



Board of Directors Meeting Minutes

September 1, 2022

Board of Directors

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|---|---|
| <input checked="" type="checkbox"/> Cindy Quan, Chair | <input checked="" type="checkbox"/> Adam Wilson |
| <input checked="" type="checkbox"/> Robert Pennoyer, Vice Chair | <input type="checkbox"/> Anthony Piscoli (family emergency) |
| <input checked="" type="checkbox"/> Grant Nadell, Secretary | |
| <input checked="" 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 Director & Coaching Education Director | <input type="checkbox"/> Jordan Schweitzer, |
| <input type="checkbox"/> Adrian Marquez, Cal South Manager | <input type="checkbox"/> Jesus |
| <input checked="" type="checkbox"/> Steve Marquez, Cal South Manager | <input type="checkbox"/> Diogo Gama, Director of Soccer |
| <input type="checkbox"/> Anthony Morales, Cal South Manager | <input type="checkbox"/> James Stewart |
| <input type="checkbox"/> Blane Shepherd, Director of Marketing | <input checked="" type="checkbox"/> Juan Ignacio Blanco, Director |
| <input type="checkbox"/> Juan Guzman, State Referee Administrator | <input type="checkbox"/> Juan James, |
| | <input checked="" type="checkbox"/> Christie Paulson |

Call to Order: 6:01 pm

Minutes

Motion #1: Cindy motioned to accept the June 30, 2022, minutes; seconded by Robert; passed unanimously.

Motion #2: Cindy motioned to accept the July 30, 2022, minutes; seconded by Robert; passed unanimously.

Financials

Terry reported on the new accounting system. He thanked Chuck, Adrian, Deborah, Gabby, and Eddie for all the hard work you are putting into the transition. Chuck noted that the old system is still being used for the next several weeks until year end.

Chuck presented the July's financials in detail and answered questions from the board. Steve discussed the changes being made to cut down business costs. The cost of the audit was discussed; it should be starting soon. The audit should start in October. Chuck will get fee proposals.

Nick inquired about lawyer fees. Terry and Adrian shared plans to bring them down.

CEO Updates

Stack Sports: 5-year contract is being completed. It will give us direct pay at point of registration. Steve explained different management levels.



50th Anniversary: beginning the solicitation from the entire membership for the nomination for our 50 Best Boys, 50 Best Girls, 50 Best Coaches, 50 Best Referees, 50 of everything is going to start the 18 month process of collecting names, nominations, recommendations, photographs, videos and the whole idea is to build a library full of everybody's remembrances of how good CalSouth was/is. Looking for a venue.

Programming: Open Cup will be open to everyone in Cal South. Grant shared some marketing ideas.

Juan Ignacio Blanco informed the board of Cal South branding presence at the Orlegi Cup and Chivas Cup. Juan discussed the new website and how we are trying to filter and select what's important as opposed to what's nice to have. Social media includes Facebook, Instagram, Twitter, Tik Tok, and LinkedIn. Working with CSL to improve their social media communication and branding. Partnering with Alliance, Futbol Soccer program, a strong Hispanic platform that are going to partner with this year or the following year to increase our Hispanic audience. Juan shared his experience at Soccer House and ITG information. Actively looking for grants, Loretta. Viewing parties are in the works. The Mexico game versus Argentina is on the same weekend of the Thanksgiving Cup, so we're planning to stop the games for at least an hour.

Kern County Soccer Park: Since Jesus Cisneros, a former referee, is managing the park, literally the grass has gotten greener by 10 shades as well as the revenue potential and income, which will go forward, making Kern County Soccer Park a very profitable piece of business for us and Cal South. The largest Frisbee tournament in America will be played at Kern County Soccer Park. Kern County Soccer Park has a new website.

Grant assisted with the introductions in Laguna. We're going to make some great progress this coming year with recreational organizations in the coaching education side as well as in helping them do better with recruiting new coaches.

SRC: We have more than 4,000 referees. Robert shared that the quality of the referee program that Juan is continuing to promote and it's making a difference.

AGM: The AGM and the League America Summit as a combined meeting in January at the Arboretum. So AGM will have to have a headliner.

Adidas Contract: Close to being finalized. General Sporting Goods will be our service suppliers of all of our tournament gear. Possible deal with Score and Pro Time for recreational outfits.

Motion #3: Robert motioned to go into closed session, seconded by Grant.

Motion #4: Robert Pennoyer motioned to exit closed session, seconded by Grant.

Adjourned at 7:40 pm.