

Mass Youth Soccer BOD Meeting  
November 19, 2003

Present: S. Bloom, N. Hart, C. Goldstein, J. Scarpaci, H. Blatt, S. Gorman, S. Smoller, T. Murphy, K. Connors, M. Singleton, J. Burrill, R. Braney, B. Treanor.

Meeting was called to order at 6:55 PM. A quorum was declared present.

**Approval of October board meeting minutes**

**Nancy Hart moved, seconded by Skip Gorman to accept the minutes as presented.** Motion passed unanimously.

**Appointment of Board Member At-Large**

**Steve Smoller moved, seconded by Skip Gorman to appoint Tim Murphy to fill the unexpired term of this board position.** Motion passed unanimously.

**Appointment of New Appeals Committee Chair.**

It was announced that Denis LaVersa was resigning as chairman of the appeals committee. Sid Bloom appointed Mike Eschelbacher to fill this position.

**Executive Director report**

The report was submitted via email and is appended to these minutes. Also appended are reports from the Office Manager, Director of Coaching, and Marketing Director.

Sid Bloom commended John and the staff on planning and conducting an excellent open house November 2.

Skip Gorman asked if there was any response from the indoor facilities to our offer of extending insurance coverage for our members who participate. John Burrill replied that only Fore Kicks had responded.

**Reports of Program Managers**

- State Cup – report submitted via email and appended to the minutes.
- MTOC – no report.
- Recreation – report submitted via email and appended to the minutes.
- Instruction – report submitted via email and appended to the minutes as part of Director of Coaching report.
- TOPS – report submitted via email and appended to the minutes.
- ODP – report submitted via email and appended to the minutes.
- SYRA – report submitted via email and appended to the minutes.

**Budget restatement presentation**

Carl Goldstein explained the new format of the monthly financial report that will track actual figures with projections and compare them to the budget. It will be updated each month and program managers are expected to track their budgets accordingly.

**Update on new development coach position.**

Mike Singleton reported he had 6 finalists and had a candidate to propose to the executive board for their approval.

### **Open position on the board**

The position of Director of Special Projects and Outreach Programs is open. Sid Bloom and John Burrill are interviewing candidates for this position.

### **Nominations for Coach, Parent & Volunteer of the Year**

Nominations for these awards have been given to the executive board which will choose the recipients. The awards will be presented at the Awards Brunch prior to the annual general meeting in February.

While on the subject of the workshop, Skip Gorman reported plans are running smoothly, he has volunteers lined up. Activities start Wednesday night. The AGM will take place at the Sheraton Four Points in Waltham.

### **Land Committee Update**

Paul Irwin reported the video is being shot now, and filming will take place at the office Dec 6-7. A new logo for the fund raising project has been designed, with a slogan, "A Place to Play". The elements of the project are coming together. John Burrill added the video would be a two-piece project: one will be a Mass Youth promotional piece, the other will be the fund-raising piece.

### **Old Business**

- There was no old business.

### **New Business**

- Development Coaches Database – Nancy Hart suggested the development coaches update their database of names for the town organizations, since some were arriving at league meetings with the wrong names on the town packets.
- Todd Smith's project with Leukemia Society – John Burrill reported that Todd Smith, former general manager of the Revolution, who is currently battling leukemia, has expressed interest in again becoming involved with Mass Youth Soccer. He is involved with a project with the Leukemia Society that offers a fund raising opportunity for both the Leukemia Society as well as participating organizations. Packets are distributed to coaches who give them out to their team. The players solicit pledges from friends and neighbors for extra training, \$1 for each hour of training. For each \$20 raised the player earns a training video on individual skills and a T-shirt. The coach gets a hat and T-shirt for each ten players who reach this plateau, and the organization gets 10% of the amount raised. Although the program allows for a percentage to go to the participating state association, the board decided they would not accept any revenue from this project. Region 1 intends to roll this project out in 2004. John Burrill suggested he would like to see Massachusetts be the first state to sign on to this project. **Steve Smoller moved, seconded by Carl Goldstein that Mass Youth Soccer register to participate in this project.** Motion passed unanimously.
- Bay Stater – A proposal to restore two issues of the Bay Stater was discussed. The relative cost of the two issues and whether they should be mailed to coaches only or to all recipients was analyzed. Newsletters to coaches would be substantially less expensive and would deliver important information to those most interested in it. **Skip Gorman moved, seconded by Nancy Hart to produce two newsletters for the coaches.** Motion passed unanimously.
- Super Y League – Skip Gorman asked about the Super Y League. Since it competes with our town leagues and MAPLE, he questions why we were publicizing them. There was an ad in the last issue of the Bay Stater that included Super Y league information. Sid Bloom responded that the ad should not have appeared in the Bay Stater, we do not support the league. Paul Irwin

indicated Mass Pro Soccer has a rule that prohibits dual rostering, and they also discourage participation in our ODP program.

