



## NORTH CAROLINA ADULT SOCCER ASSOCIATION BOARD MEETING

### MINUTES

July 19, 2021

Call to Order: 7:06pm

**Roll Call:** Sam Cohen, Donna Langdon, Charles Gomes, Bob Kepner, Paul James, Mike Unwin, Matt Friedman, Laura Collins, Emmanuel Sarkorh, Darius Ejlali

**Not Present:** Alex Vidaurri, Jeremy Mikell, Vance Carlisle

#### Quorum determination

#### Officer & Staff Reports

- President – First, North Carolina has not been big participants in the US Soccer Open Cup. The application deadline is drawing near. Traditionally, NCASA has not done a lot of promotion for our teams to participate. The atmosphere when an amateur team advances to play a professional team, especially when it is a local professional team, is something special. This is something to keep our eye on and possibly pursue next year.

Next, Queen City Cup is coming in early August. The QCC is trying to grow into a large pre-season tournament. Date was carefully chosen to avoid competition with the Beer City Cup and the beginning of the Fall season.

At our NCASA AGM in January 2020, we approved a proposal to set aside \$10,000 for programs to deal with issues around violent conduct and referee issues. We announced to all leagues to submit a proposal. Felice Bell, President of ABASA, submitted a proposal to NCASA for review. We have just received the proposal and will review it next meeting.

- Executive Director – Most soccer teams have a player on the pitch that just sees the field of play differently. Sees the run, the pass, or the danger areas on the pitch before most and that is what makes for special players. NCASA is fortunate to have one of those players on our team and that is Donna Langdon. Donna and I spent a fair amount of time with Affinity to develop a registration system that can be efficient and easy to use with both in-state and out-of-state players, both registered and unregistered. This system will allow for an ease of membership verification while producing a photo roster for ease of on-field check-in.

The Tatas committee continues to meet regularly. We have a mini field issue we are sorting out. Donations remain strong. NCASA applied to and was accepted by GiveLively, a fund raiser platform that includes a Text to Donate function. NCASA is looking forward to understanding all the tools GiveLively offers and putting them to good use.

Carolinas Cup Budget will be presented tonight. Drafted up all scenarios for brackets, starting at 3 teams and moving up to a bracket of 16 teams to understand the number of games to a Championship and the task of scheduling the varying bracket numbers. The team brackets tie to referees and costs associated with officiating the Carolinas Cup. The budget encompasses three scenarios: a 40-team budget, a 50-team budget, and a 60-team budget. This will enable NCASA to analyze its costs and set goals for the tournament.

Our website ran into a snag and was down for less than 24 hours before the issue was resolved

- Vice-President – Spent time working with Darius and Affinity to develop the rostering program for Beer City Cup but it will also be a model NCASA can utilize with the Carolinas Cup. Have also been working with WSASL and PASL to get their Fall season set up. Our numbers are growing and most of our leagues have already exceeded their 2020 registration numbers. Our first-year leagues are doing well. With registration opening for Fall, 2021 should end up being a positive year for NCASA.
- Treasurer’s Report – Reviewed the financial reported submitted and circulated. NCASA is in a strong financial position, especially compared to 2020. NCASA will be meeting with Truist investment advisors to explore options. To plant a seed, NCASA will begin working on the 2022 budget. Please start thinking about recommendations, ideas, or suggestions for the upcoming year.

### **Approval of Minutes**

- Minutes for the June 21, 2021, meeting were approved unanimously.

### **Growth Initiative**

- Registration Report – Covered the registration report during the VP report.
- First-Year League Updates: AC Sandhills is beginning. Seashore is set up for Fall and First Flight is operating well. First Flight did have a team need to drop for the season.
- New League Updates: EPSL has gone quiet but will keep them on our radar. NCASA has put Levi United in touch with Wilmington Adult Soccer for potentially working together. President has been in touch with a youth club that also manages an adult league to introduce himself and NCASA. The league’s Director was very interested in continuing the conversation. VP of Membership and Development II Laura Collins asked about our value proposition to approach municipality park and recreation adult leagues. A topic worth discussing is how to service the park and rec model.

