



## **ASA draft Meeting Minutes**

19 March 2018

7:00 PM Lee Center

Attendance: Tommy Park (ED)  
John LaValle (Pres)  
Leila Peterson (Vice)  
Todd Carroll  
John Timmons  
Troy Drafton  
Art Atkins  
Jeff Newhouse

Heather Peeler (guest)

1. Approval of Minutes – the December 4, 2017 meeting minutes were approved.
2. Board Development – the committee will be meeting this spring to finalize board development guidelines.
3. Marketing and Sponsorship
  - a. Website data analytics are now available, with a powerpoint presentation ready to be used as a tool for marketing and sponsorship efforts.
  - b. An Urban Soccer Symposium will be held in Washington, DC March 23-25. ASA staff will be discussing our scholarship after-school soccer league at title 1 elementary schools.
  - c. Leidos is on board as a sponsor, specifically in supporting recreational soccer, the summer camp, and futsal.
4. Facilities – The T.C. Williams Stadium Initiative is still moving forward. Two more public meetings are anticipated before the issue is presented to the City Council.
5. Outreach and Volunteer Engagement
  - a. Academy staff were met with.
  - b. Potential academy/parent advisory committee members are being identified.
  - c. A parent-to-parent social/learning event is being planned.
  - d. A wine and cheese social event is being held at TTR Sotheby's on April 18<sup>th</sup>.
  - e. Spring2Action is scheduled for April 25<sup>th</sup>.
6. Finance – the FY19 budget was unanimously approved.
7. Pathway to Gold - guest Heather Peeler, President and CEO of Act for Alexandria, spoke about the partnership with ASA.

Meeting adjourned at 8:12 PM.