



ASA Meeting Minutes

22 September 2021
7:00 PM via Zoom

Attendance: Tommy Park (ED), John LaValle, John Timmons, Troy Drafton, Charles Herrmann, Christine Ponzi, and Jeff Newhouse

1. Summer Program Review - 12 programs this summer including:
 - a. Futsal "mini" league
 - b. Futsal tournaments
 - c. Adult 7 v 7 league
 - d. Toddler clinics
 - e. Early August training for advanced academy teams
 - f. Camp Alex had over 600 kids participate at Brenman. A counselor-in-training initiative was initiated for middle/high schoolers and college students.
2. Fall Programming
 - a. Recreational registration began in mid-August, and is currently at 2,300.
 - b. Registration tables were set up at schools and community centers leading up to the Fall.
 - c. Junior academy registration is at 200.
 - d. Academy registration is at 1,150.
 - e. Overall registration is up 10% compared to pre-covid numbers.
 - f. Access4All has expanded to 5 schools. Analysis of the Access4All program will need to include detailed participation study of children-of-color and girls.
 - g. Participation in the MLS Next program is new for us.
3. Budget/Facilities
 - a. Contracted coaching expenses exceeded expectations because of higher registration levels.
 - b. Discussions were held regarding other revenues, expenses, cash accounts, and sustainability funds.
 - c. Amazon and OrthoVirginia have become Champion Level sponsors
 - d. The Board approved a \$100,000 expenditure for netting improvements at Witter Athletic Facility.
 - e. The PPP proposal for turf and lights at Potomac Yard soccer fields was submitted 5/28/21. We expect a formal response next week. Our contact at the City Manager's office indicates that there have been serious discussions.
 - f. ACPS is pursuing lights and turf at GWMS.
4. Strategic Planning
 - a. Our consultant is Brighter Strategies.
 - b. Survey results are 90% positive.
 - c. A slide presentation is being prepared and will be shared internally.
5. Board Development - the Strategic Plan will be used in the spring to recruit new Board Members.
6. 50th anniversary GALA
 - a. Our 50th anniversary GALA is being planned for March 2022 at the Torpedo Factory.
 - b. Katie Brooks is the coordinator.
 - c. Board Members need to provide names of invitees that might not be apparent to staff.

The meeting was adjourned at 8:48 P.M.