

**Magic City Soccer Club
Board of Directors Meeting
March 2, 2011**

I. Call to Order

Todd Preston called to order the regular meeting of the Magic City Soccer Board at 7:05 pm on March 2, 2011 at the Magic City Soccer Office. The following people were in attendance, Dennis Pyburn, Casey Marlenee, Larry Martin, Robert Roe, Terry Stapleton, Shelly Cornell, Jodi McKinnon, Mike Mayott, Kevin Guenthner, Kevin Luse, Shelley Prosinski,

II. Old Business

There was not old business to discuss.

II. New Business

The Board briefly discussed fee collection and Shelly Cornell indicated that there were very fee player fees outstanding.

III. Financial Report

There was not Financial Report presented to the Board at this meeting.

IV. Director of Coaching Report – Kevin Luse provided the Board with a report that addressed a number of items.

- a. 3 v 3 League Update – Kevin indicated the fliers are just about ready as is the notification on the website. The league will start the first week after School District 2 schools let out for the summer and will run for six week. When fliers are ready, Daniel will bring them to the schools for distribution.

There was some discussion about what impact the league will have on those magic players on team that are preparing for games/tournaments. The concern is that players will want to compete in both and this will result in practice schedule conflicts. Kevin was comfortable that the players and coaches could work this out and reminded the Board that this league is intended to provide a fun and new environment and that Magic players still involved in the season will be able to focus on their Magic City practices and games.

- b. iSoccer – Kevin introduced iSoccer to the Board. This is a video based program for assessing players in seven different technical areas. The goal of the program to have all 14 & Under players use the program and have team coaches perform the assessments. He indicated the cost of using this

program for the club would be 50 cents per player/per month and he thought it would be best try it with the Micro players, as the program allows the club and coaches to track a player improvement over time. It also would be a good tool for Micro coaches as it would allow them to see the drills and create training sessions that focus on particular technical skills. He stated that the program is endorsed by the NSCAA, US Club Soccer, 8 state soccer association and numerous clubs.

Mike inquired as to the science behind the iSoccer method and indicated he has done some research on them and his requests from them and some of their sponsors have gone unanswered. Mike reiterated that he was not opposed to using this tool but was hoping to see if there was any information on how the program was designed and any empirical evidence of its effectiveness.

Various Board members felt that it sounded like a good program and tool, but all felt they would need to become more familiar with it before they could take any action or approve the club use of this system. Kevin indicated he would send out the link and the Board will revisit it at the next meeting,

V. Club Administrator Report

- a. YSA Sponsorship** – Dennis indicated that rather than sponsor a limited number of YSA teams for the upcoming season, he was able to work out a deal with YSA to sponsor the whole club for \$1,500. This would get out name and phone number/website on the back of each T-Shirt and would get us set and the primary sponsor of 5 teams (3 – 4th grade girls and 2 – 3rd grade teams). Dennis also indicated we would get 5 minutes at the YSA coaches meeting.
- b. Office Remodel** – Dennis pointed out the office remodel and thanked Jodi for all her work. He indicated that have moved a lot of stuff to storage and have a large number of T-shirts that would make good giveaways. The Board thought this was a good idea.
- c. Amend Park Shed** – Dennis informed the Board that the Club has an opportunity to sell advertising on the backside of our shed at Amend Park. He indicated there were some restrictions but he would pursue if the Board was good with that idea. The Board agreed to have Dennis move forward.
- d. Promoting Soccer** – Dennis indicated there will be a Summer Activity Show and the Club could buy a booth for \$300. This would allow us to promote soccer and our club to kids that may not be aware of the opportunities we provide. The Board liked this idea.
- e. Raffle** – Dennis indicated the a team has requested approval to conduct a raffle to raise funds. He indicated that we can do this but there are some

restrictions. Larry felt that the league needed to define some rules and Todd felt that approval should be on a case by case basis. The Board expanded the discussion to the need to find ways to increase the Clubs fundraising activity. Terry reminded the Board that we are still in need of the Tournament Fundraiser Chairperson. She also indicated her and Susan were looking at putting together a Banquet for those who have a history of contributing to the club as a way to thank them and to raise additional funds. This banquet would be connected to the Classic.

The Board felt that anything we could do to defray some of the costs to players would be beneficial and direct Dennis to continue to examine what it would take to allow raffles.

- f. Social Media** – Dennis indicated that the Club discovered that its logo was being used by some people on Facebook and possibly other social media sites. He said that while that issue had been addressed, it was probably time for the Club to determine how it was going to use, or not use, social media. Some members indicated we should prohibit its use but they all understood that it would be impossible to keep people from using it. Others thought that it is a powerful tool and that coaches and players would use regardless of what we say.

The board has a good discussion on this topic and it was agreed that the focus of the Clubs attention should be on how coaches used it to communicate to players. All agreed that it is not acceptable for coaches to communicate directly to an individual player. The Board felt that the club needs to have a computer/social media use policy that clearly stated acceptable and non-acceptable use of this technology for club activities and business. Such a policy would provide clear guidance to coaches, administration and staff and would protect the club from any related liability. Dennis will work on this.

- g. US Club Soccer** - Dennis indicated that teams that want to register for US Club Soccer can do it individually or through Magic City. There is no difference in the benefits. The cost for Magic City to register as a club would be \$1,000 and teams could register each player for \$16. If Shelly registered the teams/players the cost would be \$21. The important thing to remember is that each player has to provide a Birth Certificate. If Shelly does the registration all player fees must be paid prior to her filing the registration. We agreed to register as a club.
- h. Players and Money** - Dennis indicated that we continue to have player struggle to afford to play and that one player has informed the club that they need to pull their son and requested a refund of fees. The Board directed staff to see if we could offer options to this family and to work out a way to keep this kid involved.

VI. Registrar Report

There was nothing to report at this meeting

VII. Magic City Classic Report

Terry informed the Board that here and Susan were concerned that Magic City Classic attendance would be down significantly from last year but after making calls to several clubs they are much more comfortable we will have a good turnout. She indicated the calls revealed that the following clubs would be attending:

Bozeman Blitz (7 Teams)
Powel (3 Teams)
Buffalo (5 Teams)
Casper (5 Teams)
Idaho (2 teams)

She informed the Board that the special t-shirt would be black tie-die. She also stated that they have worked out a deal with Amend park to allow us to bring in more food vendors. In prior years we were prevented from bringing in food vendors as the concession operator had exclusive rights. This year we can pay Amend \$150 for each vendor we bring into the complex. This is an important component of keeping player at the facility and making this a great environment for teams, players and families.

Casey asked if we planned to have this set a US Club Soccer tournament or will it remain solely a USA Soccer sanctioned event. It was communicated that we could run the tournament as both. It was also indicated that we could accept recreational teams that desired to participate.

VIII. Other Business

The Board was informed that we will convene for a Strategic Planning session on Monday March 14, 2011 at the DA Davidson Building. The meeting will focus on our future and will start at 5:30PM. There was some additional discussion on potential topics including: Player Accounts, Booster Clubs, etc. Members were asked to send additional topics to Dennis for distribution.

Todd Preston adjourned the meeting at approximately 9:10 PM.

The next meeting is scheduled for Wednesday April 6, 2011 at 7:30PM

Minutes Submitted by: Kevin Guenther