

The 2010 Executive has determined their focus for this year will be on the following directives:

1. Governance Adjustments
2. Community Building
3. Leadership/Continuity
4. Community Building

Carrying over the 2009 Executive priorities:

1. Womens' Outreach
2. TIPC
3. Membership & Recruiting



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MEETING Minutes – December 7, 2009

Location: 46 Pembroke Street

Secretary: Tara Vinodrai

1. CALL TO ORDER by Tara

2. MEETING ATTENDEES & REGRETS

Present:

Kephra Senett – Communications Officer / Vice-Commissioner
Tara Vinodrai – Women's Representative / League Ombudsperson
Amanda Stocks – Membership Coordinator
Ed Van Ekeris – League Operations Coordinator
Shane Butner – Events & Fundraising Coordinator

Regrets:

Steve Lloyd – Commissioner
Tedd Konya – Secretary
Daniel Tourangeau – Treasurer

3. AGENDA & MINUTES ACCEPTANCE

Agenda

- No change

Minutes

- Executive meeting November 23, 2009
- Deferred to next meeting

4. MEMBER REPORTS

4.1 Commissioner (Steve)

- No report

4.2 Communications Officer / Vice-Commissioner (Kephra)

- Website

- Kephra reported that the Lifang, our website developer, has gone MIA. Kephra has left multiple messages, as has Tara V. and Derek C. This could be a problem for the league since we are still in the process of finalizing the website and have no documentation. It will potentially hinder our online registration process further. The first cycle of registration for returning members is scheduled to open for March 1,

and therefore we need to address this ASAP. Kephra has spoken with Kent W. who has some PHP knowledge and he has indicated that he is willing to help. Lifang has a deposit for \$200 to develop the gallery module with another \$200 to be paid upon completion of the current tasks.

-Online registration

- Discussion of issues related to PayPal and bank accounts. May need to reprogram the website pending decisions regarding PayPal.

-ACTION: Kephra will attempt to contact Lifang one last time and then follow up with Kent and Avery M. Daniel to review PayPal spreadsheets from Tara. Tedd and Tara to work with Daniel and David P. to free up account numbers from PayPal.

-Kephra needs DSTribution items.

4.3 Membership Coordinator (Amanda)

- Uniforms

- Contacted JK Sports and they have our logos, etc. to do silkscreening. Amanda is awaiting a final quote for them and we may be able to save some \$\$ by using them again.

- Medals 2009

- Kent gave Amanda all of the outstanding medals leftover from the banquet. Amanda contacted the captains to let them know that she has them and will pass them on to the captains to distribute to their teams. Amanda is assuming \$8,000 for uniforms in budget and will not order until we confirm sponsorship. Amanda has approached Polar Ice and Smirnoff and there is some interest – she will pursue further pending our discussion of sponsorship and budget.

- Calendar

- Amanda has not been able to access the calendar yet to access and confirm the dates for membership, etc.

4.4 Treasurer (Daniel)

- Deferred until next meeting given uncertainties, attendance and new information re: actuals.

- ACTION: Daniel to revise budget based on 2008 and 2009 actuals provided by Tara/Tedd and input from executive. Question: Should DST and TIPC budgets balance independent of one another given that TIPC may/may not happen.

4.5 Women's Representative / League Ombudsman (Tara)

- Survey: Tara was able to send out the survey on-time on Friday afternoon. There are 60 responses to survey so far. She also needs a prize.

- ACTION: Tara will send a reminder email next Friday to those who have not yet responded.

- ACTION: Shane to approach Ian M re: FOTES Gift Certificate (\$125)

- Tara sent Ed Pink Turf contacts and membership list as per agreement at last meeting.

- ACTION: Tara still has to send around motion re: revised by-laws related to AGM and business meetings.

- Update of corporate documents – has recreated the Executive in full from 2004 to 2010; will fill out the forms and submit in next 2 weeks
- Tara has reconstructed the 2008 and 2009 finance actuals and sent them to the executive last night. She suggests that since budget has been deferred that Daniel may want to revise the budget based on actuals / historicals. There was agreement that this would be a better starting place.