Meeting adjourned at 8:45 P.M.

Respectfully submitted,  
Steve Smoller,  
Secretary

**Addenda:**

**1. Report of Executive Director for November Board Meeting**

Analysis of both the 2003 & 2004 registrations submissions continue with the goal of helping every organization to submit timely and accurate data to us. We continue to track slightly ahead of last year in player registrations. Organizations who have not submitted registration information have been contacted and informed they must submit information to us.

Work continues with the Criminal Records board with respect to submissions. We secured our approval to access the records system.

Work continues to streamline our financial reports and reporting. New reports were distributed. Feedback at the November meeting is expected. Both Carl and I are very pleased with the new system and feel it will give us a better look at the organization's financial well being.

Work has picked up on the move to a new data base system. We are expecting initial delivery within the next 10 days.

All indoor facilities have been sent an indemnification agreement and once executed the facility will be covered by our policy.

A draft on a proposed contract with Adidas has been received and is being reviewed. In addition a proposal from Mazamba has been received and one is expected from Admiral.

Our contact with Active (formerly my-team) is terminated from our point of view and their logo has been removed from our web site. Efforts to ascertain how much money they owe us from year two of the contract and to secure those funds is on going.

Office renovations but for carpeting are complete.

The open and house was held and was very poorly attended. A big disappointment. However the membership did approve the proposed land sale to Wagner Automotive, a huge step forward.

We received our new vehicle from Chevrolet.

Activity picked up at the end and we have a representative number of nominations for coach of the year (both boys and girls) and volunteer and parent of the year.

Mass is working with Eastern New York to form a new Northeast Region 1 league for play in spring 2004.

John Burrill

## **2. MYSA Monthly Progress Report Richard Braney - Office Manager**

October 2003

**Audit:** I have had an initial meeting with the auditor. Initially he was given everything he needed. Since then, he has had additional requests which are being provided for as requested. Workers Compensation will be conducted by the insurance company in November.

### **ODP Programs:**

All tryouts were completed and notification letters were sent out to players. Player packages, including the financial obligation will be mailed early in November. Coach's contracts were mailed in October.

### **Insurance:**

**Medical Losses-** Met with the insurance agent, Tony Petruzzi. It was agreed that we would resume handling and paying for all claims as previously done, with the exception for those claims that had no primary coverage. Those claims would be forwarded to Bollinger for negotiation with the provider.

**Equipment and Crime Coverage Insurance Polices-** Last year we received several calls, less than 10, from various organizations. They were inquiring as to coverage available to them for the equipment, both office and soccer equipment), buildings, as well as bonding insurance. I made an inquiry with our Insurance Agent, Gracechurch Insurance, and he has informed us that such coverage is available from Bollinger Insurance. In fact, organizations and clubs can purchase this coverage directly by accessing the web site [www.bolingersoccer.com](http://www.bolingersoccer.com). I will be reviewing the best way to make this information known to all presidents and review such with the Executive Director. UPDATE- will prepare announcement for Free Kick in December and in the January 2004 Baystater. NO CHANGE.

### **REGISTRATIONS:**

**Registration File-** Through the month of October we have affiliated 129,534 players with US Youth Soccer. The number we have received payment for through October 31, 2003, both player and coach is slightly higher than that for the same period last year (1,850).

The response to our inquiry as to the player/coach ration for last year was poor. Of the 24 clubs questioned only 7 responded. Two clubs agreed that they owed money and in fact paid the additional. In fiscal year we will be sending out letters in November requesting that clubs explain obvious player/coach ratio problems.

For clubs that paid the estimated invoice but never followed-up with a disk, we will be contacting them in November. There are approximately 35 clubs that have such a situation.

