

Danville Area Soccer Association (DASA)



DASA Board Meeting – Sunday March 2, 2012

Attendance: Dave Wesner, Mark Goodwin, Dr. Halloran, Kate Cox, Mike Cox, Curt Towne, Toni Towne, Rick Nasser, Adnan Abdelghani,

Absent: Joe & Julia Kelly, Laila Deffenbaugh

Topic	Call to order
Discussion	The Business Meeting of the Danville Area Soccer Association Youth League was called to order at 2:00 PM, at the Edge N Vermilion St
Action to be Taken	The meeting was called to order by Adnan Abdelghani

2012 Goals and Objectives / Group Discussions

Generate more soccer interest Increase registration numbers by 10-15% (Marketing)

1. Board recommendations to create a task force or social committee headed by Julia Kelly, Marketing Director, DASA.
2. Marketing should expand beyond Danville and should include all outer communities.
3. Marketing directions should move from passive to active mode to increase awareness and registrations
4. Board reviewed and passed two new spring/summer leagues, Vermilion County Elite Soccer Academy, ages 7-11 and Danville Area Adult Soccer League. All registrations will be online, liability language is adequate
5. Soccer gear is not always available. Need to possibly look into vending truck to stop at the complex on regular basis
6. Meet with Dunham and Hibbit business mgr to explore potential promotions in form of coupons..etc.
7. Make flyers available at different meets, track, fun runs, Ambucus Park, schools...etc.
8. Advertise in C-N, Radio, flyers to schools, magnets and street signs ?
9. Provide list of email addresses and mailing addresses to SendMail?

Increase concession revenue

1. Kate presented Halftime healthy snacks for teams to purchase
2. Adnan to meet with Hawkeye business manager to explore options
3. DOC mentioned other possible providers (Gadio)
4. Install vending machine in a secured outdoor structure
5. Add new grilling menu
6. Open concession in the summer months for additional business
7. Sam's card membership approved

Domain registration \$29 yearly - Done

Website hosting registration \$249.48 yearly - Done

Demosphere update (team builder & scheduling)

1. Board reviewed and approved proposal to add the Online Scheduling module to existing program. Cost is \$4 per team per season. Presents tremendous help with tournament schedules, adult, traveling & rec league...etc..Contract will be available for review if needed

2. Team Builder will replace the AGC program to make up the teams online. It's a web interface thus accessible from any online computer

Short & long term goals and objectives 2-5 years

Generate fund raising opportunities -

Additional field lights, Score board, banners, side-walk, were all ideas worth looking into. City of Danville and D118 have provided phenomenal support by word of mouth

Add a Soccer-Day event

Tournaments – Clash at the boarder –

plan, plan, plan, execute. Let's set target year to bring back a very successful tournament.

Adnan will meet with community resources for support and plan development to present to board

Financials:

2011 high level review

Registration fees TT \$35, Youth \$45 & late fees \$15 per household

2012 registration fees: Approved - Same no change

Referee payout – Approved no change (\$10 per game per field)

Concession help – Approved no change \$80/wk one person

TT Approved – Approved no change \$40 per person for 4 hours

Field Paint order – 70 cs white, 30 blue 7/25

Medals: inventory, reorder 7/25

2012 season dates:

Online registration start date: March 5th end date July 20

Late fees: July 20 - August 20 (except for TT)

Walk up registrations: perhaps 1-2 weekly starting in June

End Registration Date: August 20

Danville Team Selection Date: Sunday July 22nd

Uniform Order Date: **Phase 1** Wednesday 7/25 – **Phase 2** 8/25

Field Work days: 8/11 & 18 (8 am – 12 pm)

Coaches meeting: 8/18 12-1 PM

Referee / coaches clinics/ uniform distribution: 8/18 1-2 PM

First Season games: 8/25

End Regular Season games: 10/20 ?

Tournament dates, Start & End 10/20, 27/28

Labor Day – no games 9/1 pending review

~~Next Meeting Sunday 3/18 at 2 PM with Area Reps~~

Next Meeting Saturday 3/17 at 2 PM with Area Reps at the Edge

Regular monthly meetings – Last Sunday of the month at 2 PM. Location TBD