



## Board of Directors Meeting Minutes

June 30, 2022

### **Board of Directors**

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Cindy Quan, Chair           | <input checked="" type="checkbox"/> Adam Wilson       |
| <input checked="" type="checkbox"/> Robert Pennoyer, Vice Chair | <input checked="" type="checkbox"/> Anthony Piscicoli |
| <input checked="" type="checkbox"/> Grant Nadell, Secretary     | <input checked="" type="checkbox"/> Christie Paulson  |
| <input type="checkbox"/> Nick Webster, Treasurer                |   |

### **Personnel**

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> Terry Fisher, Cal South CEO                                       | <input checked="" type="checkbox"/> Chuck Porter, Controller           |
| <input type="checkbox"/> Steve Hoffman, Cal South Technical<br>Director & Coaching Education Director | <input checked="" type="checkbox"/> Jordan Schweitzer,                 |
| <input checked="" type="checkbox"/> Adrian Marquez, Cal South Manager                                 | <input checked="" type="checkbox"/> Jesus                              |
| <input checked="" type="checkbox"/> Steve Marquez, Cal South Manager                                  | <input checked="" type="checkbox"/> Diogo Gama, Director of Soccer     |
| <input type="checkbox"/> Anthony Morales, Cal South Manager   | <input checked="" type="checkbox"/> James Stewart                      |
| <input checked="" type="checkbox"/> Blane Shepherd, Director of Marketing                             | <input checked="" type="checkbox"/> Ignacio Blanco, Director of Soccer |
| <input checked="" type="checkbox"/> Juan Guzman, State Referee Administrator                          | <input checked="" type="checkbox"/> Juan James,                        |

Call to Order: 5:11 pm

### **Committee Assignments**

Executive: Cindy Quan, Robert Pennoyer, Grant Nadell, Nick Webster

Audit Committee: Nick webster, Robert Pennoyer

Nominations Elections, Credentials Committee: Cindy Quan, Robert Pennoyer

PAD: Christie Paulson, Adam Wilson, Grant Nadell, Raul as liaison

SRA: Juan Guzman, Robert Pennoyer, Cindy Quan

Risk Management: Christie Paulson, Adam Wilson, Tony Piscicoli, Robert Pennoyer

### **Foundation Update**

Jordan Schweitzer - New board of directors. Cindy Quan and Jerry Selby as president. Foundation to rebrand with new logo and a website revamp. Process of developing a new funding strategy involving grants and looking into private money with sponsorships and partnerships. Launching first school program and pilot in the San Bernardino School District starting this fall with school-based programs. Continue to build out the foundation and revive it, to build and empower communities through the game we all love. Taxes will be completed once we have access to the bank account.



## Financials

Chuck Porter – QuickBooks will be live September 1st. To date revenue is a little more than 3,000,000, expenses are almost 4.5 million with a loss of 1.4. Insurance is \$1,000,000 a year.

Terry Fisher - Audit is complete.

## Strategic Plan

Terry Fisher – We have Ignacio Blanco and Diogo Gama and in the financial side, Adrian, Chuck, Deborah, Eddie and Gabby. And on the other pillar, Laura. In terms of member services and technology, Steve Marquez. and Blane.

We now really have solidified our partnerships with Coach Soccer League. I think we clearly understand the market dynamics.

We are ending up about 70,000 in youth and 8,000 in adults; still have a long way to go to get to 100,000 of youth and 20,000 adults. Due to good outreach, we are going to maintain most of our members, and we are going to probably gain a few back. Moving forward with our concepts of what good programming is; building a really good business based on great customer service with really good competent reliable programs and say to the marketplace we are fairly priced and providing good value. We would love you to be a member of Cal's health and build our programs based on that. James Stewart has been very helpful working with all of us talking about how we should develop our thinking on the strategic plan.

James Stewart - Congratulated the team for the amount of thoroughness, the amount of innovation and detail put into the strategic plan. They have a great plan for reaching out to communities and bring new people into the fold.

Juan Blanco – We are bringing back new members to the association. The plan includes existing programming that already has lived and been produced at the Association for the past years. The new programming is engaging on a relationship level as opposed to a transactional level. All of the projects are backed up by a strategic individual plan, an individual budget and independent KPI.

Diogo Gama – Explained that we really work carefully bringing a feeling to the things that we are doing. Futbol is all about passion; it's about feelings; it's about community; it's about culture. and this is the thing that we really need to bring on. Every project is backed up with a plan and a recap of the brief of findings, a budget PNL and strategic fit for the overall goal of the association.

Diogo Gama – Introduced himself and provided his world-wide experiences. One of the things that is important for us is to work with recreational youth. Not just in Laguna, we are also wanting to open an LB for the younger ones. Give more tools to the coaches and understand what the reality of recreational coaches is and make their job as easy as possible.

