

**Arizona Region  
Board of Directors Meeting  
January 23, 2020  
Minutes**

1. **Call to Order** – The meeting was called to order at 12:27 pm

2. **Roll Call -**

Commissioner -	Harold Cranswick
Secretary -	Becky Hudson
Treasurer -	Vacant
Officials Division Coordinator -	Earl Capps
Adult Division Coordinator -	Ron Pelham
Junior Division Coordinator -	Charlotte Pottle

Guests: Diane & Wade Wilson of Profile Sports

3. **Approval of the Agenda**

Motion: Move to approve the agenda (Pelham/Capps) MC

4. **Approval of the Minutes**

Motion: Move to approve the Minutes of October 22, 2019 as written (Capps/Pelham) MC

5. **Old Business:**

a. **Division Manuals – Becky Hudson**

Each Division Coordinator and Director should be putting together an Operations Manual for his/her respective divisions/departments. This can go along with the Division Coordinator description of duties that we are going over.

The Task portion of the manual was never done. Each director is to put together a how to do their job for each task on their job description. The deadline for the detailed task list is the Retreat

Start with the timeline and then describe what you do. Review job descriptions and resubmit.

Job description and expectations for the Jr Committee positions. - Set the standard as a leader.

Each person should start now to detail what they do for the season.  
Retreat, Boys forum, General Assembly, season start

Really need to map this out for the future. Don't want new people to have to reinvent the wheel or fly blind until they get a grip on the position.

b. **AVCA Affiliate Partnership Program – Harold Cranswick**

Kathy DeBoer spoke to the RVAA at the Mid-year meetings in Colorado Springs. Kathy indicated they have added many more Regions to the program and information will be forthcoming.

We are receiving info to put on our website and to send out. We have not started this yet.

Ron did not get with Kathy in Pittsburgh.

**c. Facility Scheduling**

Resolving scheduling conflicts with the facility

Hiring someone to staff the facility during the evening hours

Conflict with AZ Fear practices and Girls Score/Ref clinics. Team practices during our clinics resulted in it being very difficult for the ref clinic to be heard.

Incident involving Fiesta MLK Classic scheduling and late entries.

**d. Policy Manual Amendment – Jr Policies, Open House, Quiet Period, Tryouts and Commitment Period.**

Junior Division Coordinator and Jr Girls' Committee are scheduled to discuss this at their next meeting.

All the club directors should be contacted with the Jr Girls Committee members, their contact info and who they represent.

Tabled to hear from Jr Committee following Oct 27 meeting.  
To the Girls committee.

**e. Integrating Beach Clubs into the Region – Eric Hodgson**

Harold and Becky are scheduled to meet with Mike Hawkins and Tom Witt of Grayhawk Volleyball – a sand only club. They have an event in June they would like us to be part of. We will discuss sand scheduling for the Arizona Region at this event as well.

Set up a meeting with David Hines of the AIA. Integrating it with the high school programs. This meeting did not happen and we have had no follow up with them.

**f. Policy Request – Eric Hodgson**

Can we look at the policy of NOT having sanctioned Region tournaments scheduled over the Region Education weekend in 2021?

Eric is open to bringing someone on board under the education side him in that would arrange the education options during the summer. Chain of command for education and beach tournaments.

Ron to order the BNT t-shirts and have them in the Region office so they are available. Schedule referees for the beach tournaments.

This issue was tabled for more discussion.

**g. Calendar Creation – Eric Hodgson**

Can we re-look at the policy to which the calendar is constructed for the girls' season in the Region?

At this point, it seems insular in its construction. Nothing much about it that I can tell from my limited vantage point, is transparent. Divisions were assigned without a conversation about other Region Tournaments such as the Yuma Jailbreak and

Vulture Peak Tournaments, BOTH of which help fund the college program in that city. Should there not be a discussion about that?

How many teams went to the OVR 18s tournament last year? This year? What about the MEQ? If we are going to move divisions based on these tournaments, shouldn't there be data backing up WHY we chose to move our tournaments based on the number of Arizona teams at that NQ? I think everyone would imagine that Crossroads and SoCal are the two most populated NQs with Arizona teams, but is that true? Is there data to back that up? It seems looking at the schedule that we see an 18s NQ and automatically move a club tournament there, but if only a few teams in the Region are going, should that be the case?

