

Seattle United Board of Directors Meeting Agenda

7:00 pm October 21, 2010

John Marshall School, 65th and Ravenna
520 Northeast Ravenna Boulevard

- 1) New Introductions
 - a) Sandy Weingart
 - b) Dave Hennes
- 2) Governance
 - a) Corporate Housekeeping 10 min
 - i) Approval of prior Minutes
 - ii) Ratify electronic votes
 - (1) Dave Hennes – new Board member
- 3) Officer and Committee Reports
 - a) Governance/Compliance – Phil Herold (Bret MacPherson)
 - i) WYS Ethics Comm hearing
 - b) Marketing-Communication – Rob Palmatier
 - i) Survey
 - ii) Regional supplemental surveys
 - c) Volunteers–
 - i) Volunteer hour tracking; carrot or the stick
 - ii) Volunteer coordination
 - d) Treasurer's Report– Andrew Cross
 - i) Vendor Policy
 - (1) ISS
 - ii) Financial Report
 - iii) Budget
 - e) Strategic Planning – Mike Murphy
 - f) Uniforms – Bryan Coluccio
 - i) Backorders
 - g) Fundraising – Charlie Butt, Len Jordan, Jimmy Mac
 - i) Café d'Arte
 - ii) Gala
 - h) Coach training and development
 - i) Reimbursement for education, certification, and licensing
 - ii)
- 4) Old Business
- 5) New Business

Seattle United, FC

Minutes for Board of Directors meeting, Oct. 21, 2010

Officers, Board Members, and staff attending the meeting

President	Bret McPherson	present	Executive Director	Sandy Weingart	present
Executive VP	Mike Ehrenberg		Coaching Director	Jimmy McAlister	
Secretary	Dave Richardson	present	Technical Director	Jason Farrell	
Treasurer	Andrew Cross	present	Volunteers	Cynthia Slate	present
Strategic Planning	Mike Murphy	present	Soccer Operations	Parker Mason	present
Marketing	Rob Palmatier	present			
Compliance	Phil Herold		Guest	Stefan Cobb	present
Fundraising	Len Jordan		Guest		
Fundraising	Charlie Butt	present	Guest		
Scholarship	Jess Gobel	present	Guest		
Uniforms	Bryan Coluccio				
SYSA Rep	Bob Sigley	present			
SYSA Rep	Joe Peck	present			
Soccer Operations	Dave Hennes	present			
Student Board	open				
Student Board	open				

Call to Order

The meeting was called to order at 7:10 pm.

Consent Agenda – Vote to Approve Minutes

The minutes were tabled to be considered at the end of the meeting.

Confirmation of online votes – One online email vote was held since the last meeting was confirmed.

- Seattle United Transition Plan Resolution: President Bret McPherson's transition plan resolution adding Sandy Weingart as Executive Director, Dave Hennes to the Board and naming him Co-Chair of the Soccer Operations Committee with Co-Chair Parker Mason, and specifying that the Technical Director reports directly to the Board was approved unanimously. Motion passes.

Introductions

President Bret McPherson introduced new Board Member Dave Hennes and Executive Director Sandy Weingart. Both Dave and Sandy introduced themselves and were warmly received.

Officer and Committee Reports:

- **Volunteer Coordinator: Cynthia Slate** – Cynthia asked the Board to reconsider the volunteer program dynamics; how do we track hours better, can we get volunteer coordinators for all teams, do we enforce the pay-out system (which was very unclear on the website)...how? The same 25 people are volunteering all the time. The discussion stressed that SU is a volunteer-driven organization and this will be an educational process. One suggestion was that a different tone should be taken, more of an ask, not requirement...so a sense of camaraderie was developed and people want to volunteer. Communication was identified as key, and while each team has a responsibility, we're in our first year. This will improve with time. Going into the 2011 season, our process needs to be explained. It was also discussed that the process will become more seamless going forward but there needs to be something enforcing volunteer hours. Each team should have a Volunteer Coordinator. Cynthia also felt the club hours vs. team jobs should not be a concept, it should only be about the club and volunteering for the club. Crossfire's policy was examined — they charge members extra for "volunteer fees" and then refund the fees as they log volunteer hours. Many just donate the money and don't ask for it back. The sentiment was expressed that we are a different operation than Crossfire. Also, that this is a next year piece—we will get systems like this in place.
- **Tryouts: Parker Mason** – Parker and Dave Hennes are soliciting members from each region to form the 2011 Tryout Committee to organize tryouts, including the tryout calendar.
- **Compliance Officer: Phil Herold** - Bret reported for Phil because he could not be present. A number of incidents have occurred and Phil has done a great job working with the State and the RCL. Bret commended Phil for his representation and effort in this area.
- **Marketing: Rob Palmatier** - Approved discounts on the sale of SU gear; need a program to promote these discounts and events...in the newsletter? It was emailed out to all parents in "parent 1" field in Bonzi. Fifty percent of the time, "parent 1" email is the same as "parent 2." One reminder went out after the initial survey was sent. The generated data is based off of 550 replies. The first page was about the club, the second page was open responses, the third page was about coaches and teams, and the last page was about programs. The club report was sorted by region and very detailed with the goal question of: "What predicts satisfaction overall?" A lengthy discussion ensued.
- **Treasurer: Andrew Cross** - Andrew indicated that we are still in start-up mode and there will be a shortfall as of the fiscal year's end in March. How much is the question? We need a forecast on revenue/cost for upcoming events, like the Gala, etc...For a cash flow forecast...we are seven months into our budget; this snapshot (provided) is as of October 1st. In terms of Accounts Receivable...we have 80k to collect (this is down from last month's 113k); 11k of this is attributed to one team. We need to do our best to collect as much of this as possible and needs to be largely done by January 15th. After then, we shouldn't expect people to keep this debt on their radar. There are a few accounts in default of payment plans.

Now is a good time for SOC to start talking 2011 programs so we can start planning that budget.

Vender Policy

We need a process to make sure our club is covered and that individuals we choose are vetted with the club. Motion to ratify policy regarding a vendor sheet/contract. We should ask if they have their own liability insurance and develop an agreement to hold harmless. This is a policy for commercial enterprises like Coerver and ISS. It was emphasized that we should ask vendors for Liability Insurance up front, but Andrew and Sandy should have discretion to waive the requirement. A discussion ensued regarding the need to separate management from governance. Opinions regarding ability of coaches to hire team trainers were shared. The policy was approved unanimously.

Fundraising

Charlie is researching venues for the Gala to take place in early February—Aquarium, Bell Harbor, etc... Discussion regarding hiring a professional planner. Concern expressed regarding time to plan such a large event successfully (with or without a professional planner). Discussion of a raffle and license needs for the same.

Soccer Operations

Dave Hennes suggested developing policy surrounding coach training, education and certifications. A discussion regarding reimbursement ensued. Andrew noted that there was money in the budget for this. One possibility is to pay the certification fee once the class was passed. Travel and accommodations would not be reimbursed.

Adjournment

The meeting was adjourned at 9:07 pm.

Minutes

Minutes submitted by Sandy Weingart and Dave Richardson.