



# Fusion FC Board of Directors

## Meeting Minutes: Wednesday, December 20, 2017

**Date/time:** Wednesday, December 20, 2017 Started: 7:00 PM Ended: 9:00 PM  
**Location:** 250 Old Quaker Rd  
**Purpose/notes:** Regular scheduled meeting  
**Chaired by:**  
**Minuted rec. by:** Adam Green  
**Status:** Minutes drafted

### Attendance

**Present:** Jessica Derrickson, Jeff Gonce, Adam Green, Dawn Healy, Denise Herb, Teri Horton, Chris Muth, Dirk Storie, Kelby Waltman  
**Absent:** Larry Christine, Cory Gaye, Dan Hemmerich  
**Invited guests:** Bernadette Kaiser (Absent), Josh Plaza (present)

### Meeting documents

None

### Agenda

## 1. Office Manager

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### 1.1. Volunteer Buy - Out Option

Decision needs made regarding Buy-Out Volunteer option. If decision is not made during this meeting, will not be included on Spring registration.

**\$30 proposed optional buy out fee.**

**Motion – Passed for \$30 - Dirk Seconded.**

Volunteer coordinator will track volunteer. Teri drafted documented for Volunteer options.

**Status:** Completed (12/20/2017)

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### 1.2. Spring Only Registration Advertising

I talked to Angie today and for Fall registration we send the flyers to the elementary schools for distribution to all students advising of the upcoming registration. She advised we have never done this for Spring because 'it's not worth to cost'. I was thinking of other ways to get the word out and came up with some ideas, listed below.

- Bulletin boards at local businesses (Darrenkamps, Library, etc). Cost would be printing of flyers.
  - "Old School" Blue Ridge Channel 8 ([http://www.brctv13.com/community\\_calendar/?web\\_county=york](http://www.brctv13.com/community_calendar/?web_county=york)). Cost of \$15
  - Boosting a Facebook ad. This would be viewable to all users within a certain distance from the club. Cost varies based on options selected.
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**Status:** Deferred: 1/17/2018

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### 1.3. Operating Costs

We previously discussed putting something on the website explaining our overall operating costs. Is this still something that will be done?

General Information to be provided on website:

- Maintenance Fees
- Staff (Office Manager / DOC)
- General Expenses

Teri to add to website

**Status:** Completed

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### 1.4. Spring Fundraiser

Email from Sandwich Fundraiser Company, shown below. He is trying to schedule a delivery date.

> On Dec 13, 2017, at 8:54 AM, Gary Ulrich Fundraising wrote:

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> Hi Teri, Angie suggested that I reach you through the club email. You may recall I have been helping the club raise money since 1992.

>

> I would appreciate a time when we could talk either in person or on the phone. Please let me know how and when we could do that.

>

> Best Regards, Gary

Kelby requested emails received and will handle communication with Gary.

**Status:** Completed

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### 1.5. Lifetouch Photo Date

Lifetouch reached out regarding our Spring photo date. Does the board plan to look at other options? I will confirm but I believe the contact signed was for Fall only.

Commission check from Fall photos is expected this week, amount unknown.

Spring photo day scheduled for April 21st. Teri to communicate with Lifetouch.

Adam will be making schedule for recreation teams.

**Status:** Completed

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## 2. Standing Items

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## 2.1. Review Agenda

**Status:** Completed

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## 2.2. Approve Minutes of Last Meeting

**Status:** Completed

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## 2.3. President Report

CPYSL AGM January 3rd 2018 @ 7pm- Josh attending

Spring 2018 Preliminary team counts due Friday 1/5/18

EPYSA AGM Sunday Feb 25 2018- Time TBD Location Hilton Philadelphia City Avenue

Fall 2017 CPYSL Fall Financials- See email

Updates on nominations to fill 4 board positions vacant January 2018

CPYSL AGM January 3rd 2018 @ 7pm- Josh, Dirk and possibly Jess attending

EPYSA AGM Sunday Feb 25 2018- Time TBD Location Hilton Philadelphia City Avenue - Confirm whom will attend.

Fall 2017 CPYSL Fall Financials- Teri to reach out to Larry for review.

**Status:** Completed

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## 3. Old Business

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### 3.1. Laptop Purchase Complete

Daniel delivered the laptop that was purchased for the Office Manager along with the Office 365 subscription.

Thanks to Adam and Teri for their advice.

Laptop has been purchased and delivered

**Status:** Completed

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## 4. VP of Boys

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### 4.1. Travel Team Doing Spring Tournaments Only

Dirk: If a team were to do tourneys in lieu of league play, how much would the club give them? And how many tourneys would we suggest they do?

I assume each age group would get a different amount.

Josh: Whatever the league fee would be for a team to play CPYSL (\$125 I think...)



We could give a team up to that amount. Ref fees would be different based on age group etc..

Something we can consider next meeting.

Refund - Travel team moving to tournament team. League fee + Referee fees.

UPDATE: See policy on website.

**Status:** Completed

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## 5. VP of Girls

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### 5.1. Mission Statement

Denise Herb, Kelby Waltman, Adam Green, and Kevin Catlin meet on 11/21.

We are asking the BOD to provide any feedback by January 5th so the BOD can vote during the January meeting. Below is what we came up:

#### **Mission Statement – Reason for Existence**

Fusion FC is a non-profit, volunteer run youth soccer club that develops and advances all club players consistent with their effort and commitment.

#### **Vision Statement – Future Successful State**

We will be the leading youth soccer club for all recreation and travel level players in Central PA.