### **Competitions**

- Carolinas Cup – Working on the budget has been a great first step for 2021 event. Working with Design and Graphics to produce flyers/announcements. A meeting about other aspects of the event was held to discuss social media announcement, volunteer duties and timelines.
- Celebrate the Tatas – Meeting regularly, tracking donors, organizing marketing presentations (banners, t-shirt logo placements). Tatas has run into a field issue but the issue will be easily resolved. The event may move to the second field we were looking at just 10 minutes away.

### **Board Q&A (10 minutes) - none**

### **Old Business – none**

## **New Business (motions)**

The Board discussed and unanimously approved the following motion:

### **Carolinas Cap Budget**

Whereas the Board approved a resolution at its February 15, 2021, meeting requiring the Carolinas Cup committee to present to the Board for approval a proposed budget describing how already budgeted funds of \$32,500 are expected to be spent no later than three months before the start date of the Carolinas Cup tournament;

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

Whereas the July 19, 2021, NCASA Board meeting is the final Board meeting occurring more than three months before the start date of the Carolinas Cup tournament,

Be it resolved that the Board authorizes the Carolinas Cup committee to spend \$40,000 (consisting of the already budgeted funds of \$32,500 plus an additional \$7,500), along with additional revenues from the event (e.g., additional registration fees, sponsorships, and donations, including in-kind donations), in a manner consistent with the following proposed budget:

[see next page]

<b>Carolinas Cup (State Cup) Budget Proposal - 2021</b>		
	2021 NCASA Budget (with fee increase)	Comments
<b><u>Income</u></b>		
Team Registration	\$37,500.00	<b>\$750 per team (increase from \$650)</b>
Apparel Sale	\$ 250.00	Have small inventory of scarves & beannies - have been sold in multiple previous years, so demand likely will be low, plus some tournament shirts (\$965.57 in 2019; \$183 in 2020)
State Subsidy	--	No subsidy included in 2021 NCASA budget
SC Contribution	--	South Carolina generally covers housing costs of referees from SC (direct payment)
Food & Alcohol sales	--	Exploring options; only will pursue if adds revenue (or at least has no added cost)
Sponsorship	--	Exploring options
<b>TOTAL INCOME</b>	<b>\$37,750.00</b>	only \$32,500 included in 2021 NCASA Budget (based on 50 teams @ \$650/team)
<b><u>Expenses</u></b>		
Fields	\$10,600.00	Includes Fields, Lights, Carts (x2), Security
<b><u>Referees</u></b>		
Game Referees & ARs	\$12,565.00	Men's Open Gold & Men's Over 30s Gold - @\$175/match (23 matches); All other divisions - @\$140/match (61 matches)
4th Officials	\$380.00	For all Finals; Men's Open Gold & Men's Over 30s Gold - @50/match; All other divisions - @40/match (7 matches)
Reserve Officials	\$625.00	Standard - Allocate 1 ref reserve (in case of injury) per 4 games per time slot (\$25/slot in 2019; \$30/slot in 2020; traditionally \$40/slot); we want to cap spending rather than do spot allocation
Assigning	\$1,050.00	\$12.50/match
Ref. Coord.	\$300.00	2 days @ \$150.00
2nd Ref. Coord	\$300.00	2 days @ \$150.00
Ref. Per Diem	\$75.00	2 days @ \$37.50
2nd Ref Per Diem	\$75.00	2 days @ \$37.50
Ref Mileage	\$55.00	SRA Mileage (\$54.29 in 2019)
2nd Ref Mileage	\$55.00	SRAA Mileage (\$52.51 in 2019)
Lunches/Water - Ref	\$1,200.00	(2019 = \$1,175.11; 2020 = \$1,196.45)
Ref Lodging	\$1,000.00	10 rooms per night covered by hotel in 2021 due to 2019 room reservation dispute; refs generally ask for 15 rooms per night (used to be 10 per night); (\$2,956.72 in 2019; approx. \$100/room/night)
Transaction Fees	\$200.00	X% of ref-related charges (excluding lodging) - estimate
<b><u>Tournament Amenities</u></b>		
Trainers	\$1,875.00	\$25 per hour x 75 hours (includes multiple trainers) [one for every 4 fields] (2020 actuals - 52 hours)
Photographer	\$1,200.00	For two days, based on 2019 cost
Trophies	\$2,343.60	1st & 2nd place trophies for each division - \$260.40/division (\$2,343.27 in 2019)
Shirts	\$3,216.00	Shirts @ \$12.00 includes tax - 22 shirts/division for Champions plus 70 for volunteers and/or purchase (270 shirts, \$3,240 in 2019)
Championship Beer	\$180.00	Approx. \$20/team (\$179 in 2019 - 9 divisions)
Captain Gifts	\$500.00	\$10/team (traditional cost)
Outdoor Space Heaters	--	
Food & Alcohol	--	
<b><u>Tournament Administration</u></b>		
Staff/Officer Lodging	\$675.00	(\$673.55 in 2019)
Officer/Staff/Volunteer Per Diem	\$175.00	(\$161.62 in 2019)
Food/H2O/Ice	\$400.00	(\$361.67 in 2019); Darius thinks \$200 is plenty
Van Rental/Gas	\$400.00	(\$395.13 in 2019)
Miscellaneous	\$50.00	(\$40 in 2019)
Scoreboards	\$175.00	
Check-In	\$100.00	
Carts	\$0.00	2 carts in contract
<b>TOTAL EXPENSES</b>	<b>\$39,769.60</b>	Only \$32,500 included in 2021 NCASA Budget (same as expected revenue based on 50 teams)
(Note: without 2021 hotel savings, expenses would be \$2K more)		
<b>NET</b>	<b>(\$2,019.60)</b>	

