

Motion to approve the Agenda

1)Marice

2)Anna

All in favour

Motion to approve minutes

1)Dustie,

2) Anna

All in favour

Correction to the minutes.

Marcie to change made by Marcie, second by Tony

#### Business from action list

- Signing authority Len, done

#### Correspondence

- No correspondence

#### New Business

- Everton presentation - Brad
- Club 11 - Len
- Soccer Saturday & camp out - Len
- Advertising - Len
- Recycling program - Len
- Spring Camps – Len
- In Camera process – John
- Board Reports – Steve
- Minutes - Steve

#### Everton presentation, presented by Brad Stewart

##### Summary

- Overview of the history and our affiliation with Everton,
- Everton has since pulled out of North America
- Coaching symposium offered by Everton and Brad was invited.
- Recruitment overview; Everton runs the PE class in the schools. That is how they find talent.
- Full time school master that liaison with all the schools. They can only recruit from certain areas. Youngest you can be is 9 in the academy but the target is 6 years old.
- No salary cap. Minimum age is 19 to sign a pro contract.
- Mentor program, Duncan Fergusson just retired, will tour the fields and mentor the young kids.
- Every practice and game is recorded and broken down.

- Full time strength and conditioning coach. You receive a full program.
- They don't believe in a cool down after the game. The cool down is not a good thing because if you tweak something you can aggravate it in the cool down further. If body is hot, cool it down, if cool, warm it up and then food and drink.
- Drill with the 3 benches.

#### Comments

Carmen – when it comes to training do they have boys and girls together?

Brad- he asked Al Irvine... their thoughts are that it will never happen. They have a women's division for soccer. You will not develop properly or appropriately if you mix genders.

Brad - One Canadian training part time with Everton from Ottawa

Best players all over the world will be invited to the academy

Rob question... about unique drills from Everton

Brad, basically same drill, all reinforced.

Tony Preston question if the international piece is closed

Brad it is still be evaluated by Everton

Brad has provided Joel with drill sheets from Everton to be shared with PGYSA

Executive Director, Len
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#### Comments

Met with Dean regarding new portfolio of communications, Jonathan Dyck and Christina Dahl.

Meet with Dean, Richard the following week

Media releases to follow

Shaw is doing a highlight on Future Stars

Looking for a monthly spotlight

#### Club 11 (see presentation)

July and August is a slower time for the office therefore the office staff can contact the persons that committed funds via pledge.

Tony – do the kids collect the funds?

Len - Whoever gets involved pledging for

Dustie how do we sell the membership?

Len - set up a booth on Soccer Saturday

Dustie – knows a real estate agent, would this be a good way to link to people?

Len- Shirley Bond, Pat Bell, and maybe Sheri Green will be part of the group.

Steve, question to the board, is there any issues or concerns?

Len – University of Iowa has the same initiative called the three point program.

Marcie - minor hockey does a skate a thon. Maybe the team that has the most pledges, gets some funds for their team?

Len – still in the planning stages regarding details.

Carmen- membership's will available at the soccer field, but where else.

Len - go to the rotary clubs and other businesses. Bring exclusivity with the jacket.

John - recommendation, finalize the details and bring a motion to the board.

Steve- motion to the board for March meeting.

Dustie - max on memberships?

Len – no maximum

Steve - can board members sign up?

Len – yes.

#### Recycling Program (see pamphlet)

John - Mike Labonte ran the field, recycling was a large portion of the funds given to PGYSA.

Len – signs will be at each entrance. This is how you can contribute to the association.

Marcie - who will be responsible for gathering the bottles?

Len - will speak with Ray.

Marcie – select teams could be responsible and raise funds for their team.

Len - issue, this is a PGYSA initiative. Still problems between select and house and how to raise money.

Does not want to get into a situation where a house mom is supporting a select program.

Steve – any issues with this.

#### Soccer Saturday (see presentation)

- Talking to both radio stations.
- Create a festive environment not just soccer families but also members of the community viewing the events.
- Be seen that we are thinking beyond soccer – celebrating community.
- Read program and book exchange, every Saturday.
- Meet the people – 2 MLA's, 2 MP's. Casual meet the people.
- Free Draw, something significant.
- One restaurant for a free dinner four.
- Artisans to come down each Saturday.

Tony - Minifest is a lot of work. Who will work Soccer Saturdays.

Len – will find volunteers. Could use kids.

Steve - fire off suggestions to Len for Soccer Saturday.

Len - every business must understand that it is a soft sell. You cannot solicit. Go to organizations that do not have exposure. We are helping organizations in our community.

Marcie - Are we revamping the fields?

Len - have not anticipated that, use the space that is available.

Marcie - around concession, there is not that much room.

Steve - thinks there is room if we are creative

Marcie –question around girl guides and other organizations that could sell food, concern for Gaetano and concession.

Len – they can only promote their organization.

Len spoke to Gaetano about offering specials. Want to do more than just soccer.

Advertising (see brochure)

30 feet by 12 feet (large signs) for significant exposure.

Marcie do not put signs along Ospika and 15<sup>th</sup>, don't want to obstruct view of fields.

Len does not think it is an issue, 1.2 km's of fence. Will not be like a ball park.

Marcie - signage around gates and possible safety issues with kids. Blocking the gates could be an issue. Signage not along the entrance ways.

Spring Camp (see pamphlet)

6 hour day for kids.

3 groups of 20 kids.

Sent to all elementary schools.

Camp out (see presentation)

Extend mini fest.

