

**Stafford Area Soccer Association  
Board of Directors Meeting Minutes  
January 12, 2011**

**I. Call to Order:**

The meeting was called to order at 7:02 pm.

Board Members Present: Tim Conklin (via telephone); Sean Harrigan; Randy Sparks; Bill Myers; Andrew Breithaupt; Rick Thoroughgood

Board Members Absent: Carla Smith

Others Present: Barry Hill; Renee Frey

**II. Public May Address the Board**

None.

**III. Other Reports**

**SASA Technical Director** – Barry Hill

Distributed a written report (a copy of which is attached) in advance of the meeting.

**SASA Rules & Discipline Committee** – Sean Harrigan

Reported that R&D is still looking into a situation created by a Recreation Division coach last season. The situation does not appear as bad as originally reported; however, other allegations have come up during the investigation. Sean will report back as additional information is learned. Barry reported that, until then, the coach has been red-flagged in the registration system.

**IV. Coordinator Reports**

**St. Patty's Day Tournament** — Tim Conklin

Sean Rose provided a written/e-mail report on the status of St. Patty's. A copy of the report is attached. Sean thinks we can accommodate up to 300 teams. He has hired an assistant with whom he will share his fee, and is hiring a sponsorship sales manager.

Question was raised regarding the increased cost of going to a three person referee crew for games. Tim indicated that he would contact Sean to see if he can provide that figure.

Rick raised the potential of changing the fee structure based upon costs, rather than simply continuing the current two stage fee structure for U9-U12 and U13 and older.

**V. Approval of the Minutes** – Minutes from the Board Meeting of November 17, 2010 were reviewed and suggested changes were proposed by Rick Thoroughgood regarding the report of the Travel Director. Tim moved that the Minutes be approved with the changes discussed; Bill seconded the motion. The Minutes were approved by a vote of 6-0 with the changes discussed.

**Stafford Area Soccer Association  
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**VI. Action Items** – None.

**VII. Board Reports**

**President** – Tim Conklin

Thanked Andrew Breithaupt for stepping in and heading the Classic Division.

**Vice President** – Sean Harrigan

No report.

**Secretary** – Randy Sparks

No report.

**Treasurer** – Bill Myers

Distributed updated Profit/Loss Statement and Balance Sheet and reported that SASA had net income of \$104,000 for 2010. Copies of these reports are attached to these Minutes.

Reported that SASA's tax returns for 2007 through 2009 have all now been filed and that the return for 2010 was filed on time.

**Recreation Division** – Carla Smith

No report.

**Classic Division** – Andrew Breithaupt

Reported that he is working with Victoria on fields for Classic training and practices. He wants to try to spread the practices out this season rather than having all Classic teams train at HH Poole.

Advised that his intent was to put coaches back in control of their teams. He intends to hold a coaches meeting, at which he would like some Travel coaches to attend, and wants to make it more of a social environment.

Reported that he wants to emphasize training and the importance of commitment/showing up to every activity. He has told some parents that, if players cannot make that commitment, they should consider the Recreation Division.

Reported that he does not intend to make exceptions for players that missed the Classic tryouts. While he will consider players that just moved the area, players that simply skipped the tryouts will not be permitted in Classic.

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**Travel Division** – Rick Thoroughgood

Reported that Argentina teams will be visiting from April 9<sup>th</sup> through April 12<sup>th</sup>. He is looking for host families and has been in contact with families that hosted last year.

Reported that SASA teams will not be allowed to pay to play in the St. Patty's Tournament. All SASA teams must volunteer during the tournament in order to play.

For Spring 2011, the Travel Division recommended that high school age teams sit out and sent that message in a blast e-mail to all families. The problem has been last minute changes in plans from teams. SASA needs to figure out how to fix that problem. We need an earlier commitment from the teams for Spring season because the fields and information must be loaded in February.

**VIII. New Business**

Barry provided the Board with a handout of expenses for Fall 2010 and reported that he and Heidi are working to get QuickBooks on-line. Once QuickBooks is up and running, we should have a better idea of the detailed figures and will be able to prepare and adopt a budget.

**IX. Adjournment**

Rick moved to adjourn, and Sean seconded the motion. At approximately 8:23 pm, the meeting was adjourned.

