

SAN FRANCISCO CITY FOOTBALL CLUB

October Board of Directors Meeting

October 13, 2016
6:30 pm–8:30 pm

San Francisco City Football Club Board of Directors

Joachim Steinberg – Chair

Brendan Browne – Vice-Chair

Daniel Ross – Secretary

Bradley Ericsson – Trustee

Casey Proud – Community Service Liaison

Julia West – Treasurer

Michael Gonos – Trustee

1) Call To Order

2) Roll Call of the Board of Directors

- Joachim, Daniel, Brendan present
- Quorum not met, deferring all voting to electronic communications

3) Approval of September Board Meeting Minutes.

- deferred

4) CEO's Report (Michael)

- Current Membership: 698
- Asana in place for Members Board projects. This is our primary means of communication/project management from now on.
- AGM report:
 - Site rented, and all preparations are on scheduled.
 - Remaining tasks are:
 - Draft Agenda (Mike)
 - Prep Candidate Statements (Daniel)
 - Catering (Mike)
 - Prep Ballots (Mike)
 - Prep Materials (Steven)
 - Chair's Presentation (Joachim)
- Website report
 - Significant progress made, but project is still behind schedule. Currently, we are at 40% completed for Beta version. Reasons for delay are that I was unable to deliver all the content on schedule (has now been accomplished) and the developer was temporarily unavailable. She is now back working on the project.
 - The Spanish language translation is going to be problematic for the initial release. Ted is not available for a few weeks. We have alternatives available, but they might cost up to 100 USD.
 - The team is going to push as hard as possible to have the site ready by the AGM, but I doubt it will be.
- Survey report:
 - The project has been started. Myself, Steven, and Casey are primary stakeholder. All board members can see the project on Asana.
- Sunday Streets Support report:
 - I assisted the Ops team in preparing for the October Sunday Streets event in Excelsior. I was responsible for procuring the small item giveaways (bracelets, magnets, stickers). These have all been produced, and the last of them will be delivered on Friday, 14 October.
- Recruitment emails:
 - I have received provisional permission from Paddy to expand our email program to

local high schools. Even though we are very unlikely to find any graduating seniors capable of playing at a PDL level who are not already on our radar through youth football contacts or who are not already on the way to college or pro, the effort is rewarding in its own right. It will be fulfilling our mission of promoting local talent, and also will increase our brand awareness and standing in the community. I am creating a project for the general recruitment effort in Asana, but need someone to volunteer to help me in the email writing.

- Book Drive Proposal:
 - I have been in preliminary discussions with America Scores Bay Area. I've gotten the green light to put together a formal plan from Casey and from Jennifer (as it involves our youth teams). The basic plan is for a competitive book donation drive between our youth teams to see who can donate the most used books to America Scores. The winning team gets a pizza party and we donate a 100 USD in their name to America Scores as well. We can also perhaps do smaller donations for the other two teams. I am currently working on a proper plan for this, addressing logistical concerns, and when it is ready, I will submit it to Casey for review. The timeline for this is very short, so I will have something for you by Monday.

6) Chair's Report (Joachim)

- handbook drafted for institutional knowledge
- each board member must contribute

7) LLC Executive Board Representative Report (Joachim)

- seeking additional investment opportunities

8) Treasurer's Report (Julia)

9) Secretary's Report (Daniel)

- will extend board application
- need to recruit from pool of previous applicants

10) Community Service Liaison Report (Casey)

- emailed
- need to send social media blast / blog post / newsletter announcing our community service goal being met

11) Old Business

- Web Development Project
- Emperor Norton Award
 - plaque in the mail
 - will be awarded at the holiday party
- SGs Presidents Forum
 - moved to Oct 27
- Board Email Addresses
 - formal rules will be added to the handbook
- European Ambassador Idea
 - TBD
- Membership Options for Next Year
 - board approved president's plan
- Stakeholders' Meeting
- Youth Operations Incorporation
 - lawyer working on incorporating youth ops as 501c3
 - need to form bylaws
 - need to establish NFP board oversight
- Merchandise
 - opened account with wholesaler
 - samples being collected

12) New Business

- Survey Proposal
- Recruiting Letters
 - o continue reaching out to NCAA coaches
- Out of Town Membership Drive
 - o reach out to people during charitable giving season
- AGM Planning
 - o in progress
 - o 2-min candidate statements and Q&A before voting begins
 - o will release results electronically

13) Meeting Adjourned