

Mass Youth Soccer BOD Meeting
March 24, 2004

Present: S. Bloom, C. Goldstein, C. Murphy, S. Gorman, B. Bilicki, H. Blatt, N. Hart, J. Scarpaci, S. Smoller, M. Singleton, C. Pacilio, J. Burrill, J. Utter, P. Irwin.

Meeting was called to order at 7:00 PM. A quorum was declared present.

Approval of January board meeting minutes

Nancy Hart moved, seconded by Skip Gorman to accept the minutes as presented. Motion passed unanimously.

Approval of February minutes

Nancy Hart moved, seconded by Skip Gorman to accept the minutes as presented. Motion passed unanimously.

Executive Director report

The report was submitted via email and is appended to these minutes. Also appended are reports from the Office Manager, Director of Coaching, and Marketing Director.

Reports of Program Managers

- State Cup – report submitted via email and appended to these minutes.
- Recreation – Nancy Hart reported she has inventoried Districts equipment. She has donated old surplus Districts uniforms to an inner city program. Tide cup will take place in Framingham, Wilmington, and Mansfield. Fairhaven is also interested in hosting the event. Papa Gino's will also be sponsoring this tournament.
- Instruction – report submitted via email and appended to the minutes as part of Director of Coaching report.
- Outreach – report submitted via email and appended to these minutes.
- ODP – report submitted via email and appended to these minutes.
- SYRA – John Utter reported the young referees of the year are Jilliam Triplett and Anthony Ferragamo. Invitations to officiate at State Cup and MTOC will go out shortly.. Luigi Taranto has been appointed Senior ARA.

Six Month Financial Review

Carl Goldstein reviewed the figures for the month.

Land Committee Update

Paul Irwin reported a request for proposals are being prepared to go out to prospective archetects and consultants. Paul showed the latest version of the Neoscape visual of the field development. When the proposals come in, he'll have the hard costs established. Paul expects to begin fund raising next month.

John Burrill reported we expect to close with Wagner Motors mid-April. We are selling eleven full acres.

Web Site Update

Catherine Pacilio has established a subcommittee consisting of Bob Bilicki, Howie Blatt and Steve Smoller. The committee will meet in April to prepare instructions and suggestions for Synthenet.

Citizen Bank & Papa Gino's

John Burrill reported Citizens Bank and Papa Gino's are interested in becoming involved with Mass Youth Soccer. We will run some trial programs involving food and frequent user card giveaways to be distributed among the member communities. The Fall recreational tournaments will be sponsored by Tide in Framingham and Papa Gino's in Wilmington and Mansfield. Sid Bloom suggested we allow Papa Gino's and Pepsi's reps to attend State Cup and MTOC to give out merchandise and drinks.

Conflict of Interest Policy

Tim Murphy distributed a draft in January of his proposed policy for the board to consider. **Carl Goldstein moved, seconded by Nancy Hart, that we adopt the proposed conflict of interest policy.** Motion passed unanimously.

Soccer for Kids Sake proposal

This is a request for funding to send kids to the Viking Soccer Camp. Since we also run camps and similar programs for needy kids, the board felt it was not necessary to grant this request. There was no motion forthcoming.

Old Business

- Privacy Policy
John Burrill did not have a chance to run this by John Davagian yet. Still open.

New Business

- USSF annual meeting – was held in New York City. There is little to report. Co controversy occurred.
- Issue of requiring coaching licenses – Sid Bloom suggested we refer this to the leagues committee for feedback. Any movement in this direction should come from there.

Meeting adjourned at 8:53 P.M.

Respectfully submitted,
Steve Smoller,
Secretary

Addenda:

1. Executive Director Report for March BOD meeting

In as much as I did not prepare a report for February, this report will cover the past two months.

Data Base. We have made great strides in bringing the data base on line and ensuring that we are getting the type of information we expected from the system. It will be a very useful management tool.

Web Site. We are about ready to sign off on the web re-design contact with Synthenet. While it is quite a bit of money I believe we are getting a lot of the price... now we just have to ensure it meets our standards. Key to this effort will be the work we do up-front in flushing out exactly how we want the new site to look, the navigation and then the content. We will be relying heavily on board input in this process.

Adidas. We have just about agreed to a two year contact with Adidas. Adidas will be a presenting sponsor of most of our tournaments.

Chevrolet. We are in the final year of the Chevy contact. Chevy was not happy that we reduced the Baystater but we are just following what many other state associations have done in eliminating or cutting back their newspapers. I think it might be wise for us to look around and see if another auto manufacturer is interested in joining our team.