## Board meeting information January, 2011

### Fundraising

- **Uniroyal**
  - Each season we have worked with Uniroyal. They put vouchers in the coaches pack and even online.
  - We get a couple of dollars for every tire bought.
  - Last year we made about \$200
  
- **Qdoba Grill**
  - Are interested in doing some sponsorship. Coupons in coaches pack, tournament brochure etc....
  - Also possibility of having a fundraiser at their restaurant for the club or a team

### Fields

- **Field renovation**
  - Spoke to Tim Baroody (economic development director for Stafford county) about proposal putting Bermuda on Patowomack.
  - Both he and Chris Hoppe (Parks and Rec director) were apprehensive about the plan.
  1. Affects their budget
  2. it's a newer park
  3. Would like to get a new field online rather put money into one we currently have.
  
- **Land**
  - Spoken with and investor who is looking at our land.

### Other Soccer Groups

- **CSL**
  - Meet with the gentleman from CSL. They were looking to have more of a partnership. We both have links on our website for each other but I told them the issues we are having when it comes to fields so supporting any venture they have of coming into Stafford would not be agreed upon
  
- **YPSL**
  - Talked with a gentleman called Rob Napier from New Jersey Soccer Group. Information he sent;
  - The YPSL is here! The Youth Premier Soccer League offers your club the opportunity to field men's and women's teams in a true U20 league giving somewhere for your players to play when they're back from college in the summer. Equally, the YPSL provides a place for college-bound players to compete with collegiate players.
  
  - Focused on regional competition with the aim of no game being no more than 2 hours away, the YPSL will require minimum standards from all

clubs to ensure a quality playing surface, a trainer in attendance and water to be provided to both teams. The 10-game season will run from mid-May through the end of July with all teams to be carded through US Soccer.

- The YPSL provides an affordable alternative with a team entry fee of \$750 (\$600 if paid by January 1<sup>st</sup>). There will also be a \$250 bond returnable once the season is over.
- I look forward to speaking with you to discuss further your club's participation in the YPSL for 2011.
- <http://www.youthpremiersoccerleague.com/about.shtml>

**Discussion point**

- **Budget**

# Stafford Area Soccer Association 2011 Spring Season Calendar

January 2011						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

April 2011						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

January 17: Office Closed, MLK Day  
 January 29: Spring Classic registration ends  
 February 10: 1<sup>st</sup> Travel fees due  
 February 12: Spring Rec registration ends  
 February 18 – 21: Office Closed, Presidents Day  
 March 10: 2<sup>nd</sup> Travel fees due  
 March 12: Rec & Classic coaches meeting  
 March 15: Fields open  
 March 19-20: St. Patty's Day tournament  
 March 21: Rec & Classic practices begin  
 March 26: Classic Jamboree

April 2: Rec & Classic games begin  
 April 8: U8 Academy begins (ends June 10th)  
 April 9: U5 STARS begins (ends May 21<sup>st</sup>)  
 April 10: Final Travel player payment due  
 April 16: Picture day  
 April 23 – 30: No rec or classic games  
 May 27 – 30: Office Closed, Memorial Day  
 June 4: End of spring season  
 June 6: Fall Registration begins

February 2011						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

May 2011						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

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March 2011						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

June 2011						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

## Randy C. Sparks

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**From:** Conklin, Tim [Stock] [Tim.Conklin@stocksupply.com]  
**Sent:** Wednesday, January 12, 2011 7:39 PM  
**To:** Randy C. Sparks  
**Subject:** FW: Tournament - Board Meeting Summary

Randy

Here are Sean's notes from the meeting.....

Thanks  
Tim

-----Original Message-----  
From: Sean Rose - Stafford Soccer [mailto:tournamentdirector@staffordsoccer.com]  
Sent: Tue 1/11/2011 3:36 PM  
To: Barry Hill  
Cc: Conklin, Tim [Stock]  
Subject: RE: Tournament - Board Meeting Summary

Google AdWords is just ads that show up based on what you search for - just another way to attract teams. Bill has the updated ledger for sure.

