

LYSA Meeting Minutes
March 8, 2016
Woodmont Conference Room
Audio-Recorded

Attendees: Jessica Anastasi, Paul D'Errico, Todd Ellis (LUSC), Alli Flaherty, Eric Goedde, Joe Green, Paul Roberson, Chantal Schreiner, Kerri Stanley

I. Prior Meeting Minutes

Motion to commence meeting was made by Paul D'Errico at 7:02pm. Seconded by Joe Green.

Joe made a comment that everyone needed to be aware we were recording the audio of the meeting again, and asked if any had objections. None heard. Recording commenced.

The 2/2/16 meeting minutes were reviewed. Kerri asked for a motion, motion by Sam to Approve meetings as presented, seconded by Joe. All were in favor.

Todd Ellis entered meeting, Kerri introduced Todd and began discussion about a meeting that took place previously with our executive board and LUSC. Comments to effect are below in item II.

- II. LYSA/LUSC recap. Kerri began by updating the board about this previous meeting. wanted clarification from Todd about comments made that the goal was to merge the organizations. Todd stated that that was the understanding and that down the road the intent should be to merge the organizations. There are costs that both organizations are paying, that may in fact be duplicate, so among other items, why do that?

Joe reiterated some of what LYSA had been discussing with regards to our newsletters, and making them a joint effort, and therefore a joint "Londonderry Soccer" brand, unified perception, along with the cost reductions/benefits, is of importance.

Todd again stated that he hoped that it was a universal goal to merge, share costs, and benefit from the same efforts. We do have different bylaws that we need to be cognizant of that have down the road impacts, however; there are many short term efforts worth pursuing. Both Joe and Paul D. agreed that this is the down the road goal with some caveats that rec and travel are /remain "separated" but unified.

A three-year goal/timeframe was briefly mentioned. We should start with joint registrations, one website, "Londonderry Soccer" as a unified title, all of which Joe referred to as a "soft" merger approach.

Todd further emphasized that the goal should be to utilize Rec as the arena for making kids travel-ready (Todd). Also allows for kids to have a steady path for growth, aligns with School style play, and proper development.

Kerri made a comment about sanctions, by-laws, and that would be a lot of work - Todd

agreed and referenced prioritizing our goal to more short-term easier items. For clarity, it makes it more transparent to parents, which makes it easier for kids to remain involved.

An over-arching discussion point, that remains unresolved as of now, is what would eventually be the governing board? Is it necessary, or more appropriate to have each group maintain their own board. Future action item as part of this effort.

LUSC believes we should be one organization.

One clarification made by Todd - U9 and above is/should be designated as Travel. Todd asked that we clarify in our minutes that U8 and below would be recreation. Sam asked for clarity that U9 and up could still be available for recreation if travel isn't preferred by the kids. Clarification made, and that would be the case, kids would still have the choice to play Rec at U9 and up level.

On LUSC side, they do have paid coaches for U9 and up. Mark an instructor utilized by LUSC is excelling at coaching/training kids which is enhancing the experience for both the coaches and the kids. An example of another initiative in the works for LUSC, and one that LYSA could have potential to make use of is the "Little Lancer" program - kids get benefit of a Varsity soccer level player helping coach/train the kids. College "resume" implications for high school players, and motivates kids to be involved. Current idea within LUSC. Not too many conflicts on Saturdays per Todd throughout the year, outside of Mack Plaque weekend.

Joe inquired about utilizing the trained coaches from LUSC to assist our new parent coaches. Todd indicated it was something that would need to be worked out, as the LUSC coaches are paid commensurate with their schedule, practices, etc. Might be something we could work where our parents go to the LUSC practices to observe, possibly gaining ideas that way.

In closing, Todd emphasized, along with LYSA exec board members, that we are looking to have some sort of joint communication by end of April, and intent is to create a time-line for further collaboration.

With no further questions, Todd left our meeting at 7:30pm. All board members appreciated verbally Todd's time to attend our meeting.

Kerri reiterated to the board that it's important for all board members to know that it's a joint effort internally to LYSA, not just something that the executive board is working on. There will be an open line of communication, and Kerri will keep everyone posted on the updates, meetings, etc.

Paul R. asked about any significant negatives to merging, general consensus of the group is there are none. Board agrees that the path we are aligning ourselves for is beneficial.

IV. Registration Update -

Joe provided all current registration numbers. We are down year over year for the spring by 23 registrations. We had 157 as of this point in time last year.

As a side note , Sam talked about the executive board discussing and deciding that all board members should get 2 kids per session, for free, due to the amount of time that we contribute to the board.

Kerri indicated we have 15 coaches registered thus far which is positive.

