

SF City FC Joint Board-Ops Monthly Meeting

6 January 2016 6:30 pm

1590 Bryant St, San Francisco, CA 94103

San Francisco City Football Club Board of Directors

Andras Petery
Baxter Denney
Brendan Browne
Casey Proud
Daniel Ross
Joachim Steinberg
Michael Gonos

Operations

Jacques Pelham

Special Representative

Jon Titchener

1.) Call to Order

- Temporary appointments for meeting approved.
 - Andras Petery – Acting Chair
 - Michael Gonos – Acting Secretary

2.) Roll Call

- All present except Brendan Browne.

3.) Approval of Annual General Meeting Minutes

- Minutes approved by unanimous vote.

4.) Reports

- Operating Agreement Committee
 - Target for operating agreement to be completed 15 January.
 - There will need to be further meetings/conference calls with the board to clarify final details.
 - Board may conduct final vote by proxy.

5.) President's Monthly Report

- First Team Report
 - Word from US Soccer as to our USOC qualification should arrive on 7 January.
 - NorCal Playoffs begin 24 January vs Redwood City.
 - Friendlies against San Jose Earthquakes and USF scheduled for February.
 - Tryouts for PDL team to be held in March.
 - Incumbent upon members to utilize available connections as scouts for new talent.

- 2016 Merchandise Planning
 - This will require assistance from the board to finalize (potentially a new subcommittee).
 - Potential new merchandise partner: Gustin.

- Website Redesign
 - Target for website redesign is early April.
 - Possible Classy involvement in this process.
 - Establishment of Member Organization portion of the site.

6.) Old Business

- 2016 Membership Pricing
 - Proposed increase to 65 USD annual membership, 500 USD lifetime membership, creation of 125 USD family membership.
 - Needed because of increased operating costs; commensurate with higher level of play being offered in PDL.
 - Subcommittee to be formed to outline detailed plan. Target date for rollout of new membership costs is 23 January.
 - Possible promotion opportunity: limited time offer of 2015 member rates to drive enrollment.

- PDL Rollout Schedule
 - Press Release scheduled for 11 January 10 am.
 - 23 January 2-4 pm: Town Hall style public event. To be held at The Hall, 1028 Market St. Video of event will be livestreamed online.
 - PDL schedule announcement will be made in first week of February.

7.) New Business

- Appointment of Officers
 - Chair – Andras Petery
 - Vice-Chair – Joachim Steinberg
 - Treasurer – Baxter Denney
 - Secretary – Daniel Ross

- Community Service Liaison – Casey Proud
- Trustee – Michael Gonos
- Trustee – Brendan Browne

- 2016 Member Survey
 - Purpose is to gauge fans' interests and needs to better serve them and grow the organization.
 - Draft will be submitted for board approval by 8 January.
 - Target for publishing this will be the week of 12 January.
 - Andras, Michael, and Casey form the committee drafting the survey.

8.) Adjournment – 8:30 PM