

## **SF City FC Joint Board-Ops Monthly Meeting**

3 February 2016 6:30 pm

1590 Bryant St, San Francisco, CA 94103

San Francisco City Football Club Board of Directors

Andras Petery – Chairman

Joachim Steinberg – Vice-Chair

Daniel Ross – Secretary

Baxter Denney – Treasurer

Casey Proud – Community Service Liaison

Brendan Browne – Trustee

Michael Gonos – Trustee

San Francisco City Football Club Operations Team

Jacques Pelham – President and CEO

1.) Call to Order

2.) Roll Call

- All present.

3.) Appointment of Acting Chair for Meeting

- Joachim Steinberg appointed acting chair.

4.) Approval of January Board Meeting Minutes

- January board meeting minutes approved.

5.) President's Report

- SF City are champions of the Fall/Winter U.S. Club Soccer NorCal Premier Soccer League.
- SF City's final match of the season marked an attendance increase despite being hosted down at Crocker Amazon on a cold Sunday evening.
- PDL schedule announced — competing versions between the club's schedule venue info for some matches and PDL's — SF City's is most accurate.
- SF City cannot reserve Kezar twice in a week; Negoesco is the contingency venue for congested periods of the schedule.
  - Negoesco rental fee is \$1000 per match; Kezar's is \$3000.
  - Negoesco has an area reserved for beer sale/consumption.

- No park rangers or sliding scale fee based on projected attendance, like at Kezar.
- San Jose friendly to be played on February 24th at 11 am at the Earthquakes' training facility.
  - This is a closed door session, but representatives of the club will be invited.
- USF friendly to be played February 27th at Negroesco.
  - Good opportunity to continue our relationship with USF program, which is a productive pool of player talent.
  - This match will be free to the public.
- Open tryouts scheduled:
  - February 20 at Beach Chalet.
  - March 20 at Crocker Amazon.
  - \$25 player registration, which includes an SF City t-shirt.
- U.S. Open Cup
  - SF City qualified for the opening round (round 1).
  - Opposition will be announced in March — likely Sacramento Gold, C.D. Aguiluchos, or Burlingame Dragons.
  - Kezar unlikely to be available, which means SF City will not host the match.
- Recruiting
  - Charles Wollin will draft template for cold-contacting colleges via recruitment email.
  - PDL roster will be very fluid:
    - Max 8 players born before 1993.
    - Max 10 internationals.
    - Roster remains unlocked — can add and remove players as needed — nobody under contract.
    - Players must maintain NCAA eligibility.
- Operating Agreement to be finalized and voted on as soon as possible.
- Must file Statement of Information with the California Secretary of State within 90 days after the filing of the initial Articles of Incorporation.
- Currently there is no formal expenditure process.
  - Event expenses have been charged to LLC credit card.
  - Operating Agreement will stipulate how to approve expenditure.

## 6.) Chair's Report

- Update on Operating Agreement
  - Close to completion — on final round of revisions necessary.
  - Non-profit successfully negotiated oversight of the club manager (President).
    - Two years after executing the Operating Agreement the non-profit will establish a formal mechanism for removal of the manager.

## 7.) Treasurer's Report

- Treasurer now has access to all club financial accounts.
- Very limited funds in the bank.
  - -\$259 balance
- No formal process exists for approving capital injection.
- Sales tax paid: \$1352.
- Ops team must recruit a CFO.
- Currently the non-profit is not spending — difficult to project volatility of funds.
- Trademark approval TBD.
  - \$1600 initial fee.
  - \$60 annual maintenance fee.
  - Jacques Pelham is the name on the paperwork, but simple to transfer.
- Necessary to determine mechanism and cadence for distributing funds to the LLC from non-profit sales (memberships, merchandise, etc.).
- Necessary to vastly improve sales inventory tracking, especially when the club begins selling a la carte merchandise (online store?).
- Must set aside funds for paying sales tax.
- The club owes corporate tax on March 15 — expected to be minimal.
- Necessary to hire an accountant for the future.
- Treasurer will project rough budget for the year at the March board meeting.
- Baxter Denney (Treasurer) needs to be added as signee to club bank account.

#### 8.) Community Service Liaison Report

- 2016 Members Survey
  - 36 responses.
  - Liaison needs access to the mailing list.
  - Liaison will send follow-up round for additional survey completions the week of February 9, likely that Tuesday, with a 14-day completion window.
  - Trend: consistent email communication requested to keep up with club matters.
  - Need to capture more contact info at all club events.
- Liaison researching organizations around the city for partnership opportunities, especially those to which the club can offer free tickets to matches or at least discounts to volunteers (including merchandise).
  - Liaison has discussed this plan with the Director of Community Engagement, but will seek official sign-off from Ops.
- Necessary to tap into upcoming big soccer events (Copa America, etc) with info booth promoting SF City brand of “Soccer for Good/Community.”
  - Andras Petery has a relationship with the head of Soccer United Marketing who may be sounded out about providing the club with opportunities at Levi’s Stadium Copa America matches.

#### 9.) Old Business

- Merchandise Subcommittee
  - Members:
    - Brendan Browne
    - Casey Proud
    - Joachim Steinberg
  - Possible to offer alternate merch to scarf for renewing members?
  - Will brainstorm merchandise needs.
- 2016 Membership Pricing Plan Report
  - Approved by board.
- Andras Petery approved as non-voting board advisory role while his minority share status is finalized.
  - To be transitioned by March board meeting.

#### 10.) New Business

- Transition – Interim President for Non-Profit, Member list, etc.
  - Mike Gonos approved as interim President of the non-profit members org.
- Election process for new board member
  - Solicit nominations from membership base.
  - Non-profit board will elect from member-nominated candidate field.
  - Instant runoff to break a tie.
  - Necessary to update non-profit bylaws to reflect this process.
  - Andras Petery to draft resignation announcement with Jacques Pelham.
- Discuss determining representation on Executive Board
  - Baxter Denney appointed non-profit membership organization's Executive Board representative for 2016.
  - Formal process TBD.
- Discuss strategic Planning Process
  - President to circulate proposed deadline for 2016 goals.
  - Necessary to develop a quarterly business review.
- Open discussion/brainstorming period.
  - Board to meet midway between February and March meetings for brainstorming strategic plan (February 17 at 6:30 pm at New Relic HQ - 188 Spear St Suite 1200).

#### 11.) Meeting Adjourned