

Mass Youth Soccer BOD Meeting
April 21, 2004

Present: S. Bloom, C. Murphy, S. Gorman, B. Bilicki, N. Hart, R. Robinson, T. Filippetti, J. Linehan, S. Smoller, C. Pacilio, J. Burrill, J. Utter, P. Irwin.

Meeting was called to order at 7:00 PM. A quorum was declared present.

Approval of March board meeting minutes

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

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.

John Burrill added that Norm Wagner is scheduled to close on April 28. He added we may need some repairs to the septic system and the bank is requiring a new appraisal of the property.

Catherine Pacilio added to her report the results of her meeting with web designer Synthenet. She distributed proposed site architecture sheets and discussed modifying our logo.

Reports of Program Managers

- Leagues Committee – MAYS wants to run a fall program. The committee is considering allowing regional teams for the older age groups. A meeting will take place to review the player priority guidelines. Sid Bloom suggested opening the leagues up to MAPLE D teams in the U-16 and U-18 groups. The committee is lining up fields for make-up games for MTOC if the weather causes any cancellations.
- Recreation – report submitted via email and appended to these minutes.
- Outreach – report submitted via email and appended to these minutes.
- ODP – report submitted via email and appended to these minutes. There was some discussion about the two teams that went to Portugal that were made up of players from the ODP pool but the trip was not under the auspices of Mass Youth Soccer. If these trips continue, they will be under the auspices of Mass Youth Soccer.
- SYRA – John Utter reported the ODP and regional participants would be identified shortly.

Land Committee Update

Paul Irwin reported the bids from our architects are due April 23. They will be evaluated and a selection will be made. Neoscape is running behind schedule. Paul hopes for an almost complete version of their video for our next meeting. Neoscape has received three Emmy nominations.

Part time TOPS position

A proposal was made to the executive committee to create a position to enable us to approach non-soccer people. To form TOPS groups, we need people from schools and churches to help create the groups. The executive committee authorized a part time position to draft the message and another part time person to research names and groups to approach. Bob Bilicki and John Burrill will make the selections.

Logo and Tag Line

Question was raised if we want to establish a tag line. Paul Irwin will discuss this with Neoscape and ask for some suggestions.

Proposed town restriction on earth removal

John Burrill was advised that a restriction might be imposed by the town of Lancaster on some earth removal. This may affect a parcel we may acquire. It was determined there was little likelihood we would actually be adversely effected by this restriction and no action was deemed necessary on our part.

Old Business

- Privacy Policy
John Burrill reported this issue was on John Davagian’s desk. Still open.

New Business

- Awards Banquet – Sid Bloom established a committee to plan the event. The committee will consist of Skip Gorman, Jared Scarpaci, Howie Blatt, and Al Cosentino.
- Kitty Connors has stepped down as State Registrar. Currently, the office is processing state cup rosters. John Burrill and Terri Filippetti are looking for a suitable replacement.
- Referee Video Project – John Utter proposed a video project for youth referees to be used for recertification clinics. The referee committee is seeking \$2500 to help fund the project. This would be half of the budget and the MSRC would fund the balance. The request was referred to the executive committee.

Meeting adjourned at 8:50 P.M.

Respectfully submitted,
Steve Smoller,
Secretary

Addenda:

1. Executive Director Report April BOD

Wagner Closing - Now scheduled for last week of April. It will be done mainly through the mail and the check from Toyota Financial will be sent directly to us. Remaining pieces on our part or to secure releases from both Bank North and Region 1.

McNamara – We presented a check for \$12,000 to Mrs. McNamara and the bank last Friday. Catherine has a photo of the event.

Registrations – These continue to track to last year, although we are uncertain as to amount remaining. Our best estimate is that we will finish flat to a year ago but ahead of budget.

Bedford – which is run by the recreation department and not a separate club, will most likely challenge our position that they must register all their intramural players.

Kids Safe – by the end of April we will have processed all adults through the Criminal System history board.

Eurosport - Everything is in order with Eurosport and T-shirts for the MTOC and Chevy Cup are on order as are polos and balls for MTOC.

GOALS - After discussions with Mike, we will be expanding the GOALS program this year, offering the program in New Bedford, Fall River, Springfield and hopefully Worcester. In addition we are getting in parts of Boston which we have not been.

Respectfully,

John

2. MYSA Monthly Progress Report

Richard Braney - Office Manager March 2004

ODP Programs:

Billing- The one time invoicing procedure has reduced the amount of efforts previously placed on the staff.

Financial Aid- Awards were made.

