



West-Mont United

Soccer Association

Character - Sportsmanship - Teamwork



Purpose: West-Mont United General Board Meeting

Date: April 6, 2016

Time: 7:00 PM **Location:** Clubhouse

Board Members Present: Kellie McPoyle, Chris Sites, Craig Winters, Alex Zeilke, Joe Kent, Bryon Jones

Not Present: Pat Welsh

Employees & Members: Leigh Segal, Jeff Vanisko, Hope Bodenschatz, Greg Duke, Andrew Read, Kristen Norwood, Jen Zielke, Joel Hanson, Debbie Zisk, Kim Sinapius, Katie Kennedy, Jennifer Patten, Van Sheperd, Candice Sheperd, Lori Berk, Joe Muto, June Chung, Bhavesh Shah, Paul Lucas

Recorded by: Leigh Segal

TOPIC	DISCUSSION	OUTCOME	FOLLOW UP (person responsible)
Review of Minutes			
Reading and approval of the previous meeting minutes	Minutes distributed and reviewed. Vote to approve.	Minutes approved	
President			
Call to Order	Joe calls meeting to order.	Quorum is present	
Treasurer			
Financial Report-Bryon Jones	<ul style="list-style-type: none"> Bryon presented P&L for the first quarter of the year. The first quarter is typically light on the income side and heavy on the expenses. We have less of a loss then first quarter of last year, when we ultimately had a gross profit of \$75,000. A few one time expenses such as auditors fees Audit-Hired David Faw as our auditor. He specializes in non-profits. He should have the draft audit report by the end of next week. 		

	Hoping to glean some best practices information and will be able to use this for fundraising for the turf project.		
Old Business			
None			
New Business			
Travel / Intramural / Tournament update – Dawson/Zeilke	<ul style="list-style-type: none"> • Many successful tournament teams this season. At Jeff Cup U13 MCA were champions. This is the 11th ranked tournament in the region. Ranking of our teams is improving vastly. • Tryouts have been posted for upcoming season. \$10 for tryouts. Coaching assignments are posted as well. • Adding more professional coaches. • Intramurals start this weekend. Held a Positive Coaching Alliance seminar. It was open to all intramural coaches. We are offering some professional coaching at the Intramural level as well. Mostly for the younger kids at this time. Schedule for this week's games is online. • Adult league registration is up. More teams than ever previously. • High School League is ramping up. This year it is both boys and girls. • For our travel teams we are implementing the mandated birth year age groupings, but intramural is staying with grade based age grouping. • Camps are doing well. We had 46 kids for Spring Break Camp. Summer camp is open for registration. • Mothers Day cup-cancelling it due to lack of registration. Hopefully try again next year. • ADA-great opportunity for extra training. Open 		

	<p>to all players. Broken up by age group. One night a week. Registration is open now.</p> <ul style="list-style-type: none"> • West Ham will be coming this summer for a player ID camp.-July 11-14. Boys and girls ages 8-18 		
<p>Marketing Update – Chris Sites</p>	<ul style="list-style-type: none"> • Continuing with the monthly news letter. Recommendation from a member, to keep content within the newsletter, not linking to other pages. We can track how many people open the newsletter, how many people click through, and how many ask to unsubscribe. The newsletter, as well as our Facebook and Twitter accounts, are responses to the survey, where our members requested better and more communication. • We are looking to redesign the website. It will be more mobile friendly. We will have a subcommittee for the website design. We hope to have it up and running by August. We are trying to make it as clear and concise as possible. • We completed a program evaluation for the Spring Break Camp. We received about 1/3 response which is common. We got great feedback. We hope to be doing it for every program and really do value the feedback. • Our team heading to Europe this summer is hosting a fundraiser, May 7th at Limerick Fire Company-handbag bingo. Also having a basket raffle at the Fun day, intramural tournament. The players will be walking around on intramural days selling raffle tickets for a Chelsea jersey-1st prize. • West-Mont will be hosting Union night on October 23rd at 4:00 at the Philadelphia Union Game. It is a fundraiser for the club and can be 		

	used as a great team building event.		
Support Services Update- Kellie McPoyle	<ul style="list-style-type: none"> • Tryout registration is open. Make sure you register your kids to tryout, if they are interested. Close to 500 registrations for WMU, 200 for MCA. The reason we separated the WMU and MCA tryouts, was to make sure we are encouraging other clubs to send kids to tryout for MCA. We don't want them to feel like they are simply trying out for West-Mont. • If you plan on coaching intramurals for the first time this year, make sure you get your clearances to Kellie. 		
Facilities Update-Joe Kent	<ul style="list-style-type: none"> • Improvements-In response to what we learned in the survey, we have hired a design build contractor. They are creating a land development plan. We are in the process of presenting this to Limerick Township to see what is possible. Striving to offer the best in practice facilities to our members. This is a huge capital expenditure. The plan is to create turf fields with lights, permanent bathrooms and demolition of the adjacent house. The project will run \$1.5-3 million. We held two sessions with the neighbors to inform them of what was going on. The possible issues will likely be the lights and the traffic. Our goal is definitely to be able to have night time training here. Also improving the grading on the grass fields. The firm we hired specializes in helping clubs like ours get through the process. The first meeting is the end of this month and the most important one is the end of 		

	May. Hope by next year to have new fields.		
Member Questions	<ul style="list-style-type: none"> • Birth year issues. Older age teams are really struggling to keep there numbers. Would we consider sending out a tryout announcement to try and fill these teams? <ul style="list-style-type: none"> ○ <i>We have sent out emails, but word of mouth will have the biggest impact.</i> • Some teams are frustrated with not having goals at practice. <ul style="list-style-type: none"> ○ <i>We have a limited supply. As well cant leave them on the fields, due to security issues. We will consider purchasing pop up goals, and loaning them to coaches. A security deposit will be held. This would be optional for coaches.</i> • Leagues backing out of the Montco Alliance Program. Boyertown and Valley backed out, why? <ul style="list-style-type: none"> ○ <i>New leadership came in and changed their position. It's not an issue, as the had very limited participation anyway.</i> 		
Adjournment			
	Meeting adjourned		
Next Meeting			
	General Membership Meeting June 1, 2016.		

