

NVSA Officers' Meeting
1/25/07, 7:55pm
O' Sullivan's

I. Scheduling

- Team interest in playing on non-league nights or specific nights – Q to Rick B.?
 - Travis - affects refs?
 - Sarah – conflict with other league play should not affect us
 - Rick B.– probably can't happen; can only say “to the best of our ability - be flexible”

II. Finance

- **Business Plan** (Phil's very nice graphic organizer)
 - Build NVSA into long-term organization; 3-year plan
 - **Product**
 - Add a new division (Indoor, M, W)
 - Activities like All-Star Game; knowing people off the field helps league
 - Expand outside of Fairfax County (Arlington?)
 - Become a voice with the county AND the soccer council (it needs power)
 - *Travis – it's in place; can we build into it – make it useful*
 - Build ref pool (new blood)
 - **Brand**
 - Newsletter; soccer-related business
 - Web presence; (Travis – keywords, pay for exposure - \$500 budget?)
 - Regional tourney (*Blunt - leaving NoVA defeats our purposes*)
 - **Value**
 - Corporate sponsors (*way for Heather to help?*)
 - Approach those already tied to the soccer world (MLS sponsors, etc.)
 - Kick-backs from EuroSport, etc.
 - Expand team base! (this depends on our goals as a league)
 - Increase reserve fund (*Lou - It's always good to have a cushion*)
 - **Present plan to captains**
 - Goal – better fields
 - Ways to increase surplus – (end result: build funds and invest for long term)
 - Increase team fee (\$100 per team increase - \$7000/yr.)
 - “Player Administration Fee” (\$10 for each pass/yr.)
 - \$1000 team fee/session
 - (Travis) fee serving something that values players (trophies, etc.)
 - Targeted surplus (\$20,000 in 3 yrs.) (long term - buy land and build fields)

III. Marketing

- **DC United** – same package as last year (300 tix over 3 pre-chosen games)
 - Discussion over possibility of actually reaching goal
 - Need to develop distribution (lost \$1800 last year)
 - Build in clause: lose All-Star field if goal not met, 50% cred. for other tix sold

IV. Recruiting – New Teams

1. Babette Jensen
2. Zack (needs to get back to Lou)
3. Kidwell
4. Jamie Adams (2 teams – may be Marika (6) & Phyllis' (7))
5. John Wayman
6. Phyllis (very enthusiastic)
7. Marika (very enthusiastic)

- 9 teams – most likely returning
- Allen – need 2 teams by captains meeting
- 35 or 39 teams total – limit or expand? (*Allen – keep divisions in mind – quality teams only*)
- Lou – expand – take from other leagues
- Allen – may have to go outside The List (*Lou – use The List*)
- Travis – expand - Add a division or re-align ourselves (East-West divs; 12 team divisions?)
- Phil –i.e. eventually Fairfax/Arlington divisions
- Blunt – helps morale (Division 3a vs. Division 6)
- Travis – 24 game season (April to October)
- Lou – Over-30 division makes room for more teams without more division
- Give choices to captains meeting

V. Website

- Ashley Shields has been recruited to help Travis
- Updates – rainout info, “sexier” layout, soccer headlines (ESPN scores, etc.), formatting
- Other ideas: partners area, team logo/photos posted, suggestion box, jersey numbers

VI. Odds and Ends

- Promotion/Relegation (Lou to Blunt – look at rules regarding Skycatz)
- New Weather (703) 666-9050
- Team Fee - \$1650 (wait until fall?)
- People want to volunteer – Heather Ierardi & Matthew Donohue
- Roles Available (offer both to Heather):
 - Field Monitor (will organize people to go to fields – watch fields when we’re not there)
 - Indoor - Tim is out.
 - Want people to be “generals” (should not run something like indoor alone)

meeting adjourned 9:34pm