Sean Rose  
Tournament Director  
Stafford Area Soccer Association  
tournamentdirector@staffordsoccer.com  
www.SASAPatty.com <<http://www.sasapatty.com/>>  
Facebook <<http://www.facebook.com/staffordsoccer/>> | Twitter <<http://www.twitter.com/sasapatty>>

-----Original Message-----  
From: "Barry Hill" <technical@staffordsoccer.com>  
Sent: Tuesday, January 11, 2011 2:59pm  
To: "Sean Rose - Stafford Soccer" <tournamentdirector@staffordsoccer.com>, "Conklin, Tim [Stock]" <Tim.Conklin@stocksupply.com>  
Subject: RE: Tournament - Board Meeting Summary

Thanks Sean.

What was the Google awards?

After last seasons tournament did you provide a financial report to bill or the board?

Barry Hill

Central Manager

Stafford Area Soccer Association

2/9/2011

Technical@staffordsoccer.com

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From: Sean Rose - Stafford Soccer [mailto:tournamentdirector@staffordsoccer.com]  
Sent: Tuesday, January 11, 2011 2:14 PM  
To: Conklin, Tim [Stock]  
Cc: Barry Hill  
Subject: Tournament - Board Meeting Summary

Hi guys,

Below, please find a summary for the meeting. Let me know if this is helpful and if you need any additional information.

Preparations are continuing for the St. Patrick's Day Tournament on March 19 & 20. As of Jan 10, 102 teams have applied for the event compared with 92 last year at this time. As you know, we had 264 teams participate last year and had over 300 applications.

Thankfully, we've been able to add Sealston Elementary (King George County - less than 10 mins from Duff) as a venue this year which will enable us to accept approximately 300 teams this year. Their fields are less than a year old and are bermuda grass.

I've brought on an Assistant to help with tournament preparation this year. Sophie Dorot has been extremely helpful and will continue to be as we continue with event planning. I am splitting my current tournament salary with her in exchange for her assistance this year.

The next volunteer meeting is scheduled for Feb 1 where we will assign sites for each division at the tournament.

Sponsorship-wise, we've brought on an experienced sponsorship salesperson, Jonsie Stone, to spearhead these efforts. We are close to securing a number of sponsorships and will look to her work as an additional revenue source for the year. She'll be paid a \$1,000 flat fee and 15% commission on sales. This increased budget item is partially offset with less expense in the area of Google Adwords.

If anyone has any specific questions, please have them email or call me. I can be at the next meeting as well if you'd like.

Thanks,

Sean

Sean Rose  
Tournament Director  
Stafford Area Soccer Association  
tournamentdirector@staffordsoccer.com  
www.SASAPatty.com <<http://www.sasapatty.com/>>  
Facebook <<http://www.facebook.com/staffordsoccer/>> | Twitter <<http://www.twitter.com/sasapatty>>

-----Original Message-----

From: "Conklin, Tim [Stock]" <Tim.Conklin@stocksupply.com>  
Sent: Monday, January 10, 2011 3:04pm  
To: "Sean Rose - Stafford Soccer" <tournamentdirector@staffordsoccer.com>  
Subject: RE: SASA Board meeting WEDS 01/12

Thanks!

Tim Conklin  
Triad Market Manager / #4103 Location Manager  
C: (703) 932-6695

Customer Focused, Associate Driven

From: Sean Rose - Stafford Soccer [mailto:tournamentdirector@staffordsoccer.com]  
Sent: Monday, January 10, 2011 3:04 PM

2/9/2011

To: Conklin, Tim [Stock]  
Subject: RE: SASA Board meeting WEDS 01/12

Fu...y - Barry just asked the same thing - will be happy to put it together. I can't be there because of NSCAA the next day, unfortunately, but will get you a summary by Wednesday @ lunch at the latest.

Hope all is well.

Sean Rose  
Tournament Director  
Stafford Area Soccer Association  
tournamentdirector@staffordsoccer.com  
www.SASAPatty.com <<http://www.sasapatty.com/>>  
Facebook <<http://www.facebook.com/staffordsoccer/>> | Twitter <<http://www.twitter.com/sasapatty>>

-----Original Message-----

From: "Conklin, Tim [Stock]" <Tim.Conklin@stocksupply.com>  
Sent: Monday, January 10, 2011 2:57pm  
To: "Sean Rose" <tournamentdirector@staffordsoccer.com>  
Subject: SASA Board meeting WEDS 01/12

Sean,

Can you put a quick note together about St Patty's day tourney?

