

ASSA Board of Directors  
Planning Meeting Minutes  
February 1 – 2, 2013

February 1, 2013

In attendance:

Will Maffit	Phil Duerr	Susan Roehrenbeck
Scott Hendren	Charlie Toler	Sabrina Blankenship
Amanda Quillin	Allen Finney	Holt Crenshaw

Staff: Gayle Smith, Robert Parr, and Kathy Schimmel

Absent: Kelly Woodall, Trey Bailey, and Bill Nelson

We discussed various ways to increase new membership and retain our current membership.

Brainstorming exercise:

1. Re-establish Centers of Excellence
2. Hire coaches (independent contractors) to train in specific areas of the state.
3. Create an electronic newsletter to reach parents, coaches, and administrators
4. Need to reach out to the parents – our real members
5. Provide a “membership in a box” a how to run a club successfully
6. Market to parents of U8 and below
7. How do we help find volunteers? Define term & responsibilities
8. Form committees to involve more volunteers
9. Need to provide a quality experience
10. Work with Border States to help teams find appropriate level games/leagues.
11. Open our leagues to teams from other states
12. Start adult program – target small college towns, USASA weekend pass
13. Allow teams in specific areas (no association) to register teams directly with state.
14. Identify and target grassroots zones
15. Market to Parks & Rec. programs
16. Establish marketing committee
17. Incorporate street soccer in urban areas

Committees:

New Program Growth: Kathy Schimmel, Amanda Quillin, Phil Duerr

League development: Robert Parr, Holt Crenshaw, Trey Bailey

Marketing & Branding: Gayle Smith, Sabrina Blankenship

Due date for committee reports: March 11. To be discussed at the March 18<sup>th</sup> board meeting.

New Board meeting time: 7 pm, the 3<sup>rd</sup> Monday of each month. Gayle will provide calendar of dates.

February 2, 2013

In attendance:

Will Maffit

Phil Duerr

Susan Roehrenbeck

Scott Hendren

Charlie Toler

Sabrina Blankenship

Amanda Quillin

Bill Nelson

Trey Bailey

Holt Crenshaw

Staff: Gayle Smith, Robert Parr, and Kathy Schimmel

Absent: Kelly Woodall, Allen Finney

Bill Nelson discussed the Online Referee Assignor Program that the referee committee is developing. He asked the board to make a strong recommendation for every club to have an assignor.

Bill Nelson left the meeting.

Kathy Schimmel and Gayle Smith discussed the proposed registration fee structure. The board discussed the ramifications of the fee structure and how it will affect recreational team formation rules. The following fee structure was proposed:

**Current Cost Structure**

Level 1 (Rec 1) \$8.50

Level 2 (Rec 2) \$16.50

Level 3 (Classic) \$24.50

**Proposed Cost Structure**

Micro \$6.75 (dropped from the proposed \$7 fee)

In-house \$8.00

League \$12.00

Tournament \$20.00

Select \$24.50

Gayle Smith presented the minutes from the August 20, 2012 Board of Directors meeting. Trey Bailey made a motion to accept the minutes as presented. Holt Crenshaw seconded the motion, which passed unanimously.

Trey Bailey made a motion to change Bylaw 7. Resignations and Removal: C to the following:

c. A member of the Board of Directors not attending three (3) meetings during ~~their term of service on the Board will have his or her office declared vacant unless such absences shall have been excused by vote of the Board of Directors.~~ a calendar year shall be deemed resigned and is automatically removed from the Board of Directors. The Board of Directors may vote to waive this automatic resignation by a simple majority vote.

Scott Hendren seconded the motion, which unanimously passed.

Will Maffit suggested that we contact Missy Irvin to submit legislation that all adults working with youth must have a background check.

The board discussed the new position of "Coaching Commissioner."

Holt Crenshaw made the motion to add a board position called "Coaching Commissioner" to be elected by the full membership in odd years with a single two-year term limit. An eligible candidate must possess an USSF "C" license or equivalent, or a US Youth National license, or higher. This position is exempt from Bylaw: 11 Miscellaneous, which places a restriction on "paid employees" holding an office on the ASSA Board of Directors. Phil Duerr seconded the motion, which passed.

Susan Roehrenbeck left the meeting

Scott Hendren discussed the budget and specifically Regional expenses. It was decided to move the Referee line item in the budget from Regional expense to Referee Development Expense. The referee structure was discussed.

Holt Crenshaw made the motion that the ASSA Executive Committee meet with the State Referee Committee within two weeks to discuss finances.

State Cups were discussed and specifically where to place the U9/U10 academy teams.

Charlie Toler made the motion to provide a U9/U10 academy division at the AR State Cup. The division is to remain a jamboree format. Trey Bailey seconded the motion, which unanimously passed.

Trey Bailey made the motion to offer a U7/U8 academy division at the American Cup and if it does not make the teams will be offered the opportunity to play up to the next available level. Sabrina Blankenship seconded the motion, which unanimously passed.

Amanda Quillin made the motion that a team is allowed to enter only one state cup. Charlie Toler seconded the motion, which unanimously passed.

The board discussed the two bids to host the AR State Cup. Phil Duerr made the motion to accept the Little Rock FC bid to host the Cup at Burns Park. Holt Crenshaw seconded the motion, which passed.

Trey Bailey made a motion to increase the goal differential from three (3) to a four (4) goal net differential for the AR State Cup. The American Cup will remain at three. Charlie Toler seconded the motion, which unanimously passed.

The board reviewed Dave O'Brien's proposal for bracketing at the state cup. No action was taken at this time.

Robert Parr discussed the Mercy Rule for the recreational league and the American Cup. Robert will provide the details of the Mercy Rule to be included in the ASSA Central Rec. League rules and the American Cup.

Scott Hendren discussed the need to provide better procedures to control parent and coach behavior at state cups. He recommended that there is at least one field marshal per every two fields and that they wear distinguishing vest provided by ASSA.

Will Maffit discussed the hearing procedures and guidelines.

Robert Parr discussed a communication received from Dave Marshall and the Fort Smith Express and suggested a "Model Club Assessment Check List" that is posted on the ASSA website.

Scott Hendren discussed the budget. Holt Crenshaw made a motion to approve the budget. Trey Bailey seconded the motion, which unanimously passed.

The meeting was adjourned at 5:20 pm.

Respectfully submitted,

Gayle Smith  
Executive Director  
Arkansas State Soccer