

FERNWOOD FOOTBALL ASSOCIATION – MONTHLY EXECUTIVE MEETING MINUTES

Meeting Agenda:

1. Review Action Items from previous meeting
2. Equipment
3. Fees
4. Team Sponsorships
5. GNS Field
6. FernFest 2017 Summer Tournament

Present: Barry Goodson, Nick Graham James Haid, Stefan Hall, Adam Holley, Jana Steingrass
Glen Williams

Date and Time: July 11, 2016
8:30 p.m. – 10:00 p.m.

Place: Tally-Ho Sports Bar & Grill
3020 Douglas Street, Victoria, BC

New Discussion/Action Items

Meeting Called to Order at 8:35 p.m.

1. Review Action Items From Last Meeting

Bill to contact the Duke about possible sponsorship

Separate proposals have been sent to the Duke Saloon and Northern Quarter, each with \$1500 asks. We're waiting for a response.

Update July 11, 2016:

Bill expects a response this week.

Stefan and Glen to contact the Tally-Ho about possible sponsorship

We haven't been able to contact Linda yet.

Update July 11, 2016:

This is still pending.

Phil to find out what it would take to make us a charity

Phil is not present. This item will be pushed forward to next meeting.

Update July 11, 2016:

Action Item Adam: Get in touch with Phil to see what he has learned about this.

Practice Fields for 2016-2016 Season

Action Item Fernwood United: Determine what fields and days FU wants for fall practices.

Update July 11, 2016:

Not done.

FFA Owes Jorge \$110

Action Item David: Mail out a cheque for Jorge.

Update July 11, 2016:

This has not been done yet. Stefan sent David a text message reminding him to do so.

Dragons (035s) and New Over 40s Team

Action Item Paul: Report to the executive board an outline of the direction that the O35s and O40s will take in regards to the club.

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Update July 11, 2016: Dragons will register but there is no news on who will coach or manage. O40s will be separate from the club.

2. **Equipment**

Balls

Soccerworld has a backlog of quality, older, mismatched Umbro balls. They are traditional style and stitched.

Jerseys

Soccerworld only does Umbro and Adidas jerseys.

City would like a long-sleeved, ladies cut, Adidas Jersey.

Action Item James: Send Barry information about this jersey.

Each team should do a jersey inventory to determine what sizes and numbers exist and what is missing.

Action Item City, Dragons, Town, and United: Take inventory of the club's existing jersey sizes and numbers and send the info to Barry.

3. **Fees**

Increases to registration fees of between \$10-20 were discussed at last meeting. To cover matching shorts and socks for club members.

Barry would like fees increased by \$20-\$30 as the lower amount will not cover the purchase cost.

Glen pointed out that an increase of \$30 to season fees would make up the \$2500 'buffer zone' that the club aims to have.

4. **Team Sponsorships**

Barry suggested that, in addition to the club attempting to secure a title sponsor, teams should be allowed to seek out smaller sponsorships on their own. This puts less pressure on sponsors who would like to help but cannot make the larger financial commitment the club would seek in an exclusive partnership. This proposal was met with support.

In general terms, we need to clarify our goals as a club; ask less and promise more to potential sponsors.

Social Media

In addition to a club wide presence, each team should strive to do more with social media. This is a big item to sell to sponsors and team Facebook pages, for example, could include sponsor space.

5. **GNS Field**

Action Item Nick: Look into booking the field at GNS High School for August training.

6. **FernFest 2017 Summer Tournament**

Glen is looking into the format and history of his hometown tournament in Kenora.

James is looking into the origins of the Saskatoon/ Regina tournament.

James will head a tournament planning committee whose membership will be filled at this year's AGM.

Meeting Adjourned at 10:10 p.m.