Majority of house teams do not have team building experience with travel. Have all teams bring tents to the field.

With CN sponsor bring in a high profile speaker, big family event.

Steve - digest this, provide feedback.

Bring three motions

- 1) Club Eleven
- 2) Advertising in principle and recycling
- 3) Camp out

Len, look through documents. Would like to move forward on Soccer Saturday and camp out. Over the next week, electronic motion on next Monday.

John would like discussion.

Rob makes the motion that documents recycling, signage, soccer Saturday, we accept in principle showcasing our fields and membership for advertising purposes.

Second -Tony

Tony - would like to see more about the players versus signage

Steve does not want to micromanage.

Len - would like to see 30 or 40 signs up and see how it looks

Steve- we are talking about game day soccer Saturday, advertising

Marcie raises concerns about signage again, wants it on the record, limited advertising on Ospika and 15th.

Steve, our responsibility is to provide direction.

John- raises two issues 1) check with city of PG. 2) Add history, over the years this association has been approached by many organizations. Past practices have been turned down for the reason of soccer. The past boards have gone against. Are we here to serve the kids or make money.

Steve - soft sell is critical, revenue generation is important to increase experience and reduce costs. Opportunity to leverage for the best of the organization. Must be principled around around PGYSA goals and objectives. Must be in good taste.

Dustie - scared of getting too big too fast. Long time sponsors being ignored.

Len - met with Remax. Would like to continue sponsoring 10 teams but would like their dollars going further. Try and be inclusive, in good taste. Recycling of uniforms as an idea proposed by Len.

Steve – call the question for the motion and have an advisory group (Marcie, John and Dustie), accept in principle but it can be monitored and provide direction. Again, the call the question to accept Soccer Saturday, game day concept and opportunity for advertising PGYSA.

All in favour, carried.

Steve - Protection of the integrity of PGYSA is critical.

In Camera discussion, presented by John
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Researched the subject in camera and it is in chamber. Important to remember, always an agenda for in camera meeting. The same decision process is in place as a regular meeting. Minutes are to be taken and maintained and kept confidentiality. A board that gets in trouble regarding process is more likely

due to in camera. Rules should be set for in camera. If you can avoid in camera, avoid it. Only time, sensitive issues, ED salary, hr issues, etc.

Rob - why our in camera sessions started, opportunity to speak when no staff member was there. Speak unencumbered as a board.

John. Must be an agenda for in camera.

John – Asked about our website and minutes

Steve - Communications committee rebuilding the website and posting of minutes to the web will be a priority.

#### Technical Directors Report, Joel

Report submitted

##### Comments

Joel - Wanting to involve Whitecaps to have more specialty soccer camps that should bring more excitement and high performance camps. There has been a change within Whitecap organization so communication has not been as strong.

John – question regarding select coach selections?

Joel - We are short a few coaches for U14 boys. Until we see more registrations, we cannot finalize the number of coaches.

John - will names be presented to board for select coaches? Used to be standard procedure for the board to endorse the coaches.

Steve – Investigate if endorsement of coaches are required?

Joel - Cariboo Youth Soccer League has accepted us into silver level for a one year trial.

#### Board Reports, presented by Steve

##### Comments

Executive will meet 19 days before week in advance. Steve can get everything out the Friday before. Reports to be submitted the Friday before.

#### Minutes, presented by Steve

##### Comments

Staff - Dean to record. Steve to finalize.

#### Staff Benefits, presented by Dean

##### Comments

Revision to information required and will be presented at that time.

Rob – subject of printed packages. Rob can create the packages and bring to the meetings.

#### President's Report , Steve

As submitted

Comments

Vice President Report , Marcie

No Report

Comment

Treasurer as submitted , Anna

As submitted

Comments

Anna- Our revenue is normal for this time of year .

Anna- Volunteers needed for Rec Mart. E-mail times or google docs.

Membership and communications, Dean

- as submitted.

Comments

Steve - Jonathan Dyck is an exceptional communication director.

Steve - is excited about our potential exposure.

Future Stars and Indoor, Rob

As submitted

Comments

Selects Report, Brett

As submitted

Comments

Referees & Discipline, Tony

As submitted

Comments

John - have until the end of March to register. Need to take a refresher course and then register.

Marcie - read BC Soccer e-mail.

Rob - point of clarification regarding refresher process.

Steve - Tony will work with Len to problem solve the issue and communication to the membership.

Field and Equipment , Carmen

As submitted

Comments

15 to 18, Dustie

No report

Comments

Mini 9 to 12 years old, Debbie

No report

Comments

5 to 8, Grant

No report  
Comments

3 to 4, John

No report  
Comments

Action Items

- Club 11 and campouts for motion
- Advertising and action group
- Board Packages
- E-mail information
- In Camera process and build an agenda
- Referee information to be sent to membership

In Camera

Motion to go in camera by John

John - Joel's has been applying to UNBC.

Steve - opportunity to have a partnership with UNBC in many ways.

Rob - Joel initiated meeting with UNBC and Rob believes that it will be a cost sharing between PGYSA and UNBC.

Steve – Len to have a conversation with the president and vice president of UNBC. Does not see this negative, but a good opportunity to partner.

John - concern about us being exposed with Joel leaving.

Steve - wants to create a more rigorous contract to protect both parties.

Tony - if we partner with UNBC, how much of Joel's time will be lost to UNBC?

Steve- we have two more paid professional soccer coaches coming to Prince George. The university is building our capacity.

Motion to go out of camera

Motion to conclude meeting

Tony, Rob