



NORTH CAROLINA ADULT SOCCER ASSOCIATION BOARD MEETING

MINUTES

June 21, 2021

Call to Order: 7:15

Roll Call: Sam Cohen, Donna Langdon, Charles Gomes, Bob Kepner, Alex Vidaurri, Vance Carlisle, Jeremy Mikell, Matt Friedman, Laura Collins, Darius Ejlali

Not Present: Paul James, Emmanuel Sarkorh, Mike Unwin

Quorum determination

Officer & Staff Reports

- President – Welcome everyone. Some general updates, NCASA has been heavily focused on Celebrate the Tatas Tournament of Champions. Meetings have been held regarding improving the NCASA website. Vance Carlisle will be taking the lead on direction. The Carolinas Cup over Memorial Day in Charleston, SC was a success. Thank you to staff, volunteers, and our SC partners. Carolinas Cup is an important event. We have an event with Stumptown FC this Friday to support Celebrate the Tatas. Stumptown FC is Charlotte's pro team that plays in NISA. NISA, the National Independent Soccer Association, is a third division professional league along with USL League One and MLS reserves (recently announced). The third division is the closest professional level to the amateur leagues and teams. NISA holds an Independent Cup which organizes small pod of teams from NISA and the amateur ranks. Stumptown has not participated in the Independent Cup. Encouraging NISA to hold an Independent Cup in NC, including Stumptown and our NC Teams, in future years. Should be a positive experience for our NCASA teams.
- Executive Director – The month of May was busy. The main focus was the Carolinas Cup in Charleston. The event ran very smoothly due to a fantastic team of volunteers from both NC and SC, including board members Alex Vidaurri and Jeremy Mikell. The complex on James Island was fantastic, great location. 10 minutes from the beach, 15 minutes from downtown Charleston and immaculate fields. This year was the largest event we have done here to date. We expect to gain traction for next year being post Covid but mainly due to the great location on James Island.
Six teams represented North Carolina at Regionals in Murfreesboro, TN and included 2 Amateur Teams, K'Vars FC from ABASA and a Goldsboro Strike Eagles from First Flight League. From CPSL were the Matthews Mavericks FC in the Over 30s and Sporting Charlotte FC in the Over 40s. Wanderers FC from Winston Salem competed in the Over 40s and Charlotte GAA competed in the Women's Division. All teams played well. Sporting Charlotte Over 40s made it to the finals in a close game with Tampa Bay International Kickers. Rick Eddy, USSF Director of Referee Development and his team were working at the Regional event which attracted national referee coaches and referees.
A big thank you to Fil Wilkinson who offered assistance and came through with a fantastic park and fields for Celebrate the Tatas Tournament of Champions to be held October 2-3.
Working with Affinity and the registration numbers is always a process. I'm reviewing the spring upload and summer registrations for Charlotte Independence to ensure proper recording.
Alex and I are working with David Ashcraft to develop artwork for the Celebrate the Tatas 8v8 and Carolinas Cup 11v11 tournaments.

- Vice-President – Busy month, spent time reviewing the Constitution and By Laws and have sent Sam some suggestions.
- Treasurer’s Report – No major financial concerns. May was fairly straight forward. A NCASA financial report was submitted and was circulated to all members of this committee prior to this meeting. NCASA is in a healthy financial position.

Approval of Minutes

- Minutes for the May 17, 2021, meeting were approved unanimously.

Growth Initiative

- Registration Report – Submitted report showing league by league registration. May was a very active month and projecting June to be even higher. Several leagues have exceeded their last years’ numbers already: ABASA, Catawba and Wilmington. First Flight is doing well in their inaugural year. Registrations are at 98% of projected numbers for the year. Looking to exceed projected registrations by at least 20%. Currently, NCASA has 5374 paid players. Worked on Carolinas Cup rosters for our NC teams. Darius and I are evaluating the registration system to ensure it meets the needs of NCASA and the needs of our leagues. We will keep pressure on Affinity to improve their system. Current league registration numbers were reviewed and discussed.
- First-Year League Updates: All first-year leagues are doing well. NCASA has begun talks with AC Sandhills in hopes of restarting their adult league.
- New League Updates: Levi United in Brunswick has affiliated and NCASA will begin working with Emmanuel to get him familiar with Affinity tools.

