

# Illinois Fire Juniors/PSCL

## November 2019 Meeting Agenda

The meeting was called to order at 7:05 pm on November 13, 2019.

### President's Topics - Tim

- Approval of Minutes
  - Chris Downing made the motion to approve; Matt Frank 2<sup>nd</sup> the motion; Motion to approve the October minutes was approved
- Staffing- Director of Operations –
  - DOO
    - Thanks to Andi for coordinating all the interviews.
    - 3 candidates interviewing on executive side (2 original and 1 additional candidate; 2 local and 1 from PA) – Andi provided pre-interview screening; executive board will interview in person and then staff interviews for final candidates; 1 interview tonight; 1 additional candidate in the next 30 days.
    - The goal is to start January 2020
    - There was conversation as to how to structure the pay and employment status.
  - Admin position on Travel side
    - 6 people interested – Tim will reach out (talk through expectations; make sure all are still interested and get feedback from Board; most are parents)
    - Many are people who have helped in the past, past action will help inform hiring.
- November/December/January Board Meeting Schedule
  - December date (December 10) – hold as may not hold formal board meeting but may have some other event
    - May have an announcement to make on land – things are moving really fast between now and end of 2019
    - May have to have something earlier than December 10 – want to have an announcement and tell our club first before it becomes public in the news
    - Tim or Jeremy can talk to you individually about what has been proposed – good opportunity but there are other issues that will need to be addressed as well
    - Multiple sites in play but 2 leading viable options with one in the City of Bloomington and one in the Town of Normal.
    - Still working on parallel paths. If CVB/City/Town path develops, we will be involved. However, we will begin actions at year end on our own path if nothing concrete is near.
  - January will be a planning meeting – send Tim or Jeremy topics that you want to brainstorm about
    - May be in different format and may be in a different time
- Potential Winter Club Wide Meeting
  - Whether we do this in December, it needs to happen sometime between now and before spring soccer season in March
    - At Heartland or a NCWHS – only places big enough to hold
- Communications - Jeff
  - Main focus on ongoing communications is consistency – rec/PCSL and travel families should know that they are part of something bigger
  - Confusion between the travel side from the overall club of IFJ
  - Common communication plan needed between now and the spring

- Since the two clubs have merged, with different offerings, but trying to combine the message; how do we look at the websites by comparing with other affiliates
- Constant contact (having the right communication models; specific campaign/templates) – templates to use (save the dates, volunteers, call to action, buttons are consistent, buttons are consistent)
- Bolster Facebook and Twitter during the Winter – 2 posts per week during peak season don't know if we need that during the
- How to communicate to the PCSL/IFJ family about the merge (IFJ families)
- Need to hear about IFJ information on FB page prior to posting on PCSL page and vice versa
- How does communication plan work – Jeff guides and oversees but not the person who executes (another set of eyes) and maybe have Pam post (since she is really good at it)
- Something to communicate the merger to families earlier rather than later
- January conversation – do we brand out competitive soccer side different than 'IFJ'
- When a club wide communication is set to go out, PCSL needs to be included on the communication that is sent out (rather than just “sent it out”) to make sure it is directed to the PCSL families
  - President's email sent out as is
    - Confusion regarding whether Futsal open to PCSL players
- More joint collaboration
- Putting Google Translate on each page within the website – part of conversation in January to talk about the webpage
  - What do we need to have translated such as on the recreation side fliers to all schools – translate to Spanish and French

#### **IFJ Fall Tourney Shootout – Andie**

- Overall Tournament Recap – looks to be a lower profit level than Spring (which was expected), but still turned a profit
  - January topic – re-look at date for Fall 2020 tourney (early or later in Fall) so that it doesn't conflict with a very full Bloomington/Normal sports calendar and already fully booked hotel inventory.
- Spring Tournament- Start Up – process has already started and full focus will begin at the start of January (already have 1 team apply)

#### **Rec Operations Update - John/Pam**

- Operations Status Report (Board Report)
  - Referee training went well. Discussion focused on how to move toward grassroots ref training (similar to coaches training); can we look at sponsoring something – working out details and what it means for the ref club and what it means for the rec league
  - How many refs are needed and when do we need them
    - Cost goes up
      - 7, 8, 9 will no longer be able to have a in person refs class with us
      - Online class – takes about 8 hours; only did f2f training
      - Not sure of how many – but need to have a space that holds 60 and IFJ would sponsor
      - Someone has organized this in the past but am not sure who has taken care of this in the past