4.6 League Operations Coordinator (Ed)

- Field permits: There was some concern related to submitting financial documents. The City will accept the constitution in lieu. Application is ready to go, including the membership list which has been stripped down to include only the information required by the City.
- ACTION: Ed to submit finalized permit application.
- Dates included all Sundays, as well as Jimmy Simpson. Ed is considering Riverdale East for assessments rather than Jimmy Simpson due to location.
- Assessments: Ed does not think it is necessary to re-assess all members. Ed is thinking of sending all captains the list of their team members and asking for assessments. If the assessments were significantly different than those members would be asked to come for a mandatory reassessment.
 - Shane states concern about privacy. Ed stated that he would not include the league score. Kephra and Amanda stated concerns about the public relations aspect in terms of some people being asked to return and others not.
 - Ed wondered if instead of captains, the executive could conduct this review resulting in a mandatory reassessment. Kephra thought this would still result in a public relations issue
 - Amanda asked what proportion of new members or members who joined part way through this season miss both of the assessment clinics. Would a policy requiring a mandatory re-assessment every 2 or 3 years be helpful?
 - Kephra noted that our assessors are league members. Shane speculated that we could hire external skills clinic assessors to conduct this assessment. Tara noted that this would become quite costly (~\$1000/assessment day).
 - Ed wants to avoid reassessment of all members. Discussion ensued re: solutions and the role of occasional players in the draft, attendance issues and replacements of lower skill players with higher skill players. Agreement that we need a robust discussion re: captain selection to ensure we don't pick captains that will support our attendance policy. Consensus to review skill distribution from last few years to ensure appropriate skill ratings and distribution; revisit if necessary.
 - ACTION: Tara to send 2008 and 2009 assessment scores to Ed for comparisons.
- Consideration of volunteer recognition and leadership recognition. We think we need to add more resources to the budget for this. Volunteer of the week. Draw for lines volunteerism.

4.7 Events and Fundraising Coordinator (Shane)

- Shane has started to put together the sponsorship package. Breaking the budget into several parts:
 - A thought regarding pricing structure: 750 for team jersey with logo; 850 for team jersey with event
 - Sponsorship per team has not changed in several years. Concern about events turnout? (ranges: 20 to larger).
 - 6 Confirmations for next year: Fuzion, O'Grady's, Blakes, Carlsberg, Fly, Woody's [6]
 - Discussion: related to pros and cons of how to structure fees and venue-based vs. non-venue based events and integration w/ TIPC sponsors.
 - Discussion about the possibilities for the other 4 teams. Sponsors from last year should be given the first right of refusal. There are at least 6-7 options.
 - Events that we can offer: Draft night, I miss DST, pride float, TIPC? + fundraiser...
- Banquet – Shane has confirmed the date (Oct 16) at the Radisson for the banquet. No need for a deposit at this time. Shane will report back with more details.
- Fundraising ideas
 - Calendar: Shane contacted Blake from San Francisco. It can be very profitable. One calendar drive could raise \$5,000 to \$7,500. Kephra noted that we have several very talented photographers in the league. That has been more than double our fundraising targets which could mean all of the events could be socially oriented. Shane notes that we have some great photos already from past few seasons. Sell at Pride Booth?
 - Discussion re: Action shots vs. selling players. There is some risk in the second option. Cost upfront would be \$2,600 for 500 calendars. If we sold at \$15 (500 sold, \$7,500 revenue, \$4,900 net profit; 173 to break even)(at \$20, revenue \$10,000; \$7,400 profit)(at \$10, profit \$2,400). Amanda: balance gender? 75/25 reflects league. Could add coupons for sponsors. Kephra thinks concept driven rather than action shots (since these are available via Facebook). Shane wonders about convincing members to volunteer. Concerns about diversity. Timing: May to May to capture Pride event, sponsors vs calendar year.
 - 12+ models. [Couples, friends, group shot]? More discussion needed? Amanda: legalities related to sponsors or disgruntled models? Shane: Not a negative experience, no sponsors ...
 - Will we get enough models? Participation, inclusiveness and balanced? What does our league represent and who? How do you strike a balance...
 - Stylized, theme based shots? How do you ensure it will sell?
 - Events could include calendar sales.

4.8 Secretary (Tedd)

- No report

5. NEW BUSINESS

5.1 Facebook and Facebook policies

- Facebook is not an official league communication vehicle but we do use it to invite people to events, etc. Facebook has launched some new policies. There is some additional language around sweepstakes, events, etc. that are advertised through Facebook. We must include this in any future communication of events, etc. that we organize / send invites through facebook regardless of whether or not it is an "official" DST facebook page.

6. MISCELLANEOUS

6.1 G20 Summit and TIPC

- Tedd sent note earlier at week about conflict b/w TIPC weekend and G-20 summit. Concerns about road closures, security, protestors and hotel availability. Pride is moved because of G-20, but we may be okay b/c of the likely non-downtown location of our fields. We do not have a tournament director yet. Limited out of town participation despite international branding of the tournament. Hotels may be limited? Could task force consider billeting? Could we change? Discussion should continue in consultation with Executive and TIPC task force. Need to find director first before additional decisions made.

7. ANNOUNCEMENT OF NEXT MEETING

Next Meeting: Monday December 21st at Shane's

8. ADJOURNMENT

Motion to end meeting (Tara)

Second (Kephra)

Passed 5-0