Competitions

- Carolinas Cup – Ran very well. Teams seemed to have a great time. P&L report has not been submitted at this time. Alex and Jeremy gave their impressions of the tournament both being first timers at this event. NC teams did well - In the Coed Division, Walk of Shame were crowned Champions and EC Old Boys were finalists. Premier FC took the Championship in the Over 40s. Looking forward to next year already. The budget for the December 2021 Carolinas Cup event will be presented to the Board for approval at the July meeting.
- Celebrate the Tatas – The complex has been nailed down; fields were donated by Charlotte Independence Soccer Club. The tournament will be held at Bradford Park (Huntersville, NC), October 2 – 3. Registration will open July 1st. We have an updated flyer going out. Rules have been updated. Stumptown AC is offering a Promo Code “STOPBREASTCANCER” to raise money from ticket sales at its June 25th game. A percentage of ticket sales will be donated to Celebrate the Tatas. President Sam Cohen and Director Darius Ejlali will be in attendance. NCASA encourages all board members to attend. MASL is actively promoting the event.
- Region III Championships - Great event, NC represented well. Looking forward to working with the new VP of Men’s Competition Mike Unwin to establish communications and expectations with our future teams.

Board Q&A (10 minutes)

Q) Where will Regionals be next year?

A) Hoping for Murfreesboro again, but it may go out for bid. Decision will be made at the USASA September AGM.

Old Business – none

New Business (motions)

The Board discussed and unanimously approved the following motion:

Celebrate the Tatas Budget

Whereas the Board approved a resolution at its February 15, 2021, meeting requiring the Celebrate the Tatas committee to present to the Board for approval a proposed budget describing how already budgeted funds of \$3,488 are expected to be spent no later than three months before the start date of the Celebrate the Tatas tournament.

Whereas the budgetary authority resolution allows the Celebrate the Tatas committee to expend funds beyond the budgeted funds up to the amount of revenues from the event, and

Whereas the June 21, 2021, NCASA Board meeting is the final Board meeting occurring more than three months before the start date of the Celebrate the Tatas tournament,

Be it resolved that the Board authorizes the Celebrate the Tatas committee to spend the already budgeted funds of \$3,488, along with additional revenues from the event (e.g., sponsorships and donations, including in-kind donations), in a manner consistent with the following proposed budget [see next page]

