

# August SF City Members Organization Board Meeting

2 August 2017 630 PM-8:00PM

## **Invitees:**

### **Members Board:**

Joachim Steinberg  
Brendan Browne  
Allison Bridges  
Mike Gonos  
Alexander Lovell  
Wendy Guzman  
Pete Bogdis  
Eric Schaefer  
Dominic Perrett

## **Agenda Items:**

1. Call To Order – Mike Gonos (In Joachim Steinberg's Absence)
2. Roll Call of Board of Directors – Mike Gonos
  - a. Joachim Steinberg, Brendan Browne, Wendy Guzman, Pete Bogdis, and Eric Schaefer were not present.
3. Approval of Previous Meeting's Minutes – Mike Gonos
  - a. Online vote carried out. Unanimously approved
4. CEO's Report – Mike Gonos
  - a. Active membership: 405
  - b. Staffing is up to strength
  - c. Website is up to date
5. Chair's Report – Chair not present.
6. Treasurer's Report – Eric Schaefer
  - a. Delivered online
  - b. Finances in good order
  - c. Expenses for Members Organization's share of production of Pride Jerseys unanimously approved.
7. Community Service Liaison's Report – Mike Gonos
  - a. Volunteer Hours: 94 hours
  - b. Foodbank Donation Drive Results;
    - i. 266lbs canned food
    - ii. \$93 online donations
  - c. Recruiting for September volunteer events will begin after Street Soccer weekend.
  - d. Ted Joseph has been tasked with planning a late fall/winter Habitat for Humanity volunteer day.

## 8. Old Business

- a. Sister Club Webring – Dominic Perrett
  - i. Will deliver contact information to Mike for implementation on Members Organization website.
- b. Street Soccer Update – Mike Gonos
  - i. Volunteers have been signed up to work the event
  - ii. Johannes Demarzi has overseen recruitment and organization of our Corporate Cup and Open Cup teams.
  - iii. Ops team has prepared our tent and used gear drive to benefit both kids' and adults' programs.
  - iv. Danny Kirkland has been selected to represent the club in the Celebrity match on Sunday.
  - v. Our advertising program for the event has been implemented.
  - vi. Mike Gonos will contact Ops to ensure Marshall Lamb is utilizing his contacts in local media to get widest coverage possible.

## 9. Post-2017 Season Review – Mike Gonos

- a. Ops is supplying merchandise sales information
- b. Ops is also supplying breakdown of ticket sales and comp ticket redemption rates
- c. Do we have the capacity to determine demographic breakdown of our audience?
- d. Online Survey
  - i. It has been decided to push the online member survey to next week (target is between 8 and 10 August)
  - ii. Dominic Perrett has agreed to handle setting up the online survey questions based upon original draft from Mike Gonos, with input from Alexander Lovell and Allison Bridges.
  - iii. We will offer a \$10 SF City gift card to a randomly selected respondent to the survey.
- e. AGM Update – Mike Gonos
  - i. Sports Basement Grotto has been reserved to October 14<sup>th</sup>, 4PM-6PM
  - ii. We are currently in discussions with Sports Basement to combine this event with a Members discount day at Sports Basement.
  - iii. Advertising will commence next week.

## 10. New Business

- a. Sponsorship Development – Alexander Lovell
  - i. Alexander discussed his analysis club's sponsorship needs and goals (online version of this analysis will be delivered shortly) and how members organization can assist the club in achieving them through philanthropic activities. A special emphasis upon commitment to a slate of free youth clinics is recommended.

- b. Events Committee Staffing – Mike Gonos
    - i. There needs to be further discussion of our social event plans for the remainder of the off-season, based upon feedback from board members at this meeting.
    - ii. Allison will be taking a major role in the following:
      - 1. Organizing our outreach and cooperation with local rec leagues.
      - 2. Planning for development of 2018 promotional materials (flyers, etc.)
        - a. Mike Gonos will provide Allison as much data from our 2017 program as is required.
  - c. EPL Fantasy League – Brendan Browne
    - i. League has been set up and is running
    - ii. Advertising on social media channels will commence tomorrow
    - iii. A prize will be given to the winner
      - 1. Prize is TBD
  - d. Post Season Membership Proposal – Mike Gonos
    - i. Do we offer a reduced-rate 2017 membership for the remainder of the year?
    - ii. Online vote is to not pursue this option.
11. Meeting Adjournment
- a. Agree on next meeting's date, time, location. – Tentatively set for Sept 6<sup>th</sup> 2017
  - b. Meeting Adjourned.