#### **Goals**

- Utilize training curriculum as approved by the Fusion FC Director of Coaching to successfully develop players to their maximum potential
- Maintain first-class soccer facilities
- Promote integrity and sportsmanship among players, coaches, and parents
- Provide a safe respectful competitive environment
- Foster player understanding and enjoyment of the game

Denise Herb asking for feedback on the proposed statements by January 5th before it goes to board for final review.

**Status:** Completed

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### 5.2. Travel Tryout Fee

Current tryout fee is \$5.00. Asking to raise the fee to \$10. This is consistent with other clubs in the area.

Remove \$5 from website. Approved \$10 fee as discussed.

**Status:** Completed

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## 6. New Business

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## 6.1. Sponsorships

Discussion of sponsorships per email chain.

Dan Hemmerich discussing sponsorships from OIP. Jeff Gonce to recommend forming a committee for sponsorships.

Meeting schedule for first week of January.

Will follow up during Jan board meeting.

**Status:** Deferred: 1/17/2018

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## 6.2. Soccer Shots

Agenda Topics:

1. Soccer Shots confirmed the fall payment was correct based on their registrations
2. They can and will provide us with the registration contact information so we can market to those families
3. I would like to propose an incentivization for Soccer Shots to refer by crediting them for every player they get to sign up with Fusion F.C. (maxed out at whatever they would owe us for use of our fields)
4. For spring we are proposing the following days and times:
  1. Wednesdays: March 28th - May 16th at 4:15, 5pm, 5.45pm, 6.30pm
5. Who should be the POC for Soccer Shots?

General info, here are some questions I asked Soccer Shots and their responses:

1. I don't believe our club has a copy of the contract on file, do you mind sending me a copy when you get an opportunity please? Some of the previous volunteers were passionate about soccer and overlooked implementing processes such as filing away contracts. So when they were no longer volunteering with the club the contracts weren't readily available to the club. See attached.
2. Aside from being hosted at the Fusion F.C. Complex, what promotion is done for the club as part of the soccer shots program? Fusion FC is listed on our website and is included in 20,000+ annual flyers distributed t/o central PA.
3. Up to, and including, what age do you target players staying in your program before they move to a local club? I am sure there is a range, what is your target in terms of your business model (so that we can be sure to have our two organizations goals aligned with each other)? Soccer Shots only serves children age 2-8. Our niche is age 2-5 which comprises 95% of our participants. We are seeking to grow our 6-8 programming but would only introduce it in a club partnership where it was invited.
4. How are players marketed for the Soccer Shots program that participate at Fusion? (I don't need anything you consider proprietary information, just looking for the general high level concept - do you do it? do we do it? if it is you, how are you marketing specifically to encourage attendance at Fusion) We don't market directly to Fusion families since we don't have that database. In the past, Fusion has included Soccer Shots information in emails it sends out to its entire database. Fusion families can also find Soccer Shots information on Fusion's website. Soccer Shots's additional marketing efforts bring participants to the program who wouldn't have known about it through Fusion. Our efforts include digital marketing (Facebook, retargeting, pay-per click, SEO), as well as a lot of grass roots marketing. For example, we distribute promotional information (10,000+ flyers per season) at schools, daycare centers, libraries, community centers, etc., as well as place "yard" signs t/o the region. Despite our marketing efforts, our #1 source for new registrations is word of mouth (which is actually a great thing).
5. Are we permitted to get the roster (like what you sent) each season so we know who to market Fusion to (again at a time that doesn't interfere with your objectives)? The idea would be that when the "hand off" time is right, that we are able to market to those players "Hey, you played Soccer Shots at Fusion's Complex,



here is info on joining a rec team!" Yes, absolutely. I also think Soccer Shots can do a better job of promoting that transition than we've done in the past. We'd be glad to brainstorm with you and commit to ways to improve upon this area. One of the outcomes of this partnership is that Fusion's rec program should be fed by Soccer Shots participants. I think both Fusion and Soccer Shots could be more intentional with communication to families about the transition.

6. What are best practices you are doing with other clubs that we should consider adopting? Good question. We haven't had a lot of club partnerships in the past, but we've had a few. I believe there's some low hanging fruit we're not maximizing (communication being one).

NOTE: Soccer Shots recently was named "the official 2-5 year old soccer program of U.S. Youth Soccer" (major public announcement happening next Tuesday, Dec. 12). So nationwide, Soccer Shots will be moving towards more club partnerships. There's actually a new Agreement that's been provided by USYS and Soccer Shots. Attached is that Strategic Alliance Agreement. I'd love to move our relationship onto this platform and in doing so, talk about ways to strengthen and improve upon what we've been doing.

Thoughts?

**Status:** Deferred: 1/17/2018

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### 6.3. Dixon Golf - Golf Scramble

Received an email from the Regional Manager of Dixon Golf regarding donations/prizes for Golf Scramble. Is this something we are thinking about doing, if so who is taking lead so I can forward the information along?

Unsure of status of golf outing. Teri to respond to email advising will keep email on file pending decision on golf outing.

**Status:** Completed

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### 6.4. Paul

Paul will no longer be able to mow as of Jan 2018, Will continue to maintain drive way as needed.

Field issues with wear and crabgrass disclosed

UPDATE: Cory to create RFQ

**Status:** Deferred: 1/17/2018

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## 7. Treasurer

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### 7.1. General

- Maintenance fees for 2nd half of year were paid.
- Refunds issued for canceled Winter Rec

**Status:** Completed

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## 8. Ending Items



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8.1. Date next meeting

**Status:** Completed

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