| Celebrate the Tatas Budget Proposals - 2021 (Updated 6-13) | | | | |
|--|-----------------------|-----------------|------------------|--|
| Revenues | 8 teams | 16 teams | | |
| Team Registration Fee (\$450 per team) | \$3,600 | \$7,200 | | |
| Monetary Sponsorships/Donations | \$16,000 | \$16,000 | | \$16K = pledged sponsorship amount as of 6.13.2021 |
| In-Kind Sponsorships | \$11,100 | \$17,900 | | |
| Total Revenues | \$30,700 | \$41,100 | | |
| Expenses | 8 teams (traditional) | 16 teams (goal) | In-Kind Donation | Comments |
| Field Rental | \$1,600 | \$2,400 | x | \$50/hr for full size field rental; for 8 teams - 2 full size fields 8 am - 6 pm Sat.; 8 am - 2 pm Sun. (16 hrs/field); for 16 teams - assume will play more games per field, but will need 3 full size fields |
| Field Prep | \$0 | \$0 | x | Previously needed to paint/line fields; current fields should not require prep; if needed, cost = \$150 |
| Referees | \$525 | \$1,085 | | \$35/game; 8 teams = 15 games; 16 teams = 30 games (2 divisions) |
| Referee assigning | \$75 | \$150 | | \$35/game; 8 teams = 15 games; 16 teams = 30 games (2 divisions) |
| Trainers (for 8 teams - 2 trainers @ \$25/hr x 20 hours) | \$1,000 | \$1,000 | x | for 8 teams - 2 trainers @ \$25/hr x 20 hours (donated by Novant when held in Winston-Salem) |
| Photographer | \$1,200 | \$1,200 | x | Donated when held in Winston-Salem |
| T-shirts (teams, refs, & volunteers) (for 8 teams - (8x15 players + staff, refs, & volunteers) * \$10 per shirt) | \$2,000 | \$3,300 | | 200 shirts - extra shirts are given away for publicity |
| Trophies & awards (5 @ \$75 each; 5 @ 25 each) | \$500 | \$500 | x | 2 divisions with a champion and finalist; plus one trophy for most donations. 5 plaques for other themed awards |
| Saturday Food (team lunch, snacks, fruit, granola bars) (for 8 teams - 150 people x \$20 each) | \$3,000 | \$6,000 | x | [NOTE - will not be provided if not covered by in-kind donation] \$20/meal; assuming 150 people for 8 teams (15 players per team, plus staff, refs, & volunteers) |
| Sunday Food (team lunch, snacks, fruit, granola bars) (for 8 teams - 150 people x \$20 each) | \$3,000 | \$6,000 | x | [NOTE - will not be provided if not covered by in-kind donation] \$20/meal; assuming 150 people for 8 teams (15 players per team, plus staff, refs, & volunteers) |
| Water / Gatorade | \$350 | \$700 | x | Walmart/Publix gift cards (expected) |
| Paper products / serving utensils (garbage bags, recycling bats, plates, napkins) | \$50 | \$100 | x | Walmart/Publix gift cards (expected) |
| Generator | \$150 | \$150 | | Necessary in Winston-Salem, not expected to be needed in Charlotte |
| Ice | \$100 | \$200 | x | Walmart/Publix gift cards (expected) |
| Wipes, sanitizers, cleaning supplies, paper towels | \$50 | \$100 | x | Walmart/Publix gift cards (expected) |
| Décor | \$200 | \$200 | x | Michael's gift card (expected) |
| Raffle Items | \$500 | \$500 | x | Donations |
| Miscellaneous office supplies | \$150 | \$150 | | |
| Porta-Potty Rental | \$0 | \$0 | x | Field rental donation includes restrooms, so do not expect to need Porta-Potty rentals (if need to rent, cost = \$320) |
| Cargo Van / Gas | \$350 | \$350 | | For moving goals, tents, etc. |
| Table and chair rental | \$200 | \$200 | x | Field rental donation includes tables & chairs |
| Publication and Promotion | \$500 | \$500 | | Includes the graphic designs for email mailers, etc. |
| Signs / Scoreboards | \$75 | \$75 | | |
| Family Activities (carnival games, craft table, bulles, small-sided soccer, face painting, lawn games, etc.) | \$500 | \$500 | x | Michael's gift card (expected); some items owned by Alex V |
| DJ for Saturday | \$600 | \$600 | x | Playlist connected to iPhone if DJ services not donated |
| Miscellaneous supplies | \$200 | \$200 | | |
| Committee /staff lodging (5 people x 2 nights @ 130 per night) | \$1,300 | \$1,300 | | |
| Committee /staff meals | \$150 | \$150 | | Based on 2019 expenditures |
| Officer travel | \$150 | \$150 | | Based on 2019 expenditures |
| Game Balls (15 @ \$30) | \$450 | \$450 | | We hope to have game balls donated, but it is not confirmed |
| Total Expenses | \$18,925 | \$28,210 | | |
| Net Expenses / Revenue | \$11,775 | \$12,890 | | |
| Player-raised donations | \$10,000 | \$20,000 | | |
| Total to be donated (player donations + net tournament revenue) | \$21,775 | \$32,890 | | |

Old & New Business (discussions)

- (New) NCASA Website update – Vance Carlisle spoke with Sports Connect and determined that options to improve the website are limited through their platform. He will begin working to reorganize the site to improve the look and ease of navigation. Vance sent a draft of the updated site map to the board members to review.
- (Old) Video conference platform