I would ask that some of the following points be considered when the schedule is created:

- A committee made up of big, small, metro, non-metro and outside organizers to develop the schedule IN CONJUNCTION with the Region Office staff
- Data showing where Region teams are going out-of-state to play
- Data showing how many courts would be needed for each division and how many courts are available for weeks that tournaments are scheduled
- INCLUSION of outside tournament or programming into the discussion of the calendar, NOT plugging them into convenient spots on the schedule
- A transparent process where discussions begin when the last of the Region's "important" qualifiers release their play dates and a meeting of the scheduling committee meets very soon after with the goal of having the schedule set and completed a week before the General Assembly. (At the very least, it should be the goals to present a finished schedule by the General Assembly.)

The girls' schedule is literally the life blood of the girls' season. It shouldn't favor any one club or any one division. It should be put together with enough data so if questions, it could be defended in reasoning, and it should be a transparent process and available way before the FGA.

A Committee should meet in August to create the schedule – bring in all that should be involved in scheduling including, but not limited to, adults, junior girls, Region-sponsored tournaments, independent tournaments, etc. The further out we can schedule the events, the better. More discussion to be held with Eric.

Referred to Jr Committee

**h. New Awards – Harold Cranswick**

Description, nomination forms and details to be developed for the following new awards:

- Sportsmanship Award – Team Award
- Community Involvement or Give Back Award – Club Award
- Volunteer of the Year Award – Parent and Members
- Region awards based on National Awards presented by the USAV Jr Assembly

Harold to come up with a preliminary document about the awards.

Feb 1<sup>st</sup> deadline for leadership service awards at the National Level. Responses to Chris Clauss. Committee members should send to those they represent. Jen Barber to be asked to put this out via social media.

i. **Region Budget – 2019-2020**

Status of division budgets from each Division Coordinator.

Send out draft budget to each division coordinator.

What big ideas are being considered.

Jackets for staff. Getting them embroidered.

HP and Sizzle uniforms and supplies.

HP training

New shirts for Eric to wear

j. **Retreat Location and Attendees**

The Lake of the Woods Resort was again reserved for the Retreat. Dates are July 10-12. We reserved an additional cabin that sleeps 4 to allow us to bring more people to the Retreat. Division Coordinators need to review who they would bring to the Retreat for their breakout sessions. If we are not going to use the cabin, we would like to let it go sooner rather than later so they can rent it out. Max of 16 people would be able to attend.

Attendees per Division:

Board: Harold, Becky, Earl, Ron, Charlotte

Staff: Lisa, Cindy, JR?, Gil?

Girls Committee: Alan Ramage, Jen Leo, +1

Boys Committee:

Officials Division: Amanda, Gigi?

Contact the boys committee members – need to stay the weekend.

k. **New Region Shirts**

Can we please get some nice Region T-shirts? Two photos of Adidas USAV shirts were attached. We have polos, mine are mostly old, but it would be nice to rep the Region at events as well as USAV. Can we look into this? If not, no worries, I'll just make some for me when I am Grassrootsing...

Ron will look into this for Eric. He is looking at items for the Board and HP Staff now. Use the Region Championship front for Eric's shirts with no drop down and nothing on the back.

The polo shirts represent our region in a more professional way.

**6. New Business**

a. **Live Streaming of Matches at our Facility – Diane Wilson**

Presentation by Diane Wilson of Profile Sports

Live Streaming matches at our event sites.

They film matches on the covered courts for parents and the film is available immediately.

Hopefully higher value for sponsors and may bring in some sponsors.

Player profiles are in the system. Developed for attorneys and agents to show athlete profiles, video and stats. Elite athletes don't need it. This was designed for athletes with hard to observe athletes. Provide for more athletes to get scholarships. Coaches

love the program.

1<sup>st</sup> – licensed the software to get the stats put in. Coaches would not do it.  
Hired a team in India, trained them in the system, they watched the video and entered the stats into each player profile. Can take any data from any sport.

When an athlete gets signed, media can pull the info. Highlight reel can be created from the video. Not asking the athlete or their parents to do much – just fill out the form.

Ron - The clubs would be the target audience. Region would only have the HP teams to be concerned with. Present to the membership to make their recruiting product be better.

Looking for a way to scale the business. Cameras are built in Israel. They were originally designed as security cameras. The cameras follow motion. The game is filmed differently depending on the sport. Weather proof for indoor and outdoor. Stitch together the entire arena and create a film. There is a panoramic version and close up version. Parents can create clips and share them instantly. The editing can be done on a computer as well as a phone which makes it easy to create highlight reel.

Live streaming and video. Make clips from the desktop – clip from video. Must be a member. There are mobile cameras that roll into place or permanent installations. The cameras can be mounted on a pole and removed. Sporting Chance had to bring the free wi-fi up to better quality – better bandwidth. Coaches don't have to come to the facility to view the matches.

Our options:

We can cut a deal, own the cameras outright or they can bring the cameras.

