

Mass Youth Soccer BOD Meeting  
May 19, 2004

Present: S. Bloom, S. Gorman, J. Scarpaci, H. Blatt, R. Robinson, N. Hart, T. Filippetti, T. Murphy, B. Bilicki, S. Smoller, C. Pacilio, J. Burrill, J. Utter, P. Irwin, M. Singleton, R. Braney, J. Kopera, R. Bokanovich.

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

**Approval of April board meeting minutes**

**Nancy Hart moved, seconded by Ray Robinson to accept the minutes as presented.** Motion passed unanimously.

**Neoscape Presentation – Richard Gonci**

Richard Gonci presented the animation without sound and people. The visual will be completed by Memorial Day. Richard also distributed some proposed logos and tag lines for board consideration.

**Citizens Bank Presentation – Chris Caldwell, Kristi Tallman, and James Kennedy**

Citizens ran a trial program in with four soccer organizations last season: Newton, Lexington, Quincy, and Falmouth. They gave away 2000 soccer balls. They are now proposing distributing 40,000 soccer balls statewide. They want to partner with Mass Youth, and are interested in a long-term relationship/ The pilot program was very successful. A concern was raised that this might present a potential conflict with other banks who are interested in sponsorships for the fields project. The decision to allow this program to move forward has been put on hold for the time being.

**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.

Mike Singleton added to his report that the Goals program has more sites than ever before and is truly statewide. He intends to do more work with inner city programs.

**Reports of Program Managers**

- State Cup – report submitted via email and appended to these minutes.
- Leagues Committee – MTOC will use 17 fields at Umass and they will all be at same site.
- Recreation – Nancy Hart reported districts tryouts are underway. There are no boys teams from district 1, and district 7 has only girls teams.
- Outreach – report submitted via email and appended to these minutes.
- ODP – report submitted via email and appended to these minutes. This weekend there will be an overnight at Nichols College. Six members of the regional staff and one national staff member will be in attendance. Jared is hosting an ODP forum to work out potential conflicts with leagues and programs.
- SYRA – report submitted via email and appended to these minutes. The second annual MSRC Awards Banquet for referees will be held July 17 at the Wyndham Hotel in Westboro.

**Land Committee Update**

Paul Irwin reported he and John Burrill are evaluating the bids for design contractor. He hopes to have a recommendation by Memorial Day.

**Web Site update**

Catherine presented a mock up of the new web design and invited comment.

### **Logo and Tag Line**

**Skip Gorman moved, seconded by Terri Filippetti, to adopt a variation on our present logo using the font from sample 4 on form sample 2 with color from sample 1, subject to approval of a proof.** Motion PASSED 7-1.

Note: this variation is for use on the web site and Neoscape visual presentation.

### **New England Revolution Proposal**

John Burrill reported he had met with Lou Imbriano and Joe Cummings of the NE Revolution. Lou suggested he would help us obtain sponsors for the fields in return for a commitment to purchase Revolution tickets. At this point, the full board went into executive session.

### **Old Business**

- Privacy Policy  
John Burrill reported this issue was on John Davagian's desk. Tim Murphy is looking into what other state associations have in this regard. Still open.

### **New Business**

- Bay Stater – the August issue will come out in July instead.
- Mass Youth License Plate – Tara Pierce suggested we investigate having a Mass Youth license plate as a fundraising project. John will look into this further.
- Coach, Volunteer, and Parent of the Year – Howie Blatt suggested we open nominations for these recipients earlier. Skip Gorman suggested we put something in the July Bay Stater with a September 30 cut off for nominations.
- Format for program manager reports – Steve Smoller requested all program managers who submit their reports via email use the same format as the executive director report, do not use bullets or underline anything, in order to maintain uniformity and to avoid conflicts with the website formatting.
- Awards Banquet – Sid Bloom established a committee to plan the event. The committee will consist of Skip Gorman, Jared Scarpaci, Howie Blatt, and Al Cosentino.
- Kitty Connors has stepped down as State Registrar. Currently, the office is processing state cup rosters. John Burrill and Terri Filippetti are looking for a suitable replacement.
- Referee Video Project – John Utter proposed a video project for youth referees to be used for recertification clinics. The referee committee is seeking \$2500 to help fund the project. This would be half of the budget and the MSRC would fund the balance. The request was referred to the executive committee.

Meeting adjourned at 10:00 P.M.

Respectfully submitted,  
Steve Smoller,  
Secretary

### **Addenda:**

#### **1. Report of Executive Director for May BOD**

The Wagner closing occurred.

The Hirsch matter has now changed from a Chapter 11 filing to a Chapter 7 filing. There is a signed P & S agreement for the parcel we sold to Hirsch. It's from his brother. I will provide details as soon as I receive them

Work on the web site continues. A preliminary draft of the home page has been presented.