- CIYSL – can help subsidize cost; mentoring program through Ryan Ash, see if they can put together clinic
      - Need to get the date/information out
      - Grade certification would be included
      - Pay for certification as long as they ref for PCSL
      - Illinois Ref association won't post dates until after January
      - Can CIYSL help to uniform the participants
      - Incentivize it
      - CIYSL is Down 39% in refs and in need of new refs
      - Kids can ref maybe when other siblings are at a tourney
      - How to we bring those who we train into our rec games/PCSL reffing and into the Travel tourneys
      - Include at all club meeting – how to include sportsmanship and behavior is included
    - Better target those age groups with targeted communication that includes the incentivized program
      - Sportsmanship issue
      - Could have a student testimonial
  - Upcoming Tasks - Winter Needs and Clinics and Futsul; need to do this quickly and how to put it out soon (put message out on November 7 or 15 last year)
    - Where are we going to hold those
    - Obstacles related to costs (revenue and cost for facility)
    - Held at BHS South gym (6 sessions; 1 hour; on Sundays; 30 sessions over the winter) – travel side coaches; ISU woman's soccer
    - \$3500
    - Cost was typically to cover the coaches; when players were free – no one showed up but when players pay, there were more people attending
    - What about empty warehouses – members will check options through City of Bloomington, and the Eastland Mall, etc.
    - Could we charge for travel for Futsol (they may go to Winter Training because it's free)
    - Charge per team for Futsol
    - Total hours – 10 weeks; 6 hours – 16 hours total (every Sunday)
  - How we communicate with rec/PSCL group –
    - Holiday wishes,
    - Closed December 16-January 6; updates for spring rosters; January 18 blast to all schools to try to draw in registration; Jan 27 email newsletter; Feb 1 registration; March – schedules are posted
    - 143 are on wait list for now usually lower at this time of year - email that was sent out to all those who were only registered for fall – 54 responded that they wanted to come back in the spring)

#### **Travel Operations Update – Myron/Amanda/Kurt O.**

- Fall Season Conclusion
  - Wins – losses
  - Over 100 teams at the Fall Tourney (weather helped; parking is always a situation)

- What was some of the feedback for improvements/changes for spring tourney
- How to have makeup of teams consistent; Size of teams and divide between red AND white; make sure that communication is consistent
- Winter training sessions – December for travel and for non-travel (11 sessions starting December 7)
- Licenses associated with the coaching manual – cost comes down for Chicago Fire; maybe get some more licenses to utilize consistent manual
- Suggest a new program (in UK) – Walking Soccer (older populations); 50x30 field;
- Player reports are done – Pete would like a grammar check;
- Having coaching meetings with all coaches
- Coaching webinars – different guests/educational webinars
- D license in January and March – in HCC
- CIU Super Y – soft launch; CIU this winter – play CIU winter (tradition), or CIU summer (Super Y) or can do both
- Upcoming Tasks- Winter Needs

### **Marketing/Sponsorship – Amanda**

- Marketing Committee- Next Steps
  - Fundraising – communication to including the rec side
    - Make them monthly or ongoing - \$370 earned at Chipotle
    - Last minute timing (at end of season)
    - Better communication including what funds will go to (i.e. # of soccer balls)
    - Ideas - Trivia night (went well - ~\$5,000; other things were happening and fell in priorities; could be annual), lip sync (didn't go so well), auction a parking space at the fields; etc.
    - Sponsorship packages for the Spring – golf carts
    - How this relates to the new fields
    - Get on list for Applebees (2 year waiting list) – can make a lot of money in 1 day; Culver's does the same thing

### **Community Outreach- Chris/Sean/Pablo**

- Winter Community Engagement- Events for Internal Members to Help Community
  - Thank you for shout out for Top Soccer in President's Letter
    - Next level as far as participation, concentrate on this for the Spring – talk to parents already involved and in person contact (Easter Seals), school contacts
    - Build longevity for this
    - Need additional adult coaches – 15-20 kids per coach if more may need more fields and more coaches
    - Buddies from rec and travel have been great
    - Give additional contacts to Chris or Sean
  - Service opportunities during off season as well as team building (wear club gear)
    - Bell ringing through Salvation Army; put out message – and message to PCSL families (work with Jeff on that; pictures of bell ringing from last year); is it Travel and Rec (soccer community who wants to give back to our community); include Top Soccer players and buddy as well; Midwest Food Bank could be added on over the winter
      - Friday, December 6 Schnuck's on Empire

- Saturday, December 7 at Sam’s Club
  - Saturday, December 14 at Jewel on Veterans
- Winter Community Engagement- External Events to Increase Club Exposure – extend conversation to January
  - Approach schools/administrators to Spanish speaking population and get out fliers in different language (send fliers home, make available on website)
    - Already delivered to preschools around town
    - Erika has all admin contact information – go through unit offices
    - Pablo can translate flier but someone can translate those in the future as part of volunteer hours
    - Maybe ask on registration – is there something other your primary language English
    - Bent and Sheridan schools have a larger Spanish speaking
    - Heartland Community College’s Adult Education program might be another point of contact

**Fields Update – Jeremy/Tim**

- Town/City/CVB Developments – joint council meeting proposed first week of December and topic is “sports complex”; IFJ will have a presence there if it occurs; will be in press – Tim and Jeremy will talk to press if press asks for spokesperson
  - Have told everyone December 31 is deadline for the IFJ and then we are moving on
  - IFJ doesn’t want the competition between the two cities, wants everyone working together
  - Some of the former top site options have moved down the list
  - Final spot will come down to overall cost, infrastructure, and access to location
- Capital Campaign – Giving Tuesday for December 3 (not sure if field will be resolved)
- Larger campaign will gear up and go public when site is announced.

**Other New Business**

**Executive Session**