

STRATFORD YOUTH SOCCER MEETING

March 20th, 2018 at 7.00 p.m. at the Knights of Columbus, Morgan Street, Stratford.

The following board members were in attendance:

Graham Bunting, Mike Vancea, Kevin Machado, Mike Binns, Julie Leitch, Gabrielle Nemeth, Lynda Sauvé, Anita Dubé, Tony Hunter.

The following Board members were unable to attend: John DeBoeck, Lucy Doney, Todd Steel, Don Herlick, Carla Vancea.

Staff members in attendance were Maureen Mitchell and Lori Misuraca.

The Meeting was called to order by President Graham Bunting.

Minutes of Previous Meeting – Tony Hunter

Moved by Tony and seconded by Mike Binns that the minutes as distributed be approved. The motion carried.

President's/Vice-President's Report – Graham Bunting and Mike Vancea

It was agreed that families requesting financial assistance be directed to Jump Start (through House of Blessing, Salvation Army, YMCA) or to Stratford Social Services.

The Ontario Soccer Board of Directors have approved a new [Code of Conduct and Ethics Policy](#) in order to be compliant with Bill 132 Sexual Violence and Harassment Action Plan Act amendments, as well as the Ministry Tourism, Culture and Sport requirements for Provincial Sports Organizations through the Ontario Amateur Sport Fund.

Moved by Gaby and seconded by Tony that the new guidelines, as discussed, will be circulated to all the appropriate groups (coaches, refs, etc.) The motion carried.

Mike discussed our advertising efforts:

We spent \$1052.00 on Brochures; \$750.00 on Google ads; \$135.00 on Face book ads; and paid \$966.00 to Glen Cressman for his services.

The Google ads were viewed more than 14,000 times and represented almost 300 clicks (2% of views) on our website. The ads were broken down into six different categories; the top three ads focused on [Local Sports; Camps; Soccer](#) and represented almost 4% of the total number of clicks on our website. The other three ads represented 0.6%.

Lori Discussed the face book ads and has provided us with the following facts: 9274 people did a "reach" after seeing our ad on face book. 332 (4%) of the people who did a reach clicked on our website.

For both lots of ads we have no way of knowing how many people actually signed up.

Kevin suggested that we put a [must check box](#) "how did you find out about us" on our registration page.

Moved by Mike Vancea and seconded by Anita that we spend a further \$300.0 on Google ads and \$200.00 on Face book ads. (Total of \$500.00). The motion carried.

Proposal to run clinics for Travel Teams – Kenny Murphy

Kenny outlined his plans for clinics for the travel teams. There will be 4 clinics x 3 hours per clinic. The clinics will incorporate all positions.

The clinics are to be completed before the end of May. Payment will be made at the completion of the clinics

Moved by Mike Vancea and seconded by Gaby that Stratford City Soccer Club be paid the sum of \$2000.00 to run the clinics as outlined. The motion carried.

Kenny indicated, should other teams wish to receive additional training, that he would work that out with them and that the costs would be the responsibility of those individual teams.

March 2018 - Administrators report - Maureen Mitchell

Registrations: House League – 234; Travel – 244 (3 pending payment) – (17 not registered)

Camp : 4 full day - 1 half day; Classic Tournament : 4 Teams.

Referee courses : Entry Level-5; Small sided-7; AR course-3

We will be hosting the WRSL Kick off Cup on May 12 & 13 at the Festival Hydro Park. An invoice was sent out to them for the field rental.

I have received a refund request that I will present at the meeting.

Jumpstart funding has come in for players through the Salvation Army, the House of Blessing and the YMCA. The City of Stratford has also paid for some players.

The Travel sponsors have been assigned and sent to Dunny's.

We are still waiting for payment from some sponsors.

We will know the number of sponsors needed for House League when registration is complete.

A thank you letter has been sent to the memorial donators in memory of John Buca. Thank you to Tony Hunter for drafting up the letter.

The referee courses are all set up and accepting registrations. I monitor this closely to approve them into the course when they have paid.

The Cowan field has been open for use as of March 1st. I did up a calendar for the field assignments; it is posted on the web site. An invoice has been sent to the Rugby group for field rental.

The League has sent me the home schedule for all the teams.

The fields have been assigned and sent back to the league to post.

They will be posted on the web site very soon; coaches will then have a chance to make changes.

I have asked all the travel coaches for their requests for practice nights through the season, once all the game schedules are inputted, practices will be put in on open fields.

March 2018 - Communications Administrator Report - Lori Misuraca

-answered all incoming calls (lots)

-answered all incoming emails and forwarded to the appropriate board member if necessary.

-mass email sent to all indoor registrants regarding final day.

-post board meeting notice and minutes on the website

-paid our dream hosting account for the year

-answered and checked face book messenger daily

-help families register on power up

-directed families in need of financial assistance

-sent a reminder to indoor registrants that there was no indoor soccer on family day

-put photos on Instagram, face book and the website from our ball donation in Nicaragua.

-updated our refund request form

-posted the sports link sale to face book and instagram

-sent emails to all 2017 house league players to remind them that its now time to sign up for the 2018 season

-created face book advertising ad regarding financial assistance

-put the ref courses on the website

-put the field schedules on the website

-I have a refund request that I will bring to the meeting

Matters arising from the Administrators' reports:

Lynda will call the delinquent travel players to see what the issue is with non-payment.

Moved by Julie and seconded by Anita that refund requests would be handled as per the registration form. Refund requests need not be brought to the board for permission unless it was thought necessary. The motion carried.

Treasurer's Report – Kevin Machado

Moved by Kevin and seconded by Mike Vancea that the Treasurer's report as submitted be adopted. The motion carried

Travel Report – Don Herlick

- We had quite a few new players from out of town interested in playing in Stratford.
- Emailed coaches and parents to set up practice nights for the 2 parties to meet.
- Evaluated 2 players trying to play up a division
- Dropped off evaluations to Maureen to pass on to the league
- Organized a CPR course (March 24th)
- Answered emails from coaches and parents
- Working with Dunny's about uniforms
- Working with U18 boys coach trying to find players for the upcoming season, we presently have 12 players and are hoping to find at least 3-4 more to make it work

March 25th is the final Cup weekend for our 2 Stratford teams playing indoors in London (go Stratford!!)

House League Report – Gabrielle Nemeth

Fields for the Senior Boys and Girls were discussed and decided to use the NA engineering cross fields.

Referee Report

Holly has agreed to do the scheduling. The remuneration is to be 4 months x \$200.00 and 2 tournaments x \$200.00. SWRSA will be scheduling referees for the U13 and older divisions.

Julio Farfan has been appointed to the position of Referee Mentor and will attend a small sided course on May 5th.

SSA Report – Mike Vancea

Mike reported that SSA is still in the meetings stage of the costing and design of the Pavilion.

Minor Sports Council – Lucy Doney

There was no report available

New Business

Moved by Gaby and seconded by Kevin that any advertising done by Stratford Youth Soccer on its website or elsewhere come to the board for approval. The motion carried.

Graham indicated that Cystic Fibrosis ran a lawn bowling tournament every year and, because of a lack of facilities this year would like to use the Cowan turf field on July 13th. A possible \$250.00 field use fee was discussed.

Adjournment

Meeting adjourned at 8.53 p.m. on a motion by Mike Binns and seconded by Lynda Sauv . The motion carried.

The Next Meeting will be on April 10th, 2018 at 7.00 p.m. at the Knights of Columbus Hall.