

SCOR - 2017 April BOD Meeting

April 3, 2017 - 7:00 PM

Members present: Steven Dougan, Julian Trotman, Phil Bergen, Steve Sasse, Stacy Hynes, Shawn McGrath, Kishore Rao, Peter Coffin, Hillary Lust, Tim Benedict, Emily Mills

Members absent: Mark Vanni, Frank Speiser, Dean Craig

Minutes.

Steve Sasse called the meeting to order at 7:02 pm

1. Approve March 2017 minutes. - Approved

2. President's Report - Mark -

Mark not in attendance. Discussion regarding notes Mark sent to Steven

Michael Juliano has expressed an interest in joining the board (he could not attend the meeting). The board felt that they would like more information as to what Michael is interested in getting involved with. Recommendation that he attend the next meeting or send a letter of intent to be voted onto the board.

3. Committee Reports

- Travel - Stacy/Dean -

Beginning to work of Fall 2017. Parent meeting to be scheduled for late April to discuss small sided changes and what that means for fall. Stacy will forward the small side proposal that was put together.

- Vice President - Steve

Supplies are all set. New uniforms coming for fall.

- Treasurer - Kishore

2015 audit is in review. 2016 tax docs have been prepared.

It was agreed that the SCOR scholarships be increased from \$750 each to \$1000.

- House - Tim

Spring Registration Complete

@730 total as of Monday, March 28 th (late fee kicking in, gating some divisions)

Good shape across divisions, DDs solidified teams, practice times assigned, equipment out,

parent letters out; planning for first weeks of practices & games (watching weather & fields)

Finalizing loose ends for coaches' background checks & volunteer registration

Over \$11,000 Spring local sponsorships raised by Emily

Monday, April 3rd, 8-9 Rec Center: House Spring parents meeting (Tim, Phil, Julian)

Open Ends

Spring fields status???? (how likely that we'll have an April 22nd opening day across the Board?)

HS girls & boys entering Fairfield Cty AYSO for Spring as no SWD teams fielded beyond Ridgefield

(cleared w/ Andy George @ SWD; Steve Harrington coordinating admin, insurance, etc. w/ Brendan Sheehan AYSO)

Academy 11 small registration, blended into House teams

Absorbed U13 girls into 7-8 Rec Plus

Rec Plus teams registered & initial schedules up (Spring registration looks good except HS)

Other Follow-Ups

Seeking Spring newsletter ideas:

- Move to small sided games (talk to Mark & Dean)
- What does "Rec Plus" mean? (Steve Harrington / Pete Getchell / Andy George)
- SCOR community engagement & sponsors (Emily Malagisi)
- Ex boys & girls players playing in college programs... (Ben Mines, Molly Nethercutt)
 - Academy - Julian

100 in A9 (180 total with A7,8 & 10) - Rosters will be communicated shortly. Ready for season to begin.

- Fields - Shawn

Fields will potentially not be open until next week. No goals can be moved yet and fields cannot be lined yet. We will go on a day to day basis as of now.

A new set of 24' goals needs to be ordered. Approach soccer and rugby to see if they will match the lower price.

- Web/Communications - Frank - No report
- Special Projects - Peter

Still working on lights for fall.

- Coaching - Phil

Coaches are ready to go. Waiting for season to get going.

Premier meeting happened. Not very well attended. Next step is to see if registration numbers are large enough to have try-outs.

- Tournament/Marketing - Emily

TOURNAMENT

The current U10 parents were all asked to attend a meeting to discuss the formation of the Columbus Day Weekend SCOR Tournament steering committee. Of the 73 U10 players, 8 parents attended the meeting plan Mark Vanni and Emily Mills. Mark went through all of the necessary roles to organize the tournament. Several parents committed to taking on roles during the meeting. Emily broke down the rest of the roles into 22 smaller roles, created a volunteerspot and sent it out to all of the U10 parents. Within the day, 12 of the roles were taken on. We will schedule two more meetings before the end of the Spring season to check in to establish the roles and status. Emily would like to follow up with any parents who expressed interest on their players registration to help with fundraising.

MARKETING

A meeting with the focus of SCOR's marketing was called to include Tim Benedict(PR Professional, House Director & Newsletter), Frank Speiser(website and social media), Emily Malagisi(Sponsors), Anne Uecker(Tournament Sponsors), Amy Dowding(Not-for-profit marketing) and Emily Mills(special programs). All but Frank were able to be present. The meeting was a good jumping off point for building a plan to create a cohesive and effective communications plan for SCOR.

Couple of premises from which we will operate:

- volunteerism has declined significantly in the past decade(Well documented across the country including the YMCA's study that says volunteerism has declined by 17% between 2014-2017)

- those who are more likely to volunteer are parents, ages 35-55
- SCOR's target market is parents, ages 30-55
- Communications have changed and people no longer read anything of any length(or breadth)
- Parents do use Facebook and Twitter and the average millennial mom has 515 Facebook friends
- Businesses will value sponsorships with SCOR with higher traffic and visibility opportunities

So, in order to continue to improve SCOR and keep our communications relevant, we will develop a plan to present to the board that encompasses:

- Complete evaluation, paring down and updating of all content on the SCOR website
- Development of a robust plan for a consistent and cohesive social media presence
- Creation of a more extensive sponsorship offering to businesses that include increased visibility on SCOR's website and social media platforms, as well as hard goods distributed through House and Travel programs
- Ensure that the SCOR tournament is included in the Sponsorship offerings and that SCOR's platforms are succinctly used throughout the tournament process

We believe that in implementing the above ideas, SCOR will be able to catch up to the evolving communications of our families, build a stronger sense of community among our organization and, in turn, instill loyalty. In addition, our increased sponsorship opportunities will increase revenue for the club.

We will present what our plan at the May meeting to gauge the Board's interest and commitment to these improvements.

4. New Business - Marketing report to come for May meeting.

5. Old Business - None

Adjourn at 8:45 pm

Next meeting will be May 1.