The database continues to provide the information we expected and we are starting to see some of the savings we expected as well. We now generate all mail lists internally.

The Bid process for the overall design of the field complex continues. Both Paul and I had expected to have a recommendation for this meeting, however that may well get pushed back 1 month as Paul and I continue to do our due diligence.

We have checked 11,500 folks through the Criminal History Systems Board to date and more are being returned daily from the state. The new system is working quite well.

We passed the Title 5 septic inspection. There may be some issue of our leaching field when the complex gets built. Present plans call for paved parking lots over same, which apparently is not permitted.

We had an all time record for Ad revenue for the May issue of the Baystater.

Registrations. We continue to track flat to a year ago and up from budget. My best estimate is that we will finish up from a year ago. We continue to apply gentle pressure to the organizations to report accurate, complete and timely information to us. We are having some issues with organizations who use soccer track. Seems some of the towns are not properly tracking registrants and delete those players who play in the fall and do not play in the spring. Then when a new player shows up in the spring, they think since the count of total players is the same..they do not owe us any money for the new spring player. Thus towns are consistently unreported and underpaid... We have caught this oversight and are informing the towns who now owe us for the 'new' registrant. We estimate 2500 – 3000 additional registrants.

We are beginning to development a new relationship with the NE Revolution. With Joe Cummings on board I expect many more collaborative efforts. They have expressed a desire to be involved with our annual workshop and we have adjusted the date to accommodate that. The new date for the workshop is February 12 & 13... This is right before the US Youth Workshop in Salt Lake.

The administrative support we have provided the ODP program has been both outstanding and quite time consuming. We will be meeting with Jared to review plans for next year.

Plans will be finalized for payment of referees at state cup, MTOC and the Chevy Cup.

Building renovations are complete except for a screen door for the back doorway.

We have hired John Cunningham and Elizabeth Wong to work on expanding the TOPS soccer programs. John will be the PR person and development the materials which are sent out to the organizations and Elizabeth will the research assistant who will unearth the proper folks to sent the material to. We will go through he schools, churches and local organizations that work with the physically challenged. There is real energy behind this effort.

The Neoscape project is running about 6 weeks behind plan. The final script has been done and the professional voice over is being recorded on 5/13. Final filming and final voice over for the staff and board will occur on 5/19.

Respectfully Submitted,  
John Burrill

## **2. MYSA Monthly Progress Report Richard Braney - Office Manager**

April 2004

### **ODP Programs:**

**Billing-** Even with the addition of new players, the account receivable continues to improve.

All agreements have been arranged so that no player goes to the mini camp, Rider or ID without first having paid. As of now only one parent has not met their obligation. Arrangements are being made to remove the player unless payment in full is received.

There were 8 players that received a notice they were being dropped from the team due to non-payment. All but 2 have left the team.

**Advertisement Book-** This will go to the printer May 7. We expect to hand out the books prior to Rider.

**ODP Administrative Demands-** Having found that the duties the office has to commit to growing, a meeting has been set for May to talk about alternative ways to manage them.

### **REGISTRATIONS:**

**Registration File-** Through April we still are running slightly ahead of the number of members being affiliated, The final affiliation report from the teams/clubs was due 4/30. Prior to that, using our access software, we were able to begin identifying organizations that had not submitted anything for the spring season. E-mails were sent to those clubs presidents and registrars, as well as the league presidents, asking them to provide an explanation for the delay. We had almost 100% response from the clubs. At this time Rachel will be updating the disks received and should complete the project by 5/14. At that time we will begin the process of identifying those organizations that have still not provided spring registrations. The next two steps will be to begin contacting clubs whose numbers are drastically lower than last year and clubs that reflect a significantly low proportion of coach's to players.

**Registration Fall 2004-** We are planning on a meeting with registrars from around to state. The purpose will be to hear from them what they feel needs to be improved to make the task easier. We will also show and explain to them what it is that we are trying to do. The end result should be a better registration process.

**Kidsafe Files-** We have finally succeeded in forwarding Kidsafe files via e-mail. There are still some bugs to be worked out, on the Comm. of Mass side, but we are in a better position than ever before.

**MTOC:** For the first time we will be billing the leagues involved in MTOC in May.

**STATE CUP:** With the decision being made to pay referees on site in cash, a meeting will be held with Terri, John Utter, John Burrill and Richard Braney to discuss the steps that will need to be taken.

## **3. Mass Youth Soccer DOC Report –May 2004**

The course season has slowed down a great deal. However, numerous towns have asked us to conduct weekly training with their coaches/teams. We are working with the towns in this fashion and expect to have

more towns looking for the same or more next fall. For this reasons, we will be suring up details with these towns in June, so that I can contract out work to our part-timers for the fall.

