



ASA Meeting Minutes

December 4th, 2017 7:00 PM Lee Center

Attendance: Tommy Park (ED), John LaValle, John Timmons, Todd Carroll, Troy Drafton, Leila Peterson, Art Atkins, Wendy Matney, Autumn VandeHei, & Jeff Newhouse

1. Minutes of previous meeting were not available for review.
2. Board Development
 - a. The nomination process has been codified and will become part of the board manual.
 - b. Advisory Committee membership procedures have been clarified.
 - c. These procedures and processes will be presented at the next board meeting for consideration and formal adoption.
3. Risk Management
 - a. Incident tracking and reporting procedures are being formalized.
 - b. Field safety guidelines need to be distributed.
 - c. Our new adult leagues will need their own separate risk management policies.
4. Marketing and Sponsorship
 - a. A marketing plan has been drafted, including sections detailing infrastructure, scaling, media kit, templates, collateral, and content calendar.
 - b. Discussions ensued regarding websites, baseline data, traffic searches, language translation, promotional videos, staff speaking engagements, and revenue opportunities.
5. Facilities
 - a. Existing and proposed outdoor futsal court projects were discussed.
 - b. The ramifications of large scale facility investments were discussed, including a local example of over-extension.
 - c. Future city CIP expenditures need to be monitored to make sure that quality indoor athletic space is considered and lobbied for.
 - d. Recent RPCA staff developments have resulted in the availability of more indoor space at city venues, but weeknight practice space is still an issue.
6. Outreach & Volunteer Engagement
 - a. Staff program director sessions have begun.
 - b. Discussions ensued regarding the future rolls of volunteers, the clarification of volunteer needs across our diverse sections, keeping volunteers engaged and happy, and defining which tasks are more appropriate for staff and board members.
7. Finance Committee - The Sustainment and Investment Objective Policy was discussed.
8. Pathway to Gold
 - a. The Performance Imperative Policy document was distributed for review.
 - b. This platform will be used over the next six months to evaluate ourselves with the assistance of Lee Shields.

Meeting adjourned at 8:51 PM.