Citizens Bank wants to get involved with youth soccer and us. We will have a small program this spring and see where this takes us. If a bank is going to be 'our official bank' it seems to me they should handle our banking business and even underwrite the loan on the property.

Papa Gino's & Pepsi we will have a small program with these two companies this spring as well and both will be on board for a tournament this fall. We will split the Tide Cup into separate events by age and Tide will take one age and Papa Gino's the other two ages. We need a new name for the Papa Gino's event.

Wagner. We are still on plan to close on the Wagner sale in April.

Most all you have met Kate Murphy. She has been a very nice addition to the staff and is doing a nice job.

We plan to have a staff member at each league book distribution meeting.

The change in Kids Safe procedure has been received quite positively by the organizations.

Respectfully submitted,

John Burrill

2. MYSA Monthly Progress Report Richard Braney - Office Manager February 2004

ODP Programs:

Billing- This year we produce only one bill for all players. The Pool Fee was paid by all except those that had requested financial aid for the full amount. Next year we will explore the possibility of all players paying at least the Pool Fee. The balance of the invoice is due April 1, 2004.

Coaches Gear- All of this was received and distributed in January.

Coaches Stipend- The first of three payments was made early in February.

Outdoor Training- Dates and times have been published on the web site

Advertisement Book- The final date for advertisements was February 23. From all indications it appears that we will have very few late arrivals which will help with getting the book printed on time. The only item left before printing will be securing pictures of the players.

REGISTRATIONS:

Registration File- Through February we still are running slightly ahead of the number of members being affiliated. In February we received the fall affiliation disk from the one remaining organization.

Access Software- The final package is now installed. The cost of this was slightly higher than expected. Any additional enhancements to existing reports or new reports to be written will cost more unless Kate Murphy is able to do them. It is too early to assess the how much the program will ease our work load, at this time everyone is just getting used to it.

Spring Registration Packets- Were mailed early in January. We will begin notifying league presidents of club affiliations by the middle of March.

Kidsafe Files:

Kidsafe Files- With the understanding of recent legislation, we no longer need to have these forms completed by the adults. We now can email the listing showing, at minimum their name and date of birth. This will greatly reduce the work load.

Office Procedures:

Kate Murphy- On February 1, we hired Kate to replace Jillian. Kate brings to us a working knowledge of several software packages, one of which is access. Kate has a Bachelor of Arts from the University of Hartford. Kate also has moderate ability in Spanish. All of which she has shown in the short time she has been here, will help the overall effectiveness of the office to improve.

Over the past two months we have made some significant improvements to the office and equipment. As mentioned previously we have purchased a color printer in January. For the past two months we have printed over 25,000 color copies. If we had continued to have them done at Staples the cost would have been \$5,500.00 compared to \$3,000.

We also had complications with the server being utilized by all. After reviewing the cost to repair, and considering the age, it was decided to purchase a new server.

1099's- Were sent out in January to all of our vendors earning \$600.00 or more.

Dental Insurance- In December we found that the policy we thought we had signed was different than the one in force. Numerous benefits had significantly diminished. After constant calls to the insurance agent and to the carrier themselves, we finally resolved the problem and benefits were returned to their original level without increase in cost to the employees.

Health Insurance- We were notified by the insurance agent that our premiums will increase 5.7% beginning April 1. Appropriate changes to the employee's contribution will begin in March.

The new rug was installed in February which completes the refurbishment for this fiscal year.

March Objectives

1. Continue to enhance the access program
2. Receive and input Spring Registrations
3. Complete ODP Team Rosters
4. Submit Team enrollment for ID Camp