Advertisement Book- The final date for advertisements was February 23. From all indications it appears that we will have very few late arrivals which will help with getting the book printed on time. The only item left before printing will be securing pictures of the players. NO CHANGE

REGISTRATIONS:

Registration File- Through March we still are running slightly ahead of the number of members being affiliated, \$22K. In March we will begin the process of following up with organizations who 1) have not sent a spring disk and 2) whose numbers are significantly lower than 2003.

Access Software- The staff is now beginning to use the reports that the software was designed to produce.

Kidsafe Files:

Kidsafe Files- We have experienced problems and follow-up response from the people in the state. This is delaying the processing of the CORY reports. We hope to have this resolved in April.

3. Director of Coaching Mass Youth Soccer DOC Board Report 4/04

--March was an extremely busy month for the instructional staff. Course load was very heavy and we are on target to meet our course projections for the year.

--Skills Academy has officially come to a close. Feedback on the initial Academy has been extremely favorable. We will definitely continue the program next year.

--The Academy helped build our relations with many communities and we are now providing ongoing coaching support throughout the spring season to Andover, Burlington, Grafton, and Walpole, and are in discussions with other towns.

--The newly structured specialty clinics have found popularity in the past month and lowering their cost and hours seems to be paying off as far as encouraging people to sign up for them.

--Amherst Youth Soccer has officially started to utilize a DOC and is the first town to do so. We have helped them develop a plan and found and placed their DOC for them. We will continue to provide close assistance to insure all goes well.

--The McNamara tourney was a great success on all accounts. Thanks to everyone who contributed.

--We have ongoing conversations with the Revs through Joe Cummings to broaden our relationship and enter

into shared promotional and coaching activities.

--We will be developing progressive age appropriate curriculums through a series of regionally based workshops throughout the state within the next month. The goal is to have a U6-U12 curriculum in hand to towns for them to use and distribute to all coaches for next fall. This should help increase coaching standards throughout the state.

--Next fall we will continue the workshops and develop a curriculum for U13-U19.

--We will have an increase in the numbers of GOALS programs this summer with specific sites to be reported next month. I am already in the process of staffing.

--Towns continue to utilize our staff at board meetings to help with overall organization and development issues. Major issues are recurrent with towns and include small-sided play, coaching education within their organization, and struggles with the fight between town and club programs and dual-rostering. Discussions on small-sided play involve their struggle to move to 8 v8 at the U12 level if the state does not make MTOC 8 v 8 at this age. They are seeking guidance as to how to set up consistent coaching education. In regards to the last recurring theme, we need to ask ourselves what purpose dual-rostering serves and if there is a better way to solve the issues we hope to solve with dual rostering.

--by the end of the month we will have added 7 new people to our part-time instructional staff.

--ODP is in spring season and teams are ready to play at Border Cup and RI Play Day.

Mike

4. Marketing Director Report- April 21, 2004

3v3 Martin McNamara Tournament- After a successful weekend of fun, laughs (Sid refereeing!), and soccer, Tara Pierce and I visited the Clinton Branch of Leominster Credit Union and presented Claire McNamara with a \$12,000 check. Although still very upset with her recent loss, she was very grateful for our efforts. An article was placed in the Worcester Telegram and Gazette highlighting these efforts and funds raised.

The next Bay Stater issue is coming up this May. All advertising and article deadlines are May 7th. Below are assignments sent out earlier this month by John. Please send your info to me or Jim Gondek:

Cup - all schedules, locations, maps, rules, etc.

MTOC- all schedules, draw, rules, etc

District Select- schedule

OPD- teams, schedule & try-out info for the summer

Mike usual

Sid- usual

Bob- Outline of what TOPSoccer is, steps on how to start and run a program.

Skip - a workshop review... highlights

Sponsorship update: This Spring we are doing a localized sponsorship program with Citizens Bank. Working with Newton (Boys and Girls), Lexington, Quincy, and Falmouth Youth Soccer organization, Citizens Bank will be giving ten year olds and under their first soccer ball. They will also involve their local bank branches in this process. If things go well, we hope to gain Citizens Bank as a sponsor and run this program statewide.

Grass Root Update: I visited Holliston Youth Soccer. They are a very nice local organization who has the kids' best interests at heart which is great to see! I found out they are running their own outreach program for kids with disabilities (similar to TOPSoccer). I also attended the South Shore and Middlesex booklet meetings and was very impressed with the two leagues and thank them for their help in conveying messages to their members from the state office.

