

Royse City Soccer Association
September 2025 Meeting Agenda
September 2, 2025

Attendees:

In-Person Attendees:			
Glenn	Kristen	Jacinta	Elliott
Doc	Austin	Chandler	Lauren
Liz	Olivia	Tyler	
Phone Attendees:			
Sarah	Mario		

Invocation & approve September 2025 meeting minutes

- Meeting called to order at 7:17pm, Kristen lead invocation
- **September Board Meeting Minutes** sent out late, will be reviewed and voted on at the next board meeting in November.

New Business:

1. Administrative/Rules & Processes

a. Spring dates/registration open date

- i. The following dates were approved for the upcoming Spring season. Doc motioned to approve the vote, Austin 2nd the vote, with all voting in favor.
- ii.

Registration Opens 10/18/2025	Late Fees begin on 12/15/2025	Last day of Registration 1/4/2026
Team Formation will be held in person the week of 1/6/26 - 1/10/26	No refunds granted after 1/5/2026 at 5pm	Jersey orders must be in by 1/11/26
Season Opening Day is 2/28/26	Off on the 2nd Saturday of Spring Break 3/21	Off on Easter 4/4/26
Last Day of Regular Season 5/2/26	Playoffs/makeups on 5/2, 5/9, 5/10	

b. Follow the Chain of Command

- i. Make sure issues are going through the appropriate channels. No need to ask about the issue at hand if it does not concern you. This is also important in the event Doc has to pull together a quorum (unbiased group of individuals), to resolve an issue.
- ii. Use the 24 hour “cool off” period
 1. Doc read the wording to be used for official rule got “24 hour cooling off period”
 2. This was voted in as a rule with Lauren motioning the vote, Liz 2nd the vote, all voted in favor.

c. Designated water breaks during games due to temp

- i. Confirmed there is not a rule on this. Both the coaches and refs are to discuss and must agree (or not agree) to have a water break stoppage to occur.
- ii. If a water break is done in the first half, another should be given in the 2nd half of the game.
- iii. Players must remain on the field.

d. Pockets in shorts rule creation

- i. Keep current rule.
- ii. Follow North Texas guidance, need to also educate parents via social media.

e. Volunteers for playoff OICs, Marketing Updates & Requests

- i. Need volunteers for OIC for play offs. Chandler/Tyler/Olivia OIC for 11/1
- ii. Need volunteers for 11/2
- iii. Side note: discussed moving the mentorship program scheduled on 10/26, to 10/19, in the event games need to be made up on 10/26.

f. Trophies for u16, not provided by Garland currently. \$250/team to be included in standings.

- i. Lauren motioned to vote to approve the spend on trophies, Jacinta 2nds it. All voted in favor.

g. Pick a restaurant for the holiday board dinner.

- i. Scheduled the Christmas party to 12/10/25 Wednesday, Liz motioned the vote, Jacinta 2nd, all voted in favor.
- ii. To be held at Culpeppers again. Noted that we do not want to sit in the same section as last year.

2. Marketing Updates & Requests:

- a. Updating the marketing position’s title from “Director of Marketing & Communication” to “Director of Marketing & Sponsorship”.**

- i. Liz motioned the vote, Jacinta 2nds it, all voted in favor
- b. Discuss fundraising for goals at Fox Fields**
 - i. Discussed the option of putting a donation request/option on registration form. Will keep in mind for future fundraising activities.
- c. FunFest Annual Event:**
 - i. updates re: games and prizes and booth selected
 - ii. Discount for that day only?
 1. Decided on \$15 off registration for the day of the event only. No code needed, will automatically come off at checkout.
- d. Quickfoot & Marketing Updates:**

Liz provided a printout presentation that provided updates on Quickfoot, as well as overall updates on marketing - what's been done so far, and what's coming next.

 - i. QUICKFOOT Financials:**
 - 1. Team Registration Payout:**

Association to receive \$25 per team that registers, Quickfoot is covering concessions in exchange for paying facility fees.
Quickfoot has agreed to a donation out of concessions sales.
 - 2. Vendor Fees:**

Food trucks to pay 10% of gross sales
Non-Food Vendors: \$100 flat rate fee
 - 3. Financial Gains: *revenue driving activities & offerings meant to support end of year celebration & awards party, includes:***

Food truck vendors
Non-food vendors
Soccer tournament games - all ages
 - ii. Event Map & Vendor Parking: Map reviewed the layout of the event.**
 - 1. 3v3 soccer fields (U10 and below)** will be inside the stadium on turf field
 - 2. 4v4 soccer fields (U11-High School)** will be outside the stadium on grass. These are the fields that Glenn will need to paint
 - 3. Any 6v6 fields needed** (depending on registration for adults) will also be on grass.
 - 4. Food truck vendors** will be inside the pavilion area, right in front of the entrance to the stadium, with any food truck overspill lines up on the road leading to the pavilion along the fence line that will be directly behind the vendor marketplace area.
 - 5. "Santa's Vendor Village"** will be inside the fenced area, but right outside the stadium, to the right of the entrance to the stadium.
 - 6. Registration Trailer (Quickfoot)** will need 35 feet including tents, and will be set up on the left side of the pavilion in front of the entrance to the stadium.