Rich

3. Mass Youth Soccer DOC / Instructional Program Report – March 2004

- Skills Academy is finishing-up and we will follow-up with a feedback survey. The response we have had so far has been extremely positive and has resulted in a handful of towns asking for continued season-long support.
- Course numbers have been overwhelming the past few weeks. The final numbers are not in, however we expect to have increased numbers over last year's numbers. Of particular note is the significant increase in requests for our new specialty clinics and the fact that we have held 3 D courses within the past 2 months...we used to offer just 2 per year.
- All instructional staff helped a great deal with the Boston Kids Fair and the USYSA Convention.
- The Super Clinic was well received and well attended. The presenting clinicians were fantastic!
- The instructional staff meeting went well and feedback included one who wrote, "I feel like I was experiencing the book 'Who Moved My Cheese' ". A number of new people will be added to the staff in the coming months, as some of our existing staffers have not been readily available to do courses.
- The new "Coaches Education Monthly" has been sent out and will be a monthly publication from here forward. This will replace the previous CED newsletter "Soccer Link". Andy Nelson and the development coaches did a great job putting this together.
- Mario has successfully earned his "A" License. This is a wonderful achievement! Please congratulate him when you have a chance...
- The Development Coaches have visited Wilbraham, Wakefield, Auburn, Wellesley, Fall River, Swansea, Lowell, Indian Orchard, Pittsfield, Amherst, Falmouth, Dighton-Rehobeth, Plymouth, Duxbury, Amesbury, Nashoba United, Oxford, South Coast Scorpions, and Lynnfield in addition to their ongoing course work and office work.
- Ray and Catherine presented at a conference for Massachusetts Teachers on our new PDP (Professional Development Points) offerings for educators. Teachers are required to accrue PDPs as a required part of maintaining their professional certifications. This is one of our new programs, one we are very excited about. Ray has done a lot of work putting this together.
- Region I Girls ODP will begin to use a camp evaluation form this summer for state team coaches. This is a form that I created and implemented.
- All ODP teams have been finalized and the indoor schedule is now complete. On to outdoors now.
- 9 ODP staff coaches attended the Region I ODP seminar at Kirkwood.
- Our younger ODP boys will visit the Azores during April school vacation week. I am currently talking with Pia Sundhage about future trips for our younger ODP girls to Sweden.

Respectfully Submitted,

Mike Singleton, Director of Coaching

4. Marketing Director Report- March 24, 2004

This past month was very eventful...

On February 13-16 Mass Youth Soccer ran the US Youth Soccer booth at the Worlds Fair for Kids Boston location. Despite the unorganized efforts of US Youth Soccer, the event was a success on our part. A total of about 20,000 people (families with children ranging from toddlers to teenagers) attended the fair. Our booth was constantly busy and very well received by kids participating and parents. I want to say thank you to the developmental coaching staff, John Burrill, and Sid Bloom for helping with the event.

On February 19-21 as we all know the US Youth Soccer adidas Workshop and Coaches Convention was held on our home turf in Boston. The developmental coaching staff and I staffed the Mass Youth Soccer booth in the expo area. A video of either "Attitudes are Contagious" or 1st draft of field promotions was constantly running, handed out pins and copies of *The Bay Stater*, opportunity to sign-up for the *Free Kick*, and sold raffle tickets. The booth was buzzing with visitors and inquisitive minds. The raffle for the Martin McNamra Family Fund and Outreach programs was also held at the convention. About 30 prizes were donated for the raffle. A set of tickets and promotional flyer were placed in the event goodie bags. Unfortunately, the response was not as expected and the funds raised were \$644. Lesson learned for next time around, there will be volunteer staff just to promote the raffle, walking around and asking for donations.

The Free Kick March issue will be sent out on March 26 and the story list deadline is March 19. If you would like to add any articles or info to this list let me know. Below is the tentative story list for the issue:

- (1) *Kicks for Cancer*
- (2) *KNVB*
- (3) *ODP teams finalized*
- (4) *Coach's Clipboard*
 - a. Injury Prevention- HPS
 - b. Coaching Tips- Andy
 - c. DVD review- Ray
 - d. Coaching Course Schedule- link
- (5) *Soccer News Blurbs & Blips*
 - District Select Tryouts
 - Club Development Manual
 - Attitudes Are Contagious now in Spanish
 - Advertise club tryouts in *May Bay Stater*
- (6) *Town Tidings- TBA*
- (7) *Approved Tournaments- link*
- (8) *Referee Courses- link (www.massref.net)*

Web Redesign Update: Called Synthenet references. The response was nothing but positive with tons of flattering remarks. I have started the preparations for the project, in the process of creating a site map, and putting together assignments for content updates and additions. Hopefully, within the next few weeks, the proposal will be finalized with Synthenet.

Sponsorship Update: Our relationship with High Performance Sports (HPS) has start of on a good note. It is safe to say both organizations are very happy with the relationship and mutually benefiting from it. HPS is creating a web page on their web site specifically for Mass ODP and will be putting up a Mass Youth Soccer banner in their facilities. A partnership is in the works with Eurosport and will be finalized within the month. Hopefully, Eurosport will be the sponsor of MTOC and District Chevy Cup tournaments. Also in the works is a possible relationship with Citizens Bank.

Grassroots Update: Over the past month I have visited Wilbraham Soccer Club, Wakefield Youth Soccer, and North Reading Youth Soccer. All very enthusiastic organizations with the best interest of the kids in mind, they are happy with Mass Youth Soccer's efforts to reach out to the local organizations and very interested in using some of our resources they have not yet tapped.

