



ASA **draft** Meeting Minutes

20 May 2019

7:00 PM

Lee Center

Attendance: Tommy Park (ED), John LaValle, Leila Peterson, Todd Carroll, John Timmons, Troy Drafton, Art Atkins, Wendy Matney, Steve Hartell, and Jeff Newhouse

1. Steve Hartell, new board member, was introduced to the Board. He was nominated and approved, via email, on April 4, 2019.
2. A discussion was held regarding board and committee development:
 - a. Two board prospects will be met with soon.
 - b. New members are not being directly solicited. Word-of-mouth has been the preferred method recently.
 - c. Board development priorities are filling knowledge gaps and increasing diversity.
 - d. The development of an advisory committee was discussed.
3. A handout was distributed detailing how we have been implementing the Club Wide Strategic Goals and Key Initiatives. The executive team will be meeting in July, digging deep into outcomes, to prepare a formal presentation for the board.
4. Futsal was discussed:
 - a. Staff led a seminar at the St James regarding best practices.
 - b. EventsDC has approached us regarding a possible tournament at the Armory.
 - c. An outdoor tournament is being planned for Alexandria courts in the summer of 2020.
 - d. The next three futsal court conversions (US Soccer/ACPS) will include lighting.
 - e. Our previous futsal tournament included entrants from Canada. Australian teams have expressed interest in our next tournament.
5. Marketing and Communications:
 - a. A handout was distributed detailing website performance/metrics, media kit, brand video, summaries, and recommendations.
 - b. The Demosphere is very limiting logically in comparison to other products such as Wordpress. The board encouraged the use of better platforms.
 - c. Tools that would help parents are being researched, including crowdsourcing for transportation challenges.
 - d. Mobile device access is popular, but our website has not yet been optimized for mobile use. Our younger users (parents and children) expect a better mobile product.
6. Miscellaneous:
 - a. Our goal for Spring2Action was surpassed.
 - b. Virginia Tech MBA students have been visiting the office to gather and analyze data regarding facility use.
 - c. Recent Youth Sports Advisory Board discussion topics have included field renovations efficient facility usage.
 - d. Our annual independent audit was positive. Details will be discussed at a subsequent board meeting.
 - e. A formal female professional player is organizing a June skills training session for women. This could potentially be a resource for recruiting female recreation coaches.
 - f. The SWOT presentation will be held in the fall, as well as the board's Strategic Vision meeting.

The meeting was adjourned at 8:03 PM.