Website Update: I have created a board subcommittee to help me with creative thinking process, speed up the decision/activity process, and make sure nothing is left out in the creation of site. We met on Monday April 12, going over the discover questions and preliminary site map assigned to us to complete prior to the first meeting with Synthenet. The meeting was efficient, fun and inspiring. Some great points and ideas were produced and we all seem to be on the same wavelength when it comes to the goals of this project. John Burrill and I met with Synthenet on Thursday, April 15. In which we discussed the navigational structure and design of the website. Synthenet was very impressed with the preparation of our organization, stating we have gone above and beyond what they receive from the average organization! Good work web site committee! We learned some valuable information about the creation of the site and what will be most beneficial to our organization. Within the next few weeks Synthenet will be coming back to us with a preliminary design template and navigational design. In the meantime they have given me a few assignments, including the revision and creation of the content for the site. This process is the most critical part of this project and will be incorporating help from all in the organization. John and I were excited when leaving the meeting; Synthenet proving why we chose them to be the one to re design our web site. If anyone is interested in finding out any more info on the project, do not hesitate to call or email me and I will be happy to update you.

Catherine Pacilio

5. ODP April 2004

- The Soccer Scramble at Kirkwood, Delaware was cancelled and we were sending our 15 and 16 girl’s teams. It was cancelled due to poor field conditions because of rain, we were very disappointed and hope to go next year.
- Our first training session on 4/3 was cancelled due to rain.
- All of our teams will be going to the New England Sub-Regional Event at Keene, NH on 4/24.

The program is starting to feel the conflicts between the Region 1 league that plays on Saturdays and all of our training and events are also on Saturdays. We are going to have to come up with some alternatives for the future.

Jared

6. Recreation April 2004

The Districts are under way. First 2 weekends in May are the try-outs.

Vernon and I have discussed uniform ordering and using all the shorts and socks in the shed.

I will be going thru everything in the next month to see that we have everything we need for a successful season.

Thanks to John for the t-shirt situation.

Need to finalize the details for the Tide Cup and figure out the admission fee.

Nancy

7. Mass Youth Soccer Outreach Program Report – April 2004

Short Term – GOALS

Action

Establish New Programs for TOPSoccer – in Massachusetts

HINGHAM YOUTH SOCCER: Paula Baldassini
Tuesday, May 4th 7:30 p.m.

On Schedule

PAC meeting @ Hingham Town Hall		
Program scheduled for Soft-Start Mid May – 4 week program		
LYNNFIELD YOUTH SOCCER:	Lisa Cerullo	On Going
Follow up meeting to be determined		
Telecom established		
HOLLISTON YOUTH SOCCER:	Kerry Valiton	On Going
Established email communications		
NEW BEDFORD YOUTH SOCCER:	Pedro DaCosta	On Going
Established email communications		
WILMINGTON YOUTH SOCCER:	Shari Dennis-Belding	On Going
Established email communications w/ existing program		

Re-Establish US Youth Soccer Region 1

Re-opened communication with P. Neason, Director TOPSoccer Region 1	On Going
Continued email communication with TOPSoccer coaches and directors	On Going

Establish a US Youth TOPSoccer Link on the US Youth Soccer Website

Linking a FAQ to a selected & approved committee to field Questions;	No Activity
Link all State Directors of Outreach Programs – TOPSoccer	
Link all Town TOPSoccer programs directors	

**Public Relations Consultant for purposes of sending a “broadcast message”
-there is a new TOPS Director in Massachusetts**

Public Relations Consultant to assist the Director of Outreach Programs;	Exec Board
Develop the message of TOPSoccer to Parents, Players, & Coaches	
Deliver the message to “grass-root” organization;	
PTA’s, PAC’s Places of Worship, Schools, Trade Magazines, Search in Progress Community Newspapers, Major Metropolitan Newspapers.	

Public Relations Consultant who shares the passion of soccer, and has the ability to deliver a message of measurable results.

Proposed Budget - \$	Exec Board
Grant Request & Applications	No Activity
Commercial Grants, Donations, Gift’s in Kind	No Activity

LONG TERM GOAL

- I. Establish a Spring Jamboree for TOPSoccer in Massachusetts Spring 2005 **Meet w/ N.E.Rev’s M.Quinn, & discuss concept w/ Marketing**
- II. Establish a bridge between Massachusetts Special Olympics (1 x/yr) & **Establish a dialogue w/ Massachusetts Youth Soccer Association (20 x’s/yr) Costentino, & Moran**
- III. Establish MYSA as the leader in Region 1 for all Outreach programs.