June 1, 3, 8, and 9 are set as days on which the instructional staff will hold workshops to create progressive curriculums of development. The four sites are spread regionally throughout the state. After these workshops, we will compose a Mass Youth approved curriculum of development for towns and clubs in hopes that we can ensure more appropriate coaching and help player enjoyment and development.

We have set the outline for the new G Course Manual and a script for the course itself. We are now in the process of writing the text. We will continue to do the same with all manuals and courses in a stepwise fashion.

I have added 9 new instructors to our part-time instructional staff. Currently 2 of these instructors live in the Springfield area and one in Worcester. This should help reduce some travel costs for our development staff. Current part-time staffers were told last September that they needed to conduct at least 3 courses/year or else I would drop them from staff. Many have done no courses and will be dropped entering the new budget year.

We have secured a site to host a US Youth Soccer National Youth Course. We will be hosting the course at Anna Maria College and registrations are currently coming in. We expect a great event.

Ray has informed us that he would like to step back and slow down and, therefore, will be stepping down from his position at the end of June. He takes July off to spend time with his family every year anyway and is sorting out other options for himself currently. It is likely he will continue to do courses.

The search for a third full-timer is on and progressing. It is my hope to have this completed by the end of the month to allow for some overlap between Ray and the new person. For the first time since I have started here we may finally be at full strength!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!

GOALS sites are now located throughout the entire site (Springfield, Worcester, New Bedford, Fall River, Lawrence, Lowell, Dorchester, South Boston, Cambridge, and Somerville (2 sites)). I am currently finalizing staffing of these sites.

Our first overnight ODP mini-camp will be held this weekend at Nichols College. We have regional staff coaches from both boys and girls and national staff from the girls side in for the weekend as well as speed and agility specialists (HPS) and a sport psychologist (Len Zaichkowsky). Players will also have a college talk and a sport nutrition talk. This camp is open to outside coaches as an educational event as well.

Mike /Howie

#### **4. Marketing Director Report, May 2004**

The Bay Stater- Is going to press this week, it is a very large publication totaling to 88 pages!

Free Kick- Next issue will be going out June 25<sup>th</sup>

Website- initial homepage design template is created, needs to be reviewed and changed as needed.

Synthenet is also creating a flash graphic design to be embedded within the homepage. Content editing and creation has begun for the site. This will be a very long process and is key in the creation of the new site.

Met with Vision Sport & Entertainment Partners, Sports Marketing/communication firm who creates a marketing strategy in the youth sport market for corporations.... The beginning of a friendly relationship was established.

Have been fine tuning my illustrator skills and jazzing up marketing materials and flyers... have created a marketing opportunities outline to show potential sponsors the possibilities and benefits of partnering with Mass Youth

Catherine

**5. Report of Olympic Development Program**

ODP MAY 2004

Weekday training has been well attended

The New England Sub-regional event at Keene State, NH was organizational better than previous year. It still lacks the competition for our teams. All of our teams were very successful.

The RI Play Day between MA, CT, and RI was very smooth. This was the second year of the event. The Girls teams received a regional training session and played a game. The boys played 2 or 3 games each. This event was more competitive than the Keene State event but Mass Youth teams continue to be the dominant teams in New England.

At the end of the month we are attempting our first overnight mini-camp at Nichols College. We will be having boys and girls regional staff coming to do sessions. Also a sports psychologist, Nutritionist and High Performance Sports will be putting on seminars for the player. Many more other activities are planed for the weekend.

We are also starting to take resumes for next year's staff positions.

We will also be holding an "ODP Summit" to discuss the state of ODP with the current premier teams. It is an attempt to solve some our problems and come to a mutual agreement on the calendar.

Jared

**6. STATE CUP REPORT**

We are well into our 3<sup>rd</sup> round of Challenge Games. The Challenge Round will be completed by May 25<sup>th</sup>.

The Round Robin (U13, U14, U15, U16, U17 and U19) will be held at UMass/Amherst on June 5<sup>th</sup> and 6<sup>th</sup>. A tentative schedule is posted on the State Cup website.

Due to many graduations the weekend of June 5<sup>th</sup> and 6<sup>th</sup>, the U18s will not participate at UMass. They will self-schedule and play their first match prior to June 11<sup>th</sup>. Their second and third match will be played at the CRU fields in Hopkinton on June 12<sup>th</sup> and 13<sup>th</sup>.

The semi-finals and finals will be held at different venues throughout the state. Schedule and directions will be listed in the Baystater.