Clubs whose membership is substantially lower than last year as of October 31, will also be contacted to insure that all members have been affiliated.

**Access Software-** The contract to write this program was awarded to Tinatrix for \$4,000. We are expecting completion prior to 12/1/03. NO CHANGE

**Soccer Trac-** We are awaiting some information from Active as to the status of their providing a software package that our clubs can use. (No change)

**Kidsafe Files:**

**Kidsafe Files-** A temporary person was hired to bring this project up to date. We anticipate that she will finish such by mid-November.

**Office Procedures:**

Steps are being taken to consolidate our chart of accounts.

**3. Director of Coaching Report**

- Skills Academy Enrollment continues with great success in some areas and limited success in others.
- Courses have been run in Dracut, Winchester, Cambridge, Bedford, Needham, and Somerville in the past month. In addition the instructional staff have visited Amherst, Tewksbury, Ludlow, Pittsfield, Wilbraham, Douglas, North Andover, Peabody, Billerica, Concord, Mansfield, Andover, Beverly, Westfield, Pepperell, Newton, Braintree, Chelmsford, Belmont, and both the South Coast and Coastal League Meetings. Mike also attended the Region I meeting in NY—see separate reports).
- All instructional staff was present for entire open house and all coaches attended Tide Cup. IN addition, all instructional staff participated in the Presentation Skills Seminar that John set up. All staff reported feeling the seminar was informative and helpful and feel it will help them in their jobs.
- Coaches have been working on updating our contact list for CED's and presidents. We now have as much of an accurate list as is possible. This will enable us to communicate with more people and much more efficiently.
- The Annual CED meeting will be Nov. 22<sup>nd</sup> at the Stacey Middle School. Attendance looks good and is growing. We have a number of MAPLE clubs sending people this year as well---a great development! All preparations have been made and we are giving gear and prizes away to the CED's as the work they do for us is invaluable and the thanks we give them is minimal.
- A manual covering everything from creating a mission statement to organizing recreational teams, to age appropriate coaching considerations, to helping volunteers, to parent education, to TOPSoccer is now completed. This 75+ page manual is being given to all CED's at the meeting and will be available for any interested organizations.
- The Instructional Staff meeting is set for Dec. 6<sup>th</sup> at a site TBD as we were bumped out of Stacey Middle School. This meeting will include the first annual Mass Youth Instructional Staff World Cup 3 vs. 3 tournament!
- I am working on getting teams to demonstrate at the US Youth Soccer Convention in February and have been asked to present at the convention myself.

- Instructional Coaches will be now be making their schedules weeks in advance and tracking communication and contact history with towns. Tara will be maintaining a database to list where we are going, when we are going, what we are doing there, and who is going as well. Development coaches will be telling organizations a minimum of one month in advance when they will be in the area should an organization wish to use their services.
- The interview process for a new development coach will be finalized this week.
- All ODP pools have been finalized and the indoor schedule should now be complete. We have greatly increased the amount of indoor training time and will have both field and classroom sessions with players throughout the winter.
- The G86 ODP semifinals will be played Nov 22 at 2pm in NJ. Should we win, we will move on to the finals during the first weekend in Dec. These finals have been cancelled 3 times now. 4th time is a charm???

#### **4. Report of Marketing Director- 11/19/03**

New graphic logo has been added to Coaches Clipboard section of Free Kick. Also a new monthly story, "Town Tidings" has been created to highlight a local news story from a town organization or league (i.e. new field complex being inducted). November issue of Free Kick will be sent out on November 24<sup>th</sup>, a week earlier than usual due to Thanksgiving Holiday. The story list for the issue is as follows:

Todd Smith- US Youth Soccer Joins hands with Leukemia Society

Revolution playoff update/season recap

Open House Recap- Land Sale Approval

Injury Prevention- Newton Wellesley Hospital

*Coach's Clipboard*

Skills Academy

Coaching Tips

Coaching Course Schedule

*Soccer News Blurbs & Blips*

ODP update & indoor schedule

Instructional Staff Meeting

US Youth Soccer Workshop- coaching clinic schedule link

AGM annual meeting

*Town Tidings*

Have been in contact with five IT companies and accepting proposals for the redesign and organization of the Mass Youth Soccer website. By the end of the month should the list should be narrowed down to 2 final possibilities.

