taken into consideration as a requirement. It is recommended that Rec Coaches also follow this direction although at this time it is not mandatory.

Since we are now making the Youth Coaching Module and E License a mandatory requirement for travel coaching – we need to update our reimbursement policy. In the past we have only reimbursed for the E License. The new recommendation is:

- \$50 reimbursement for Youth Coaching Module
- \$100 reimbursement for E License
- \$200 reimbursement for D License

Although other licenses exist, they are not part of our reimbursement policy at this time. In order to be eligible for reimbursement by Hartwell, a participant must show evidence of

completion of the course, have a completed (and approved) background check, and have coached in Hartwell within the last 12 months.

### **Player Code of Conduct**

Bill Haddad presented the Player Code of Conduct for review by the board. Dave Baker indicated via e-mail that he believes the code should be simplified and by putting some of the components into the policies and procedures. He sent some proposed changes for simplification via e-mail prior to the meeting. Bill will review the changes and re-present the new player code of conduct at a future meeting. There was discussion on who needed to sign it (e.g. rec v. travel – or starting at a certain age). This needs to be finalized but several members of the board felt that it should be well understood by the players similar to how the schools have a code of conduct they must sign.

### **Logo Update**

There has been significant progress on the logo. A group consisting of Andy, Bill, Sandy, and Elsa Pederson has been working to come up with some alternatives. They are down to 3 logos that incorporate the key design elements. These include:

- Shield Shape
- Highlighting “Glastonbury”
- Ribbon with “Hartwell Soccer Club” (or SC – however this may indicate S. Carolina)
- Year Hartwell established
- Soccer Ball with Stars.

They reviewed about 40 logos from Mark Solomon to come up with the key concept and are now working with a patch vendor. They are paying the patch vendor \$60 for 2 designs (more if they want more designs). They are awaiting work from the patch vendor. The patch will be similar in style to Oakwood’s felt patch in the shape of a shield. The colors are not finalized and the patch can be up to 4D. In order to meet the requirement for the new uniforms, the new patch/logo must be finalized by April 15<sup>th</sup>. There was discussion about how to select the final version: board vote v. club vote. Bill Haddad and Sue Buckley favored a club vote where the club members would select a logo but not give any open-ended feedback. The board voted and the majority voted **against** a club vote. The next step was to determine whether the board would vote or just approve the recommendation of the logo sub-committee. It was voted that the sub-committee would recommend their 1<sup>st</sup> choice for board approval and the decision would be finalized by April 15<sup>th</sup>. Most board members were comfortable allowing sub-committee to make decision for board.

It was brought up that we should make sure we copyright the logo since Mark Solomon created the original design.

### **YSAT Update**

Andy, Dave Newberry and Bill Haddad spent some time working on a follow-up to the YSAT. The focus of the effort is to identify marketing opportunities for the club with the hopes that they can leverage Dave Newberry’s strength in Marketing. A few of the ideas presented by Bill Haddad were: Weekly Coaches Corner in the Citizen (if we could get it for free), Coaches’ pictures, and D.O.C pictures and bio’s. Bill suggested we ask parents what they want. Joe Andrade suggested doing special interest stories. Mary Kay indicated that she thinks we should determine what we need to do and should not be asking parents at this time and should instead focus exclusively on the website at this time which needs a lot of work. Basically the website needs to be redesigned and rebranded with the new logo. Bill suggested we consider getting a

full-time webmaster to handle this. Bill will write up a position for a webmaster so it can be posted on the website.

Sandy is meeting with Lori Boyd regarding her role as an assistant registrar. She could potentially help with webmaster as well. We need to look at whether we need a separate registrar for Travel, Rec and Camps/Training.

### **Travel Training Update**

Practice Schedule was released this past week to mixed reactions from some of the coaches. Basically the initial change was supposed to be to train similar age groups (with DOC's) together at least once a week. The new schedule also had similar age groups practicing together for the 2<sup>nd</sup> training session of the week. Rich reiterated that it is not his intention to force them train together and put C players up against A players because no one will benefit from that scenario. However he indicated that by having them on the same field, it will be possible to add additional DOC training more easily and he is ***strongly recommending*** that coaches train with similar age groups.

Also something to look at is training different age groups at the same time if the skill level was similar. Need to ensure that everyone on the team gets a benefit from the training together.

K-3<sup>rd</sup> Rec teams will train every other week with the DOC's. The entire division will be coached together with the coaches' help. Training will take place at Nayaug.

We will be doing 3 v 3 for K and 1<sup>st</sup> grade for the spring. This is a change from the prior years when 1<sup>st</sup> graders went to 6 v 6 in the spring. There is no benefit to 6 v 6 at this young age as there just isn't enough touches on the ball.

Rich indicated they may change 2<sup>nd</sup> grade to 4 v 4 or 5 v 5 in the fall however at this point there may be logistical issues with that option. If we made this change, it would align us more with US Soccer's recommendations.

CJSA does 11 v 11 for U12 in their league so although it is recommended that U12 be 8 v 8, we will do 11 v 11 to be in the CJSA league.

The changes will be covered in the Rec Coaches' meeting on Monday, March 21, 2011 at 7 PM at Gideon.

Bill wanted to make sure that all curriculum changes be shared with the board prior to being finalized. Sue indicated that these changes were in her January Director Report which is posted on the website under "Board Only" and was shared with the Board via e-mail.

### **Tournament Update**

Joe Andrade provided an update on the tournament. There are 205 teams registered and 9 teams waitlisted. 196 teams have accepted. 80 are large-sided teams and 116 are small-sided for a total of \$98,075 of registration fees. In 2010 we had 181 teams, in 2009 we had 194 and in 2008 we had 211 teams. There are 53 teams who have not paid yet and notices are going out to solicit payment.

We are still missing key volunteer positions including site managers for Addison, Riverfront and Hebron Avenue. Joe is also looking for someone to shadow/help Benny C. with sign installation this year so that they can take over this responsibility next year. Also still trying to finalize the food sponsors.

The fields we are using this year are:

	Large-Sided	Small-Sided
Nayaug	1	1
High School	2	3
Addison	2	2
Riverfront	----	3
Veteran's	2	1
Smith	----	2
Hebron Ave.	----	2
Buckingham	2	----
Irish Home	1	----

Jerilyn Labas is willing to be the ref assignor for the tournament. We won't be using Joe Mamone due to the fact that his fee went up (to 4K) and he wasn't handling the ref assignment/payment in a way that met our needs. We need cert 8 refs and Jerilyn has contacts to get us the refs we need.

***Director Reports Submitted by: Buckley/Cavanaugh (Rec)***

Respectfully submitted

Joan Norman  
Secretary