Sell advertising = AZ Region volleyball approved. It does not take that many sponsors to bring the cost = \$6500 per camera and system. Profile Sports wants to become the next ESPN for youth sports.

Profile Sports wants to talk to facility owners with a separate conversation with clubs and/or parents as a service provider. They are looking to take the financial burden off of parents/teams for recruiting purposes by making this a sponsored business that is covered by sponsorships to pay for the cost.

Ron: we have our own sponsors. How do we reconcile the sponsorships that are purchased against our sponsors? An interim offer will be made to our sponsors – any sponsor we have will be offered free time period to be on the site with a 30 second video. At the end of the trial period they will go back to them and ask them if they want to continue for a price. We will split the cost of the sponsorship.

Ron is trying to get the sponsors to provide VIK and/or money to sponsor the Region or HP Program. Any sponsor we get would include this package so it would cost them more. Most sponsors want to be on everything we have.

Advertising is to cover the cost of the live streaming. Our sponsors – we would get the 1<sup>st</sup> dollar and then we would split the 2<sup>nd</sup> dollar.

Harold – this is a real plus – we need to have a serious conversation about this. The elite athletes want the video and parents overseas can watch their child's video.

We can say we support Profile to our members. Sell the facilities on it themselves. Profile has been very vetted. Privacy requirements are in place. They can provide vetting documents.

Hudl is very coach centered. Profile Sports is Hudl certified. They can integrate with Hudl profiles. A variety of high level play is what is desired. Profile Sports has a local tv channel waiting.

NFHS – has a program already. They are doing exactly the same as Profile. Profile Sports is precluded from HS because of NFHS. All subscription based – go back to the players for money. This will turn this upside down. Now have all the eyeballs because it is shared. Can watch it on their ap, can watch it on the OTT channel. To download there is a \$10 charge per video. Split the cost with us. They can break down the video that they download. The coach can watch it live or later. There is a 30 – 45 second delay from the camera to the website.

They can make practices or matches private, passcode protected or public.

Club packages may include a recruiting package with it. Charge the parents for the packages. Allows players and parents to have access to the recruiting process. It would not be put all on the coach, the players have it all for themselves. From the ap a person can create a highlight reel with music and transition formats between clips. Makes it look great.

Working on the stat portion for volleyball.

What would the Region be involved with – contractually?

1. Let her continue at Sporting Chance with our approval
2. Signed Agreement
3. Go to our sponsors and present the program. Free time frame.
4. Then the sponsors will be able to join on for further ads on the program.

Wanted to start the conversation. Looking for an endorsement – permission to keep doing what they are doing, looking for investors, expand. Should enhance Ron's ability to get sponsorships. Sponsor wants an exclusive deal; they will sell them that.

Why could we not offer packages as part of the membership? They would require that we schedule them in the building all the time.

We need to endorse them and let them make their own arrangements with facilities. We would get 30% of whatever they download.

Ron wants a scholarship fund for HP or athlete to a local college. If we had a scholarship fund, we would get more people to donate toward the fund.

Privacy policy on our website – We have to get the security documents for this organization to protect the players from their video being sold for other uses.

We can have officials train from the video. Scoring. Great for rural areas

Discussing with some boys about AZ Region HP team.

Could we use the 30 second ads for HP Tryouts? Jen Barber is going to send out stuff through social media.

**b. Give away of old Region shirts – Eric Hodgson**

We have boxes of old shirts sitting in our conference room. Can we give the old shirts away to Andre House or another organization that needs clothing?

Sell the old shirts at our events now. 3-4 years old. \$5-10 for the shirts.

**c. Office Hiring**

Pursue marketing/promotional person

Angelo Iasello of Great Lakes Region sent out a document regarding financial accountability. This should be read by our board members.

Ron to come up Thurs & Friday, Jan 30 & 31 to help with office work.

**d. Region Policy – Hiring and approval of appointments**

Include in the Best Practices/By-Laws how the positions are filled for each position of leadership and/or staff.

Each Division coordinator to look at the positions under them. Determine how they are appointed/hired.

Find someone to be the Chair of the Jr Committees so that they can have the meeting if she can't be there.

The board wants to make sure we are comfortable with the people in the positions so that they carry on the mission of the Region.

HP Assistant Director – Rita Stubbs

Adults Assistant Director – Amanda Rossman and/or Wade Colson

**e. Event Cancellation Policy –**

In the event that something happens to a location and it is either not safe to play or the site is not functioning on the day of the event, how do we want to handle a change or cancellation and what do we tell the original site?

We need a procedure or emergency management manual to deal with situations that might be out of our control.

We have had only 1 of these in 30 + years. Need a protocol for everyone to follow. It is spelled out. How to offer an alternative tournament or site.