Maybe a quick rundown on how things are going, any updates.

If you want to attend you can, but I can share this info if you want.

Thanks

Tim

**Stafford Area Soccer Association**  
**Balance Sheet**  
As of December 31, 2010

	<u>Dec 31, 10</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Office Cash Box	127.41
SunTrust General Account	149,155.21
SunTrust Land Account	1,501.18
SunTrust Savings Account	755.61
SunTrust Tournament Account	44,576.94
SunTrust Travel Account	6,685.18
Wachovia Money Market	92,865.86
<b>Total Checking/Savings</b>	<u>295,667.39</u>
<b>Total Current Assets</b>	295,667.39
<b>Fixed Assets</b>	
Land - Operating	597,200.00
<b>Total Fixed Assets</b>	<u>597,200.00</u>
<b>TOTAL ASSETS</b>	<u><b>892,867.39</b></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Other Current Liabilities	
Direct Deposit Liabilities	-7,948.57
Payroll Liabilities	7,395.33
<b>Total Other Current Liabilities</b>	<u>-553.24</u>
<b>Total Current Liabilities</b>	<u>-553.24</u>
<b>Total Liabilities</b>	-553.24
<b>Equity</b>	
Land Equity	347,200.00
Opening Balance Equity	320,875.46
Unrestricted Net Assets	120,450.99
Net Income	104,894.18
<b>Total Equity</b>	<u>893,420.63</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><b>892,867.39</b></u>

**Stafford Area Soccer Association  
 Profit & Loss  
 January through December 2010**

	Jan - Dec 10
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
Donations	1,711.00
Field Usage Fees	1,200.00
Interest	0.41
<b>Membership Dues</b>	
B00 Blue	3,900.00
B99 Blue Player Fees	2,900.00
B99 White Player Fees	1,750.00
G00 Blue Player Fees	3,652.00
G99 Blue Player Fees	2,800.00
NCSL Team Dues	4,310.00
ODSL Team Dues	3,425.00
Recreation/Classic/Travel fees	440,385.42
Registration/Merchandise	179,526.10
Travel Teams Dues	16,800.00
WAGS Team Dues	5,315.00
Membership Dues - Other	3,846.60
<b>Total Membership Dues</b>	<b>668,610.12</b>
Merchandise	178.80
<b>Tournament Income</b>	
Advertising	3,141.00
Merchandise	26,105.80
Registration	128,315.70
<b>Total Tournament Income</b>	<b>157,562.50</b>
Training Fees	12,000.00
<b>Uniforms</b>	
Coach Supplies	720.00
<b>Total Uniforms</b>	<b>720.00</b>
<b>Total Income</b>	<b>841,982.83</b>
<b>Cost of Goods Sold</b>	
Cost of Goods Sold	
Patches	1,425.00
<b>Total Cost of Goods Sold</b>	<b>1,425.00</b>
<b>Total COGS</b>	<b>1,425.00</b>
<b>Gross Profit</b>	<b>840,557.83</b>
<b>Expense</b>	
Advertising	2,060.45
Awards	2,058.09
Bank Card Charges	1,752.38
Bank Service Charges	871.96
<b>Club League Dues</b>	
NCSL Dues	14,511.00
ODSL Dues	10,405.00
WAGS Dues	19,446.00
<b>Total Club League Dues</b>	<b>44,362.00</b>
Dues and Subscriptions	724.51
<b>Field Expenses</b>	
Field Lining	10,275.00
Field paint and Other supplies	9,051.09
Field Use	57,488.19
<b>Total Field Expenses</b>	<b>76,814.28</b>
<b>Licenses and Permits</b>	
Coaching License expenses	477.49
Licenses and Permits - Other	5,100.00
<b>Total Licenses and Permits</b>	<b>5,577.49</b>
<b>Miscellaneous Expenses</b>	
Office Equipment	1,348.16
<b>Office Salary Expense</b>	
Salary-TD	26,531.25
Office Salary Expense - Other	2,785.09
<b>Total Office Salary Expense</b>	<b>29,316.34</b>
<b>Payroll Expenses</b>	<b>97,619.19</b>
Postage and Delivery	371.06
<b>Professional Fees</b>	
Accounting	20,554.00
Legal Fees	100.00
Outside services	3,763.00
<b>Trainer Fees</b>	
US academy	930.00
Trainer Fees - Other	31,215.00
<b>Total Trainer Fees</b>	<b>32,145.00</b>
<b>Total Professional Fees</b>	<b>56,562.00</b>

