



*Traverse Bay Area Youth Soccer*

**MINUTES OF JANUARY 12, 2016  
TRAVERSE BAY AREA YOUTH SOCCER  
BOARD MEETING**

The regular monthly meeting of the TBAYS Board of Directors took place at the TBAYS Offices, present being Board Members Roy Montney, Mike Groleau, Dale Tumey, Andy Wares, Brad Warren, Corbin Buttleman, Chad Fournier, and Marshall Collins, Jim Hirschenberger and Anne Morrison Perry and Staff Jessica Kempf.

**Agenda:**

An Agenda was prepared and circulated by Andy. Motion to approve by Roy, support by Jim. Motion passed.

**Minutes from Previous Meeting:**

Chad moved to accept the minutes. Brad supported. Motion approved.

**CONSENT AGENDA**

**Director of Administration** – Jessi submitted a report.

**Director of Soccer Operations (including North Storm)** – Henry submitted a report

**Director of Referees** – No report submitted

**Fields and Grounds** – Roy-No access to the barn until it is plowed, lock on coaches closet still needs to be fixed, battery needs to be changed.

**Treasurer** – Dale submitted a report.

**Motions Approved Since Last Meeting**

No motions approved via email since last meeting

**UNFINISHED BUSINESS**

**MSYSA/USSF Age Group Changes**

Henry to provide new net quotes to Jim for sponsorship opportunities

**TBAYS Visioning Process**

The visioning proposal from North Sky was discussed. Mike will invite Lucille to our next meeting to discuss the visioning process and answer questions so we can determine any next steps

**NEW BUSINESS**

### **Request to purchase new tournament balls**

Jessica received a quote for tournament balls. Moved by Chad to approve the purchase the number of balls needed for the tournament, plus 10%. Supported by Corbin. Motion approved.

### **Review of Survey Results**

Overall net promoter score was similar to last year, 31% vs 32%. However, NPS improved for North Storm and went down for Youth. Also, we saw registration at the Juniors level drop for the first time in a number of years. Next step: Ask Henry to provide a plan for supporting our Juniors coaches. We'd also like to see a breakdown of where trainers are allocating their time. Currently it's not clear what portions of the program they are supporting.

### **Review of Intern Job Description**

Jessica presented a draft job description for additional administrative help over the summer. Many sports administration or recreation management programs require internships, frequently 2<sup>nd</sup> term. We may be late this year, but we might find a summer intern that starts in May. Moved by Roy to approve the creation of the Office/Soccer Programs Intern position, with the amendment that "Registrar" responsibilities be changed to "Registration," and that the position report to Jessica (Office Support). Supported by Anne. Motion approved.

## **COMMITTEE REPORTS**

**Planning** : U9-U12 league play was discussed. Given the challenges of TBAYS becoming a member of GVSA, we will likely need to find alternatives to Cadillac. The best option may be Directors Academy, although it may be a challenge to meet their requirements. Andy will prepare a graphic to illustrate our options.

Lease renewal: The county is still interested in starting this discussion. Our lease expires March of 2020. The county's question is why we need to negotiate this now – this is because we are trying to put together a vision for a long term, multi-sport facility for the park, and we need to have a longer commitment in order for us to be able to put effort into this with confidence. We should put together a draft of the park improvement plan to take to the county for discussion. Andy is going to send a quick survey to capture ideas on park improvement. Next step is to have a preliminary discussion with Christine Maxbauer and Alisa Kroupa to determine next steps.

**Tournament**: Met with Mark Frankland from Michigan Tournament Solutions. Apparently we are now the 5<sup>th</sup> largest tournament in the state. He shared ideas to improve our tournament. However, much of his compensation is usually hotel kickbacks, which we can't provide. He provided a proposal, with breakdown of tasks that we can choose from as we see fit. One of his top priorities is finding quality referees, and providing housing for them. He also feels that we are underpriced, and that we could get additional sponsorship revenue. His fee is \$12,000 - \$17,000 per tournament, plus costs, to turn the tournament fully over to him. We also want to make sure that Tom Spencer is in the loop, and that we don't inadvertently step on any of the toes of our current vendors and partners.

The other option would be to contract someone locally to help. Tasks include registration/bracketing, referee coordination, volunteer coordination,

Jessica will negotiate a more defined contract with Michigan Tournament Solutions to run our tournament, will email a proposal for board consideration

**Marketing/Fundraising/Sponsorship:**

**Fields and Grounds:** The battery on the lock to the barn is dead. Someone with a key will need to open it to change the battery.

**Personnel & Benefits :** The meeting with Pete McCall regarding the fields and grounds position was postponed until next week.

Henry's request for additional camp compensation: the Personnel committee recommends preparing a bonus based on overall job performance, not just camp operation. Corbin is preparing a draft variable compensation package to review with Henry. This might include program registration numbers, etc. The incentive should cover the entire mission, not just camps. As part of this, Corbin has asked Andy to send info regarding what is typical for camp compensation to help determine what the camp component should be.

**BOARD MEMBER COMMENTS**

**Next Meeting:**

Tuesday, February 9th, 5:30pm at the TBAYS offices.

Respectfully Submitted,

Mike Groleau  
Secretary, TBAYS  
Dated January 13, 2016