**f. Cactus Classic associating with JVA for 2021**

**g. Executive Session – 12:41 pm – 1:41 pm**

**h. Brand new members or those that had been away from the Region for a while – reduced or no membership fees.**

Harold has reached out Dave Piexoto in New England Region regarding the Yankee League.

**x. Next Meeting** will be held on Thurs, Feb 20, 2020 at 11 am at the Region office.

**7. Officers' Reports**

**Commissioner**

**a. Information/News -**

- i. Commissioners having unofficial meeting in Kansas City on March 5. Commissioners Forum. Harold has not made it to any of the unofficial meetings.
- ii. Jon Lee is the Friar winner for 2020.  
Banquet is Wed Night.  
Attending the banquet: Harold, Becky, Ron, Earl, Cindy, Lisa?
- iii. Molten – Ron to call them about distributorship

**b. Region Office Information – Becky Hudson**

We are still working our way through girls' club registration. Clubs are turning in better paperwork the first time, as reported by Lisa. She is happy with what she is finding in their paperwork.

**c. Region Outreach Director – Eric Hodgson**

Region Beach Representative

I feel like we should look for and elect/appoint a new Beach Representative for the AZ Region. Ron and I have kind of jointly filled the role but from just my point of view, NOT speaking for Ron, I am not in touch very much with the Beach Club scene, the top players, etc. I would think a Beach Rep for the Region or USAV should have those qualities and relationships. I am happy, if the Board wishes, to continue to monitor and hire for the Jr. Beach Programming over the summer.

**d. SafeSport Director – Cindy Kirk**

**Secretary – Becky Hudson**

**Treasurer**

<b>a. Treasurer's Report:</b>	<b>December, 2019</b>
Income:	\$ 469,243.51
Expenses:	\$ 67,248.19
Balance in checking account as of 12/31/19	= \$ 449,325.67
Balance in High Yield Savings Account as of 12/31/19	= \$ 586,804.33
Balance in Development Grant Fund as of 12/31/19	= \$13,076.86

**b. Marketing/PR Update – Eric Hodgson**

No Report

**Officials Division Coordinator – Earl Capps**

Getting rid of people in Arbiter that did not register. 240 active officials in Arbiter.



Not much draw from AIA officials to join the Region.  
They don't have the patience to get through advancement. Bev & Jim filter the AIA officials to refer those AIA officials.

Dave Whatton invited Ron to come speak to the beach officials in Tucson. Explain the differences between the different levels of play. HS, Collegiate, Club.

AIA get teachers to officiate that need the extra money. Many of our JODP officials work while they are at college and come back and start their careers.

Earl to reach out to officials to help cover Feb 22 – it is going to be a very busy weekend.

#### **Adult Division Coordinator – Ron Pelham**

First tournament this weekend

#### **Junior Division Coordinator – Charlotte Pottle**

Next meeting of junior girls committee Feb 23 At 10 am.

Seeding – 1<sup>st</sup> part of seedings needs to be done after Region Championships.

Seeding and Format need to be two different things.

There should be a process that if a team is seeded lower than they thought, they should still have a way to the top. Bill wants to do the formatting. Would need to work with Gil regarding the court usage

Copper State Challenge – coming up.

Charlotte willing to help wherever she can.

#### **High Performance – Ron Pelham**

Emily Wiseman - 3<sup>rd</sup> coach at ASU – will be Head Coach of Select Girls' team.

### **8. Committee Reports**

#### **a. Ethics and Compliance Committee – JR Salima**

A couple of items will be going to JR for investigation

Check Daniel Laikona's suspension date.

Lead officials should not interject when there is a potential ethics violation. Tell them to have it written up and submitted but don't get involved.

#### **b. Budget Committee –**

### **9. Adjournment of the Meeting**

**Motion:** Move to adjourn the meeting (Pelham/Capps) MC

### **Action Items as a result of this meeting**

- Division Coordinators to formulate their task list for the Operations Manual. This needs to get done.
- AVCA information to be posted on our website. It is part of our agreement.

- Hiring – Facility Staffing and Marketing/Promotional person
- Beach Club integration meeting with David Hines - Harold Cranswick
- Region Promotion shirts for Eric and any others that may need it – Ron Pelham
- Profile Sports follow up, Agreement
- Look into selling our old Region Championship shirts now for \$5
- Best Practices Amendments – How appointed and Assistant Director positions are filled and qualifications for the positions.
- Creation of event cancellation and alternative tournament policies.
- New England Yankee League – contact Dave Piexoto by Harold Cranswick
- Consideration of Beach Representative for the Board or Hired.