Juan Guzman - Biggest number of referees ever from an association to go to the Nationals and this is a big achievement. This is definitely a very good KPI for our association. Juan thanks the staff for all their support. There is more things to come, the webinars, core, all these sessions.



We are going to end up around 4,000 to 4,500 referees this year and about 500 in the pipeline that are still missing a few things. These are pre pandemic numbers, the recovery of the last 12 months. In December of 2019, we had 4,200 referees.

Juan Blanco – Provided his background. We used to run the largest Hispanic soccer program in America in 10 cities with 1600 more or less teams from the owner Filiated market. One thing that that this association hasn't performed quite successfully, is to get at the level of the audience and just listen to what they have to say, understand their needs. Connecting now via programming, via education, via having our content in both languages. We are using local leaders in different parts of Southern California

Terry Fisher – Pacific Players League in San Diego to start with 30 teams. 47% of our market is Hispanic.

Juan I Blanco - Goal is to have PPL with 100 teams on summer 2023 and grow that to 200, around 100 to 50, a 150 to 200 on summer of 2024. We have PPL website.

Terry Fisher – Provided CSL and Silver Lakes updates.

A plan was put forward by US Soccer, which was word for word, our program for ITG, for our program in Cal South and Bill Taylor from Idaho stood up and said, isn't this Cal South program to which there were a few wrinkled faces. So I believe that there is going to be some money coming from US soccer in the next round for ITG to help us in our budget as well as our execution.

Juan Blanco – Membership services led by Laura, supported by three staff members, Pintia, Raul, and Brenda, We have Andres leading marketing, social media and the website. Rick Johnson is on the design team, creating logos and branding. Carlos Jurado comes from Monterey, Real de Monterey. He's in Mexico City getting a certification from the Mexico Soccer Federation to scout female Hispanic girls in the region. He's basically leading as a manager of business development and on affiliated outreach as well as PPL. He's going to be involved in the new programming with myself. Aldo Ramirez is focused on bringing the unaffiliated adult leagues into our family.

Diogo Gama – Mentioned Juan Guzman, Steve Hoffman, and Anthony Morales.

Grant Nadell

When you had said that Socal soccer that people are reticent maybe to leave, they're concerned of, you know, what what might happen to them. So. So some of that might have to do with the fact that Michelle, who runs Socal soccer over there, Kelly, she also happens to run. I think it's two if not three of the top tournaments in Southern California. So teams that not only play don't play Socal but wanna play into those tournaments.

Terry Fisher - Financial side, Chuck Porter, Adrian.

Steve Marquez – Stacks Sports. When a player registers, when a pair a parent registers a player, we're going to collect that registration fee. We've migrated the last three or four months to the online invoice management system. So that's really relieved the accounting team finance team quite a bit. The next tier up is collecting that fee point of entry.



Blane Shepherd - He's spent 17 years at the Galaxy. Blane, are you still with us? Partnerships and sales, consistency of partnerships and sales. Get back to building sales pipelines for categories like hotels, sponsorship sales, but also on the other side like USYSA and their 30 associations. It's day-to-day, monotonous and it's day-to-day building that sales pipeline so that we're establishing relationships and we're making sure that we're asking for the sale as often as we can.

Terry Fisher – Provided an update on the 50th Anniversary project so I have. Think about the 50th anniversary. Think about the 50 top referees; think about the top 50 female soccer players that we've produced in Cal South; think about the 50 top boys soccer players; think about the 50 best coaches; think about the best soccer citizens that we've created in Cal South and I can't even begin to tell you where that list stops.

Jesus Cisneros – Updated the board on Kern County facility. We are reaching out and looking for every business opportunity that we can get our hands on. US Ultimate Frisbee National organization wants to host their annual national tournaments here. They are looking to us for interest. So again, a big boom in the decisions that are being made out here to increase revenue, increase business at the same time, try to keep expenses down and make the space cost effective. So.

Juan I Blanco – Recap on the Cinco de Mayo tournament. Registered 152 teams from the region, but also from LA area. Out of those 150 teams, 110 came from the affiliated market, 40 came from the non-affiliated market. Brought them on board on the Infinity system and gave the coaches licenses and safe sport. The conclusion was 7700 thousand of economic impact on the region. That report allows us to present next week to this contact sports for parks and rec of the region.

### **AGM**

Terry Fisher - Joint meeting AGM and League America.

### **Calendar**

Grant Nadell – request for a calendar of any action items that are required, dates like board meetings etcetera onto a calendar so that we can take a look and make sure that we're making decisions when we need to make decisions, so on and so forth.

Staff will build a master calendar within the company, so we should be able to integrate the board calendar to the company calendar in terms of structure in a way that makes sense for everybody.

Motion #1: Robert Pennoyer motioned to go into closed session, seconded by Christie Paulson; passed unanimously.

Motion #2: Robert Pennoyer motioned to exit closed session, seconded by Christie Paulson; passed unanimously.

Adjourned at 7:24 pm.