Video Conferencing Platform Comparison

| | Teams | Zoom | WebEx | Google Meet |
|--------------------------------------|-----------------------|----------|----------|-------------------------------|
| Yearly Cost | Free (part of Office) | \$149.00 | \$162.00 | \$8 per active user/per month |
| Phone Call-in Numbers | Yes (App download) | Yes | Yes | Yes + (App download) |
| Screen Sharing | Yes | Yes | Yes | Yes |
| Chat | Yes | Yes | Yes | Yes |
| Live Streaming (general invite link) | Yes | Yes | Yes | Yes |
| Centralized Muting Controls | Yes | Yes | Yes | Yes |
| Centralized Screen Sharing Controls | Yes | Yes | Yes | Yes |
| Computer App Download Required | Yes | No | No | No |
| Phone App Download Required | Yes | No | No | No |
| Participant Limit | 300 | 150 | 200 | 150 |
| Annual Hour Limit | No | No | No | No |
| Recording Ability | Yes | Yes | Yes | Yes |

Also reviewed: RingCentral, Blue Jeans, GotoMeeting, and UberConference. Options narrowed by Darius based on his review of price point, functionality, and ease of use.

Board members discussed pros and cons of the above options and shared personal experiences. The board decided to move forward with the Zoom platform.

Takeaways/To Do Item Wrap-up

Thoughts & Visions (10 minutes)

For the Good of the Game / Announcements

September 18th – Charlotte Independence Pro Team will be honoring the Carolina Lightnin’ Champion Team that won the ASL national title in Charlotte 1991. The celebration will highlight the 2021 NC Soccer Hall of Fame Inductees. Encouraging all NCASA board members to attend.

Adjournment – 8:22 pm

2021 NCASA REGISTRATION REPORT

| | 2021 Player Registrations | | | | | | | | | | | | Projections | | | 2020 Player Registrations | | |
|------------------------|---------------------------|-------------|-------------|------------|------------|------------|------|-----|------|-----|-----|---------------|--------------|---------------|--------------------------------|----------------------------------|------------------|-------------|
| | 31-Jan | 28-Feb | 31-Mar | 30-Apr | 31-May | As of | | | | | | 2021 TOTAL | 2021 PROJ | % of Proj. | # Spring Players 3/16/20 | # Fall New Players 2020 | TOTAL Players | |
| | | | | | | Jun 14 | July | Aug | Sept | Oct | Nov | | | | | | | Dec |
| ABASA | | 274 | 429 | 26 | 5 | 251 | | | | | | | 985 | | | 932 | 0 | 932 |
| AC Sandhills | | | | | | | | | | | | | | | | 29 | 2 | 31 |
| Catawba | 22 | 3 | 9 | 13 | 4 | 39 | | | | | | | 90 | | | 41 | 20 | 61 |
| Charlotte Independence | | | | | 10 | 115 | | | | | | | 125 | | | | | |
| CPSL | 97 | 360 | 27 | 13 | 4 | | | | | | | | 501 | | | 511 | 103 | 614 |
| First Flight League | | 71 | 241 | 35 | 31 | 4 | | | | | | | 382 | | | 0 | 0 | 0 |
| Metrolina | | | 423 | 17 | 8 | 1 | | | | | | | 449 | | | 608 | 80 | 688 |
| NCASA Annual Pass | | | | | 7 | 20 | | | | | | | 27 | | | 5 | 2 | 7 |
| Pitt Greenville | | | 35 | 53 | 3 | 5 | | | | | | | 96 | | | 135 | -1 | 134 |
| Premier Adult | | | | | | | | | | | | | | | | 106 | 12 | 118 |
| Seashore Soccer League | | | 10 | 34 | 13 | 1 | | | | | | | 58 | | | 0 | 0 | 0 |
| Swansboro | | | 112 | 49 | 22 | 7 | | | | | | | 190 | | | 199 | 79 | 278 |
| TASL | 899 | 185 | 98 | 56 | 445 | 139 | | | | | | | 1822 | | | 2041 | 372 | 2413 |
| Wilmington | 142 | 138 | 35 | 89 | 115 | 10 | | | | | | | 529 | | | 477 | -3 | 474 |
| Winston Salem | | 63 | 49 | 7 | 1 | | | | | | | | 120 | | | 199 | 19 | 218 |
| TOTAL PLAYERS | 1160 | 1094 | 1468 | 392 | 668 | 592 | | | | | | | 5374 | 5500 | 98% | 5283 | 685 | 5968 |