On-Site registration Mar 30 LHS School Cafeteria, 6-8pm is confirmed. All board members will be there to help.

V. Financial Update - Sam

Sam provided the board with a print-out of our February Statement of Activity. Membership Dues are substantially up, interesting given registrations are down. Could be explained a couple of ways, full payments vs. payment plans, etc.

Advertising expense is up which is driven by our communication effort and additional items such as gift cards we provided as incentives for attendance at our annual meeting.

Utilities are up, denoted by fact we paid included lapse from the fall, LUSC should be paying us half to off-set.

Ongoing items to resolve/mitigate are credit card fees, transaction fees.

Sam mentioned that as a point of closure, this past December LPD opened an investigation about possible misappropriation of funds. We obliged with providing of financial information, records. Sam indicated that this is essentially finalized, and we are moving forward from the issue. Nothing came of the investigation, and Sam opened the floor up to the board to ask questions. None heard.

The board continued with some discussion about fees, town to town comparisons, etc. to make sure we are aligned appropriately with our costs and value.

VI. Board Appointments - Kerri

Paul R. is now our newly appointed Secretary.

Sang Buddhiraju is our new web IT Coordinator. Kerri indicated he couldn't be here tonight, he has background in Web IT, and she encouraged us to visit the website to see some of the updates/changes. He has been a coach for a few years.

Sam made a motion to accept Sang Buddhiraju as our web IT coordinator. Paul D. seconded, all in favor.

VII. By-Laws update - Kerri

Kerri asked as to the whereabouts of our revised By-Laws we worked on at our annual meeting. Sam believes he may have, and will provide to all when he finds it. There are a few additional items we want to finalize within them.

VIII. Communications - Chantal

Newsletter is getting one last update prior to sending out, will include our 3/30 registration night. Cut-off for registration is 4/15, Chantal asked if there was anything else we wanted to offer, incentives, etc.? Consensus of board was we've incentivized plenty with our discounts for attending the annual meeting. Volunteer opportunities should be reiterated on the mailing, but let's keep it simple, one page is plenty.

Will broadcast within the newsletter that 3/30 registration night will also be an informational evening.

Question of the board about also placing a Newspaper ad. Board consensus is to omit the add, and focus on the Facebook page along with the newsletter. Should add a nice new approach to keeping our parents informed.

Volunteers Comments - get sign up genius link on our website, and other items. Kerri wants to finalize this via email this week, everyone needs to review, give feedback and let's get it finalized. Other volunteer opportunities - Lining the fields, Field Marshall, Buddy Coach/Coach Helper.

Field Marshall details - Chantal and Jessica will coordinate communicating the schedule so that volunteers have the ability to volunteer for a time when they are going to be at the field.

IX. GotSoccer - Kerri

Background Checks - Everyone on the board should have a background check conducted. Kerri asked NHSA if they need to sign up via GotSoccer to coach, to get the 3 year validated check. Most have it, some need to get it done. She believes that GotSoccer can administratively apply any background checks already made so that the board is complete.

Referee Assignments - Kerri also asked GotSoccer how they can/could manage this. Patti always had a pool of referees and handled this personally, so Kerri took the online trainer session, passed, and can now assign referees via GotSoccer. We are no longer paying them cash, we will 1099 them, pay weekly/bi-weekly, but all payment records will be logged via GotSoccer. Better recordkeeping. Investigating the option of having GotSoccer managing this all together. Mindset for years was it was too costly, but Kerri's inquiry yielded a \$.025 per referee cost. Not expensive at all, so further research will be conducted.

X. Concession - Paul D'Errico

Professional Cleaning - Cost is outrageous, \$140 per hour, Paul checked with Prosciutto's, Giovanni's, they all do their own as a result. Paul has been doing it for the past 13 years. Joe and board agreed that we should get volunteer help. Paul mentioned the concession needs a full annual pre-season cleaning, so volunteers would be appreciated.

(Joe Green returned, was excused at 7:47 to tend to another matter, time is 8:28pm.)

Joe commented on the necessity to get more people to help at the end of each week take the burden off Paul D. He thanked Paul for doing it for so many years, but it's not something he should bear moving forward.

Spring Hours/Menu - limited, water, coffee, no grill, popcorn, candy, donuts, muffins....we have fewer numbers, so need is lessened.

XI. Hardship Relief - Kerri

Kerri indicated that we have already received 2 requests this year. Question was asked how many we typically get per year, and in the last fall session we had 15 people request assistance. Reasons are no occupation, single parent, illness, etc.

