

**STANFORD SOCCER CLUB
MEETING MINUTES
November 24, 2003**

The Stanford Soccer Club meeting was called to order by Bill Johnson (substituting for ill Juan Mayora) at 8:00PM in room A3 of the Cubberley Community Center. The following were in attendance:

Bill Johnson	Quake/Vortex	Kevin Coleman	Aftershocks
Brad Light	Earthquake	Jim Baer	Avalanche
Nancy Starr	Landslide	Lisa Spiegelman	Tsunami
Hal Fletcher	JV	Mark Homnack	Blaze
Mark Anderton	Landslide	Peter Fox	Landslide/Blizzard
Walter Enos	Storm	Margie Cain	Wildfire

Guest Coach: Bonnie Brock

New Team: Bonnie Brock was invited to introduce herself and to make a new team proposal. Bonnie proposed to bring a new U-G11 class 3 team to the club (Fall 2004). She is an experienced boys and girls coach in the P.A. AYSO program. She would attract a core group of girls who she has coached or known over the past few years ready for CYSA play. She has spoken with Juan and understands the club philosophy. As a coach she is ready for the transition to be more in control of the roster, thus in better control of motivation of players. Bonnie was thanked for her presentation and departed.

Motion was submitted to accept Bonnie's Team to the SSC. Motion was passed. Nancy Starr offered to mentor the new team.

Fall Game Fields/Referees: Bill Johnson handed out the SSC Seniority & Field/Ref Scheduling Assignments. New assignments beginning next year are:

Spring & Fall '04
Blizzard - Referees
Landslide - Lines

Spring & Fall '05
Firebolts - Referees
Tidal Waves – Lines

A referee class will be occurring in P.A. with date TBA, Bill Johnson taking the lead for referee development.

Parent Behavior Complaint:

A scenario was explained and discussed where a parent attempted to talk with a referee post match on the field (e.g. "How can you miss that call?"). Discussion outcome was that parents are not to talk with the referees post match and any attempts to the contrary are inappropriate.

Fields: Bill Johnson announced there are permits for some field use up to the end of 2/04. All field use requests during this period should be sent by e-mail to Bill, not Sheila Castro. It is understood there are no more fall season Home games to schedule.

Coaching: No new input.

Treasurer Report: Kevin Coleman handed out a Financial Statement, the income statement projected '03 revenues would be approximately \$3,800 short of expenses such that reserves would be reduced by the shortage leaving a reserve balance of \$3,000. Most of the additional expenses were expected (e.g. new goals on City fields, and costs for advertising and web site enhancement). Kevin's proposed budget for the next year includes a \$75.00/team dues increase to replenish reserves. A motion was presented to accept the budget. The motion passed.

Other: A Redwood League meeting was held (in Redwood City) at the same time as this meeting to discuss Class 1 team release policies. Many SSC team representatives attended that meeting.

Kevin Coleman discussed outreach program activity then answered questions and clarified current status of Philosophy and Frequently Asked Questions (FAQ) documents sent previously and provided to the group present. A few clarifying questions were raised and the feeling was this information needs to be posted on the web-site and made available for other marketing opportunities. Motion was presented to adopt the Philosophy and FAQ's as presented. Motion passed.

SSC Strategy – Action Items

Kevin Coleman presented the following list for discussion:

1. Club wide coordinated tryouts
2. Better job of advertising the SSC (raise the fees if necessary to do this)
3. More efficient club meetings
4. Handbook for new teams
5. Outreach program to potential new teams (especially younger teams)
6. Better coordination between teams (coordinate net setups etc.)
7. Potential leveraging of purchasing knowledge/\$'s for uniforms & equipment
8. Updated web site (this may already been done)
9. Trainers: SSC teams work together to identify and retain good trainers
10. Ensure the club has a full list of quality referees.

After discussion the following action items were prioritized and assigned: Advertising notice linking to the updated web site headed up by Mark Homnack with assistance from Hal Fletcher & Kevin Coleman. Notice to be ready for print at new year. Creation of a Trainer network, Lisa Spiegelman will coordinate. Establish a centralized SSC network of participating families to communicate with all families on developments, opportunities, and announcements. Peter Fox & Bill Johnson will lead this effort. Additional efforts will include new teams having a parent meeting with 60 days of formation with a Board member attending

Next Meeting: Next scheduled meeting is January 12, 2003, 8:00PM, Cubberley Room A3. There being no further business to come before the meeting, at 9:25 p.m. the meeting was adjourned.

Jim Baer, meeting recorder
Charlie Williams, writeup