7. **Royse City Soccer's Registration table** to be setup next to Quickfoot's registration trailer.
8. **Vendor parking** will be located directly alongside the elementary school playground.

e. Marketing Plan - Phase 1

Establish Identity, Build Brand, Earn Credibility within the Community

Phase 1 Goals:

i. Engage: #ONEROYSECITY

1. Community outreach initiative meant to give our families a voice, and provide the association with valuable feedback to ensure we are aligned with our families. Included our first ever community survey.

ii. Educate:

1. Educate our audience on who we are and what we do, establishing our identity, through consistent messaging in our posting and programs offered. Combining our programs offered under "one umbrella" with the #oneroysecity community outreach initiative, partnership with the high school & the establishment of the mentorship program, coach's clinic, summer camps and programs offered, etc.

iii. Energize:

1. Deliver results through thoughtful action that's both exciting and encouraging about the road ahead.

iv. RCSA Marketing Achievements:

1. **Demographics:** Established key demographics for our audience, to know better how to advertise and connect.
 - a. Our target customer has the following attributes: Femal, aged 35-44, located in Royse City, Fate, Rockwall, Nevada, Caddo, Union Valley, or Greenville (in that order)
2. **Registration:** Record number of registrations this Fall, with a total of 749 registrations, and a total of 75 teams.
 - a. Comparison - Fall 2024: Last fall we had a total of 575 registrations, meaning this year we experienced an increase of 30%.
3. **Social Media Gains:**
 - a. **FOLLOWS:** We've increased our followers by a net 248 accounts, which is an increase of 62%. (Net means it accounts for any followers we've lost during the same time frame)

- b. VISITS: Our page has had a total of 15.4K visits since June, up by 31%
- c. LINK CLICKS: Link clicks total 1.4K since June, up by 79% since June.

4. Change Management - Establish Identity & Build Brand - by Building Trust

- a. #ONEROYSECITY Community Outreach Initiative
- b. Establish Key Relationships (Chamber, High School, Parents, Coaches)
- c. Coach's Clinic/Coach's Meeting & Parent's Meeting, Establish Sponsorship Packages
- d. Community Survey, Coach's Survey
- e. Aggressive & consistent Social Media marketing
- f. Soccer for Success: Be EPIC! Mentorship Program, "Be EPIC! Kudos Program", Proper signage for OIC area at Fox Fields & Summers
- g. Opening Day Festivities, Established sponsorship with Photographer, who also covered opening day with RCSA.
- h. RC Chamber's FunFest, Quickfoot Tournament

f. Marketing Plan - Coming Up Next:

i. Phase 2 - Sustain Momentum:

Establish new partnerships with a focus on Sponsorships
Expand web presence & efficiencies
Create Awards Committee
Mentorship Program - next steps for Spring 2026

ii. Phase 3 - Celebrate:

Celebrate our members,volunteers, coaches and refs with an end of year party & awards ceremony.

- iii. ***Awards to be selected/given at direction of Awards Committee,*** driven by parent/player feedback (surveys), kudos & accolades received, individual performance & contributions.

3. Camps & Clinics Over Break:

- a. Chandler's Request:
 - i. Derek expressed interest in working with kids again. Potentially over winter break.
- b. Liz's Request:
 - i. Interest from Royse City High School Programs to provide clinics for kids
 - ii. Alexi would like to continue with ongoing Coach's clinics
 - iii. Update - working w/Chandler to host a referee info-session exclusively for the high school soccer players

- c. Chandler & Liz to work together/combine forces to do some of these things together. Elliott motioned a vote to approve clinics over winter break, Jacinta 2nd, all voted in favor.

Open positions:

U4 Commissioner, U5 Commissioner, U10 Commissioner, Secretary, Chairperson of Coaches

Reports

- *A&D Update*
- *Financials*
- *Marketing*
 - *High level recap of marketing plan (see above)*
 - *FYI/Save the Date - RCSA Appreciation Night at High School*
 - *Coach's Survey - results coming next meeting*
- *Commissioner Reports*