Kerri asked about the idea of better qualifying people looking for assistance. Having a more formal process, i.e. securing a W-2, etc. Board agreed but questioned how and what that process looks like. Given Paul R's other non-profit related work, he was asked how his other boards handled this. Commentary from Paul was that a formal process should be established, one that is consistent, and includes treating each request the same, i.e. complete an application, state the hardship, provide financial documentation for review, and have a formalized benchmark by which to qualify a true hardship. Way of the past was to simply give it when we were asked. Not our approach moving forward, need to qualify.

Paul R. to provide a draft of other similar processes to board to review. Board ultimately agreed that for now, we ask for the application and the W-2. If the parent provides it, we will honor the request. More formalized process to be developed as there are heightened privacy matters with the receipt of W-2 information. Future board action item.

XII. NHSA - Kerri

Meeting is March 12th, Joe and Kerri attending, but we have 4 spots available. Our dues are up to date so we are able to vote in that meeting.

USYSL Field Size recommendations - our fields are going to have to be modified to align with the new requirements.

Jessica is considering striking the field size portion of the Inter-Town manual. Consensus was same of the board - incorporate for fall session.

Field size and Age Grouping will change effective this fall, adopting US Soccer requirements.

Conversation about gender splits, U18, U17, U15, etc and the pros and cons of doing/not doing. Sam suggested we tabled for next month's agenda - board agreed.

XIII. Spring Schedule Meeting - March 24, 7pm (Recreational Commission)

Paul D'Errico will attend. Topics of meeting to include Field usage for spring, coordinating between soccer, lacrosse, etc.

British Soccer Camps - July 18-22, August 8-12, 2016

Does this overlap with LUSC soccer camps? It does not, but to this point we should also offer another camp outside of just British Soccer camps, i.e. LUSC uses Brazilian. Eric asked why we don't offer the camp to both groups. Clarification made that we ARE offering to both groups. In the interest of unifying the groups this makes the most sense but down the road we should have a more concerted effort about having one organization providing the camp.

XIV. Uniforms - Sam

Sam has contacted the vendors, coordinating a bid, will review costs of each further.

Joe suggested that we follow a best practice of obtaining 3-bids to help control the costs.

Sam qualified that our costs are actually pretty cheap in micro, i.e. \$5.50 per shirt for the youth (U4), and have a slight increase as age increases. But, a 3-bid minimum is important and will be followed through with.

Talk commenced about classing up our uniforms. Combining with LUSC purchasing power in numbers, and in quality. Personalizing the uniforms for the kids so they are "proud" and wear them around town is a nice goal to aim for.

Coach highlighting - we should provide the coaches with gear/shirts so that they are easily identifiable to players and parents. LUSC does this, and there is no question as to who the team members/coaches are as they stand out.

XV. New/Other Business

Lights - Joe

Lot of work has gone into working to get the lights arranged/coordinated. One area of which is working with Town Manager and Town Council to allocate funds to help get these two fields lit - LYSA fields are town property. Therefore the town does have a vested interest in them. Joe explained it's important to make this happen, create Londonderry as a "Premier destination," keeping families here, and bringing new soccer families in.

5-10 year window of discussion, Field 1 is eventually going to get done by town.

Eric suggested being able to get a separate quote to compare the town as the town has an approved contractor they may most likely utilize. Board agreed.

IRS Fee update - Sam said IRS waived our fees for 2014 so no adjustment. That item is closed.

Next meeting date is slotted for %, and also to block time for 4/19 to review registration numbers. Paul R. to coordinate with Kerri on contacting Kirby Wade to arrange.

Greater Derry Londonderry Chamber of Commerce Renewal? Kerri posed question of the board, board agreed, consensus is not to renew as there is no tangible benefit to LYSA.

Lights -

Joe wanted to revisit the lights discussion as he didn't feel that we had a clear decision on how to handle the approach. LUSC initially wanted to pay for exclusivity of field 3, and we would get field 2, and share field 1.

General consensus of board was that this was not a good approach, undermines the efforts to unify. And what about the prospect of Londonderry Lacrosse continuing to use those fields. They are town fields, so they would want to use them. We agree that we should approach Lacrosse about contributing as well as approach any vested parties. Cost-sharing is the manner in which to proceed. Joe reiterated the cost to light both fields 1 and 2, which amounts to about \$110,000; \$90,000 for one field, and by doing two at once, another \$20,000 to do both. Board concluded with a consensus that we share the costs, no exclusivity, and to incorporate Londonderry Lacrosse.

With no other new business, a motion to adjourn was made by Sam, seconded by Chantal. Meeting was adjourned at 9:40pm.

Respectfully Submitted,

Paul M. Roberson
LYSA Secretary
March 9, 2016