- UMass Lowell                      thanks to Ted Priestly-Men's coach UMass Lowell
- Holyoke High School            thanks to Joe McVeigh-Western United SC
- Brockton High School            thanks to Tim Dunn- Crusaders SC
- Juventus Park                      thanks to Steve Robinson- Juventus of Western Mass SC

Finals only:

- Mansfield High School            thanks to Rick Skelly- Nova SC

The 2004 Region I Championships will be held June 30th to July 5th at the University of Rhode Island.

Wednesday, June 30th will be the day for Team Official registration, meeting and Opening Ceremonies.

Prelim Day 1 will be Thursday, July 1st

Prelim Day 2 will be Friday, July 2nd

Prelim Day 3 will be Saturday, July 3rd  
Semi-Finals will be Sunday, July 4th  
Finals will be Monday, July 5<sup>th</sup>

Please visit us at any or all of the above venues.

Nationals will be held at the Disney Wide World of Sports Complex, in Orlando Florida, July 20<sup>th</sup>-25<sup>th</sup>.

Respectively submitted,

Terri Filippetti  
National Cup Director

### **7. May 2004 SYRA Report**

Brian Treanor has been named as my replacement as State Assignor Coordinator.

I'm pleased to report that we're in very good shape for both State Cup and MTOC with regard to referees. We have nearly all arrangements wrapped up and looking forward to good weather.

The 2004 recertification numbers shaped up as the following; approximately 4800 referees, 162 assignors, 67 assessors, and 30 instructors. Our retention rate remains in the seventies.

The ODP and Regional teams have been named and rosters finalized.

The Region 1 ODP (Olympic Development Program) referee team will be gone the June 11-13 to Rider University in New Jersey:

Jonathan Simon (Head of Delegation, Charlestown)  
Kevin Baltimore (E. Wareham)  
Stuart Blitz (Boston)  
Josh Brothers (Dudley)  
Mike Camberlain (Assessor, Saugus)  
Paul Checca (Malden)  
Joel Daoust (Oxford)  
Tom Heinz, Jr. (Medford)  
Seth Kosto (Boston)  
Matt Lucarelli (Chestnut Hill)  
Nick Malatesta (Worcester)  
Scott McGrail (Worcester)  
Cal Perry (Assessor, Andover)  
Ernesto Rodriguez (Arlington)  
Kevin Sager (Hopkinton)  
Shem Stygar (Northampton)

The 2004 Regional Team will be gone the first week of July to the University of Rhode Island:

Mike Rugnetta (Head of Delegation, Rockland)  
Nate Bailey (Westboro)  
Paul Ciaramitaro (Gloucester)  
Doug Coutts (Millis)  
Anthony Ferragamo (YROY, Easton)  
Tanner Glantz (Springfield)

Kara Honthumb (Natick)  
Jay Jolicoeur (Holden)  
Scott Kachmarik (Boston)  
Mike Mason (Springfield)  
Sean Nally (Westminster)  
Ed Rae (Assessor, Westwood)  
Mairin Robbins (Mendon)  
Milan Robbins (Assessor, Mendon)  
Peter Robinson (Assessor, Framingham)  
Jillian Triplett (YROY, Oxford)

Anthony Ferragamo (Easton), our Massachusetts Young Male Referee of the Year has been named the Region 1 Young Male Referee of the Year award.

Kicking off the Referee ID program. Looking forward to finding a few good referees, and spending time with the referee population in general.

## **8. Outreach Report**

This past month was very busy.

### **HINGHAM SOCCER**

- On Tuesday May 4, 2004 I attended a PAC meeting in Hingham, MA. It was well attended by mothers and fathers who were interested in the concept of TOPSoccer.
- As a guest of Hingham Youth Soccer, Ms. Diane Clarke: I was able to speak in an “Un-Plugged” format making the attendees comfortable and convinced that a TOPSoccer program was larger than just soccer.
- 13 Athletes have attended the 1<sup>st</sup> TOPSoccer Practice.
- There is an appeal for more Jr. Coaches
- US YOUTH SOCCER awarded Hingham Youth Soccer – TOPSoccer a 2004 \$1000. grant.

### **WINCHESTER SOCCER**

- On Sunday May 2, 2004 the club kicked off its 9 year
- 14 TOPSoccer Athletes were present

### **NEW ENGLAND REVELOUTION**

- Meet with Mr. Craig Thornberg and conceptual discussed TOPSoccer Jamboree for Spring 2005,
- Agreed to meet again and review submittal of a schematic plan

### **CHEVEROLET GRANT**

- On behalf of Massachusetts Youth Soccer I applied for a \$1000. Chevrolet

### **MARKETING DIRECTOR**

- John Burrill has contracted John Cunningham, to assist in the draft promotion of TOPSoccer statewide.