Catherine

5. ODP REPORT

- Finished the indoor pool training and we have now selected the teams. All the player have be notified if they made the team or not.
- Worked with Rich on the scholarship process, the most requests we have ever had.
- We start outdoors in April.
- About 10 coaches went down to the Region 1 Coaching Symposium in Delaware.
- Kate and Rich have been fixing a lot of "wrongs" in the ODP data base and doing a great job with the new changes to the program.

Jared

6. STATE CUP REPORT 3/24/04

The State Cup Challenge schedule/seedings are posted on the website. Two teams have recently dropped from State Cup competition and the seedings have been adjusted accordingly.

The Round Robin phase for ages U13, U14, U15, U16, U17 and U19 will be held at UMass/Amherst on June 5th and 6th. Due to graduation, the U18 teams will self schedule their first game and play their second and third game at the CRU fields on June 12th and 13th.

At the Region 1 Wildcard draw, Massachusetts Girls U-19 drew the 2nd wildcard. Thus, we will be sending two girls U-19 teams to Regionals.

The Region 1 Championships will again be held at the University of Rhode Island.

Registration for all teams is on June 30th from 9:00 – 2:00.

Opening ceremonies (Mandatory Parade of States) are scheduled to start at 5:00pm on June 30th and the event concludes with finals on July 5th. This year, teams will play only one game per day.

Regional 1 has voted to hold the 2005 and 2006 Regional Championships in Virginia.

The National Championship will be held this year in Orlando, Florida at Disney's Wide World of Sports on July 19th- 25th. The complex has 5 fields, 4 with lights. Players will be staying at the Wyndham Hotel located on the Disney property. The Nationals will host 48 teams ages U14-U19.

Notes from the National Championship Rules and Format meeting held on 2/19

The Committee will meet in April to review present rules and proposed changes. Any changes voted at that time will not be implemented until the 2004/05 season.

The committee was asked to review the following:

1. The current rule regarding limited substitutions (ages U15-U19) at Nationals.
2. Opening the Nationals to the U12, U13 and U20 age groups.

Respectfully submitted,

Terri Filippetti

7. Mass Youth Soccer Outreach Program Report – March 2004

Short Term – GOALS

Establish New Programs for TOPSoccer – in Massachusetts

HINGHAM YOUTH SOCCER: Paula Baldassini
Tuesday, May 4th 7:30 p.m.
PAC meeting @ Hingham Town Hall
Program scheduled for Soft-Start Mid May – 4 week program
LYNNFIELD YOUTH SOCCER:
Follow up meeting to be determined

Re-Establish US Youth Soccer Region 1

Re-opened communication with P. Neason, Director TOPSoccer Region 1
Peggy is one of the founders of TOPS starting in 1992, Pittsburgh, PA.
Continued email communication with TOPSoccer coaches and directors that I met at the US Youth Soccer Adidas Workshop

To- Establish a US Youth TOPSoccer Link on the US Youth Soccer Website

Linking a FAQ to a selected & approved committee to field "Frequently Asked Questions" about TOPSoccer in America.
Link all State Directors of Outreach Programs – TOPSoccer
Link all Town TOPSoccer programs directors

Present a Motion to the MYSA BoD to approve a Public Relations Consultant for purposes of sending a "broadcast message" – there is a new TOPS Director in Massachusetts
Public Relations Consultant to assist the Director of Outreach Programs;

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Developing the “written” message of TOPSoccer to Parents, Players, and Coaches – that touches their heart and mind

Deliver the message to “grass-root” organization;

PTA’s, PAC’s Places of Worship, Schools, Trade Magazines, Local Community Newspapers, Major Metropolitan Newspapers, etc.

Public Relations Consultant who shares the passion of soccer, and has the ability to deliver a message of measurable results.

Open Doors & Tear Down Barriers – in order to establish a level of communication with interested parties.

Once established communication

Schedule Introductory Meetings

Follow by Hands-On assistance by the Outreach Director

Proposed Budget - \$

Grant Request & Applications

Apply

Commercial Grants, Donations, Gift’s in Kind

Ask

LONG TERM GOALS

- I. Establish a Spring Jamboree for TOPSoccer in Massachusetts Spring 2005
- II. Establish a bridge between Massachusetts Special Olympics (1 x/yr) & Massachusetts Youth Soccer Association (20 x's/yr)
- III. Establish MYSA as the leader in Region 1 for all Outreach programs.