**Stafford Area Soccer Association**  
**Profit & Loss**  
 January through December 2010

	<u>Jan - Dec 10</u>
Recreation/Classic Fees	9,055.00
Referee Expense	41,755.50
Refunds	1,045.00
Registration Expenses	10,663.25
Rent	19,959.28
Repairs	
Building Repairs	2,985.00
<b>Total Repairs</b>	<b>2,985.00</b>
Returned Checks	1,945.00
Supplies	
Coach Supplies	2,598.19
Office Supplies	2,710.31
<b>Total Supplies</b>	<b>5,308.50</b>
Taxes	211.38
Technical Director	
mileage and cell phone	4,724.35
<b>Total Technical Director</b>	<b>4,724.35</b>
Telephone	4,545.65
Tournament Application Fees	40,110.00
Tournament Expense	
Advertising	1,668.49
Athletic Trainers	1,390.00
Awards	5,176.00
Director Bonus	10,000.00
Equipment Rental	3,675.00
Field expense	19,307.25
Referee Expense	48,559.50
Staff Salary	500.00
Supplies	8,189.00
Tournament merchandise	19,881.40
Web Services and Registration	2,307.00
<b>Total Tournament Expense</b>	<b>120,713.64</b>
Travel & Ent	
Meals	123.42
Travel	207.30
<b>Total Travel &amp; Ent</b>	<b>330.72</b>
Travel Coaches Expenses	
AGC Salary	9,500.00
Coach Salary	56,500.00
Hotels	2,899.80
Meals	1,193.17
Mileage	560.00
<b>Total Travel Coaches Expenses</b>	<b>70,652.97</b>
U8 Academy Expenses	
tournament	600.00
<b>Total U8 Academy Expenses</b>	<b>600.00</b>
Uniform Expense	48,115.84
Utilities	
Gas and Electric	1,264.53
<b>Total Utilities</b>	<b>1,264.53</b>
VYSA Fees	23,454.00
<b>Total Expense</b>	<b>735,663.65</b>
<b>Net Ordinary Income</b>	<b>104,894.18</b>
<b>Net Income</b>	<b>104,894.18</b>

**Fall Season 2010**

<b>Category</b>	<b>Rec Division</b>	<b>Classic Division</b>	<b>for entire division</b>
Technical Staff	\$14,380.00	\$5,960	\$20,340.00
Soccer plex/land	\$11,510.00	\$5,960	\$17,470.00
Insurance	\$10,668.00	\$5,364	\$16,032.00
Administration	\$8,632.50	\$4,589	\$13,221.00
Demosphere registration	\$5,755.00	\$2,980	\$8,735.00
Rent	\$5,755.00	\$2,980	\$8,735.00
Stafford County	\$5,755.00	\$2,980	\$8,735.00
Field Lining	\$4,604.00	\$2,254	\$6,857.50
Equipment	\$3,740.75	\$2,980	\$6,720.75
Field lining expenses	\$2,877.50	\$1,490	\$4,367.50
Technical expenses	\$1,496.30	\$775	\$2,271.10
Advertising	\$1,151.00	\$1,192	\$2,343.00
Misc.	\$1,151.00	\$626	\$1,776.80
Tax Prep	\$1,151.00	\$596	\$1,747.00
Telephone	\$1,151.00	\$596	\$1,747.00
Coach Licensing	\$863.25	\$6,245	\$7,108.25
Bank fees	\$575.50	\$298	\$873.50
License & Permits	\$575.50	\$298	\$873.50
Field Equipment	\$575.50	\$298	\$873.50
Staff Development	\$575.50	\$298	\$873.50
Utilities	\$460.40	\$238	\$698.80
Office supplies and equipment	\$345.30	\$2,831	\$3,176.30
Pro training	\$0.00	\$17,230	\$17,230.00
Jamboree	\$0.00	\$2,533	\$2,533.00
Referees	\$18,713.00	\$11,115	\$29,828.00
Trophies	\$922	0	\$922
	\$103,384.00	\$82,705	\$186,089.00