This weekend I have started my Grass Root Campaign to reach out and promote Mass Youth Soccer to as many local/town organizations as possible. I plan on attending local board meetings, talking about what Mass Youth Soccer is, what benefits we offer to them, and what info/communication outlets we offer to them. All in attendance will receive info packets, explaining

topics in more detail, in hope they will take info back to their teams. So far from November to the beginning of March I have 10 visits scheduled.

Creating sponsorship portfolio brief to send to potential strength and conditioning partners.

End of month, begin organizing and planning for the January issue of the Bay Stater. If anyone has any stories or suggestions for the upcoming issue, email Jim Gondek.

**5. Recreation Report:**

Will soon be working on 2004 District Program. We lost some money on the Tide Cup but everyone had a great time.

Nancy

**6. ODP NOVEMBER 2003**

- The players for the winter training pools have been selected and the player information packet has been sent to them.
- We have added an extensive indoor schedule this year that will be at Stonehill College and Nichols College.
- We are currently looking at the tryout process to make it more efficient at an administrative level.
- We are revising the ODP coach's manual.
- Our U17 girl's team is scheduled to play in New Jersey and another site to be determined.

Jared

7. National Cup Director's Report – November 19, 2003

The 16 Challenge Round II matches were played, as scheduled, on October 25<sup>th</sup>. This completes all State Cup matches scheduled for this fall.

Adele sent a survey to the Region 1 states regarding the U-20's. To date the reply is as follows:

State Association	Under Men	Under 20 Women
Connecticut	Will Offer to the Leagues	Will Offer to the Leagues
Delaware	NO	NO
Eastern New York	Will Offer to Leagues as long as U-20's remain with the Youth	Will Offer to Leagues as long as U-20's remain with the Youth
Eastern Pennsylvania		
Maine		
Maryland		
Massachusetts	YES	YES
New Hampshire	NO	NO
New Jersey	Interested	Interested
New York West		

Pennsylvania West	YES	YES
Rhode Island		
Vermont	NO	NO
Virginia	YES	YES
West Virginia	NO	NO

We wait to see if the U-20s will participate at Regionals in 2004?

Application deadline for the U15s and older is December 15<sup>th</sup>.

Respectively submitted,  
Terri Filippetti  
National Cups Director

### **8. Tops Soccer Report**

We have two new programs in the works, New Bedford and Hingham. Also Barnstable has expressed some interest. Meetings will be scheduled with both New Bedford and Hingham.

New registrations forms, medical history and releases are being prepared for use. It would appear in the past no such forms were in use.

Also a list of suggestions for local organizers will also be prepared.

John Burrill

### **9. SYRA Report**

#### Tournaments/Events

Tide Cup and Big Apple Tournaments went well. Will continue to assign through the SYRA in the future.

Good presence at the Massachusetts Special Olympics. Thanks to Essex County's Jerry Morin for another job well done.

#### Instruction

As the fall season wraps up the busy season for off the field activities begin for the MSRC;

We have 12 recertification clinics scheduled from now until January 25. Clinics kicked off this past Sunday in Plymouth with attendance up 13% over last year (209 vs 185).

Grade 11→ 9 transition course at the recert clinic went well. 50 people transitioned from 11 to 9 at the Plymouth clinic.

We project about a 71.5% return rate overall.

Winter is the busy season (roughly 65 classes) for training new referees. We're trying to be more proactive scheduling the entry level instruction clinics by polling assignors regarding their needs now as opposed to them remembering in the spring.

We have a tentative date in February for an Assignor Clinic.

Pre-enrollment for the recerts continues to be a great forecasting tool

### ID Program

We got off to a fair start with the ID program. We captured data from 8 fall tournaments. Names are being compiled now and we'll be polling assignors over the winter as well. We've already ID'd candidates for MTOC and State Cup 2004.

### Assignor Interaction

MSRC met with Adult Assignor and Larry Frisoli to proactively work out schedules for conflict weekends next year ( MTOC, State Cup)

### Recognition

Nominations for Young Referee of the Year are currently being accepted.

### Misc

Mike Singleton and I have agreed to a "referee presence" at the Coaches Staff meeting in December. Details to be worked out.