**Old & New Business (discussions) – none**

**Takeaways/To Do Item Wrap-up** – quick NCASA meeting on a nice summer night is good

**Thoughts & Visions (10 minutes)**

**For the Good of the Game / Announcements**

USASA is holding the National Amateur Cup Finals in Chicago August 6<sup>th</sup> and 7<sup>th</sup> and Region II is hosting the Championship of Regions Final Four for the Women Amateur, Over 30, Over 40 and the Fricker Cup August 20<sup>th</sup> and 21<sup>st</sup> outside of Detroit, Michigan.

Reminder - September 18<sup>th</sup> – 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.

Laura Collins recently returned from 5 days at an adult soccer camp held in Virginia she attends regularly. Possible that NCASA could look into whether it would be possible to host a similar style camp in North Carolina.

**Adjournment: 7:48 pm**

**2021 PLAYER REGISTRATION REPORT**

	2021 Player Registrations											Projections			2020 Player Registrations			
	As of											2021	2021	% of	# Spring	# Fall	TOTAL	
	Jan	Feb	Mar	April	May	June	Jul 12	Aug	Sept	Oct	Nov	Dec	TOTAL	PROJ	Proj.	Players 3/16/20	New Players	Players 2020
ABASA		274	429	26	5	350	15						1099			932	0	932
AC Sandhills																29	2	31
Catawba	22	3	9	13	4	44							95			41	20	61
Charlotte Independence					10	128	1						139					
CPSL	97	360	27	13	4		5						506			511	103	614
First Flight League		71	241	35	31	28	6						412			0	0	0
Metrolina			423	17	8	1	3						452			608	80	688
NCASA Annual Pass					7	20							27			5	2	7
Pitt Greenville			35	53	3	22							113			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	230	140						2053			2041	372	2413
Wilmington	142	138	35	89	115	26	2						547			477	-3	474
Winston Salem		63	49	7	1								120			199	19	218
<b>TOTAL PLAYERS</b>	<b>1160</b>	<b>1094</b>	<b>1468</b>	<b>392</b>	<b>668</b>	<b>857</b>	<b>172</b>						<b>5811</b>	<b>5500</b>	<b>106%</b>	<b>5283</b>	<b>685</b>	<b>5968</b>