



## **Easton Redding United Soccer Club Board Meeting**

**October 24, 2011**

**Joel Barlow High School**

### **In Attendance:**

**ERU Board Members** – Chris Gomolak, Jean Blackwell, Matt Maraffi, Steve Smith, Liz Pelzar, Stephanie DeSpirito

The meeting was called to order at 8:45 Pm

\*Below is Chris's document provided with the agenda for tonight's meeting. An open brainstorming session, to start to address some of the topics contained in this document, was had.

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### **Easton Redding United Soccer Club Planning 2012 First draft- October 24, 2011**

The following areas to be addressed by Board.

- This is a working document and are my ideas of areas needing to be addressed.
- Purpose is to clearly provide a message to the public regarding our vision and policies- become the premier travel club in the area and the best program for Easton and Redding.
- Understanding that much of this is out there but needs to be cleaned up and clearly articulated in policy documents and on our website
- Many of these bullets have been a source of issue for the club and need to be addressed

- Ideal plan to have policies and procedures in place –simple, easy to follow -clear
- **Plan would be to solidify this list; focus in on key areas; divide work where appropriate and schedule deadlines to complete these topics and share back to board**

### **Club By-laws**

- Review of by-laws and past recommended changes
- New recommendations

### **Club Philosophy and Policies**

- Who we are- well stated
- Play-up Policy
- Double Roster
- Procedure for complaints

### **Travel Teams**

- Boys and Girls closer aligned to policy and procedures
- Clearly document
- New procedure on try-outs – cohesive across boys and girls
- Commitment on Times for having teams picked and sent out

### **Marketing- wide open topic**

- ERU Open House- spring
- Better Advertising
- Coaches ERU Uniforms
- Shirts for players/practice- better visibility for the club
- Increased and better use of website
- TD Bank relationship
- On-line sporting good sales with ERU logo- holidays coming up
- Better recruiting of help and tapping into our great families for help, support, and feedback
- Scholarship and fund raising

## Coaching Directors

- Review current policies and procedures
- Articulate future and how to address negative perceptions
- Formal coaches meetings
- Coaches Resumes on line and available
- Better market our coaches and their experience/skill/wins

Easton AYSO and other Clubs- open topic to address competitive pressure and other clubs

Upcoming elections and board positions needing to be addressed, i.e. Treasurer and others

ERU Website needs to be reviewed and cleaned up. Old documents/links removed and new ones added.

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### Policies/procedures/website

Final forms of policy and procedure documents need to be completed and posted on our website. Jean stated that she recently completed an updated Managers Handbook that will be saved under documents on the website. The handbook should be reviewed by the Board prior to posting on the website, as with any documents. Chris is interested in having a 'managers tab' on the website, to provide a one stop shop for the managers. Jean will investigate how to create this.

### Player Evaluations

**\*Board has decided to have the travel coaches provide a written evaluation of all players at the end of this fall and spring season. These evaluations will be used in conjunction with the independent tryout evaluations in the spring to assist in placement of players for next years' teams.** Jean has access to an evaluation form that has been used in the past by Janelle. She will provide to Chris who will work through the Coaching Directors, to get this accomplished.

Board also would like to have parent evaluations at the end of each season. Jean has a form for this. Consideration will be given to compiling this data and posting it on the website.

### Club By-laws

Current By-laws call for Officers to be elected on an annual basis, with the Presidents role alternating between Easton and Redding every year. Should this be changed to a two-year term? To be discussed at a future board meeting.

Board Openings for 2012 – Bob Schwaeber, Tony Caruso, Jean Blackwell, Steve Ozyck,  
**Treasurer position open**

### Easton AYSO

Chris and Matt provided an overview of the AYSO program in Easton and how it differs from the programs ERUSC provides. Plans for how/if the ERUSC will respond to recent programming changes at Easton AYSO need further discussion and strategic planning.

### Clarification of jobs within the ERUSC

Job description for Travel Director needs to be created. Chris and Jean will work together on this. Better communication, to and from our coaches, via the Coaching director is desirable. Expectation for our coaches to attend at least one meeting a season with the Coaching Director and the Board is reasonable. Expectations for the Coaching directors need to be reviewed and clarified if need be.

Dawn Southerton will take on the role of Travel Director for the Girls program. **Thank you Dawn!**

### Marketing

Coaches uniforms/warm-ups, already purchased, need to be distributed to them, to help improve the professional image of the club.

### New Business

Heidi DeGraw has been in contact with Rob Blick about available time for gym usage this winter. She will coordinate its usage with those teams desiring indoor time.

Should ERUSC plan to provide indoor practice time at the SportsZone in early spring as was done last year? To be decided at our November board meeting.

**Minutes unanimously approved with a motion by Matt, seconded by Steve.**

**Meeting was adjourned at 10:10 Pm.**

Respectfully Submitted by Secretary,

Liz Pelzar

