



# Mad River Youth Soccer League

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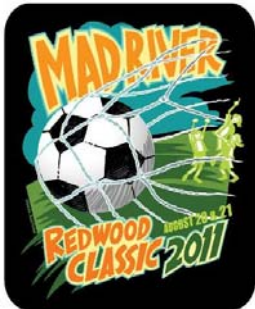
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## MRYSL Annual Reports, 2011

Prepared for the Annual General Meeting, Nov. 8, 2011



**MAD  
SKILLZ**



## MRYSL's Board of Directors & Staff, 2011

### *Directors*

Tim Canning, *President*

Hillary Dashiell, *Vice-President, Recreation Chair*

Shannon Dawson, *Treasurer, Redwood Classic Director*

Dorina Espinoza, *Secretary, Education*

Pete Shepard, *Publicity*

Anthony Kahn, *Financial Aid/Scholarships, MRU Committee Member*

Alisa White, *Grants*

Heather Byfield, *Volunteers*

Tahsanchat Ferris Wilson, *Hoopa Area Rep*

Bradley O'Leary, *Sponsorships, Fundraising*

Phil Rouse, *Strategic Vision*

Martin Garrett, *Strategic Vision*

### *Staff & Programs*

Kristin Reiner, *League Registrar and Office Manager*

Sean Connors, *MRU Director of Coaching*

Rebecca Nordquist, *Recreation Coordinator*

Paul Swenson, *Recreation Director of Coaching*

David Johnson, *Bookkeeper*

Praj White, *MRU Program*

John Davidson, *Mad Skillz Camp*

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Education (Dorina Espinoza)	
Governance (Anthony Kahn, Shannon Dawson, Pete Shepard)	

## **MRYSL Annual General Membership Meeting Agenda**

Tuesday, November 8 2011, 7:00 pm

Church of the Joyful Healer, 1944 Central Ave., McKinleyville, CA

1. Call to order
2. Notice of Meeting
3. Election of Directors
  - (a) Statements by Nominees (3 minute limit each)
    - Pete Shepard
    - Dorina Espinoza
    - Phil Rouse
    - Tim Canning
    - Peter Labes
    - Katie Mogel
  - (b) Voting (6 positions open)
4. Voting on Proposed Amendments to Bylaws
  - (a) Proposal 1: Amended & Restated Bylaws (large rewrite) (*approved by Board*)
  - (b) Proposal 2: Amendment to the Amended & Restated Bylaws (to add “ratification by the board” to powers of the executive committee) (*approved by Board*)
  - (c) Proposal 3: Amendment to Restrict Power of Board (*no action by Board*)
5. Presentation of Written Reports
6. Members’ Input (3 minute limit)
7. For the good of the game
8. Adjourn

## President's Report

*If ever in doubt of the mission statement for MRYSL and why we spend so much time thinking about youth soccer, go out to Hiller Park on a Saturday and look at all of the little children in their colorful uniforms playing soccer-it makes it all worthwhile! ☺*

Susie Diemer – Parent, Coach, Board Member and former League President

Overall, 2011 was another very successful year for MRYSL. We served over 1,000 kids aged 4 to 17, in a variety of ways, starting in January with the Winter Academy; during the spring with our 6v6 teams; during the summer with Mad Skillz camps, MRU team practices, and the Redwood Classic; and during the fall with MRU practices, games and tournaments; and fall recreation practices and games.

### Monthly Board Meetings

The League was very fortunate to have a dedicated and hard-working Board this past year. The League held 11 monthly Board meetings and a few special session (including a vision meeting last December). Each individual director was willing to participate at Board meetings, as well as spending a considerable amount of additional time working on various tasks for the League.

### Committee Work

MRYSL had many active committees this past year. We had committees on recreation, MRU, Redwood Classic, finance/budget, education, governance, fundraising & grants, education, publicity, referees and more. Many committees are active and busy, though oftentimes the burden fell heavily on one or two board members. Though committees are usually chaired by a board member, the committee itself can be filled with volunteers – which was the case with the Redwood Classic, Recreation and MRU committees this past year.

### MRYSL Staff

MRYSL was also very fortunate to have skilled, dedicated staff this year. **Kristin Reiner** continued to keep the office running smoothly as well as handling registration for over 1,200 players and coaches. **Sean Connors** returned for another year as Director of Coaching for MRU, and once again went well beyond his duties as DOC to help the Mad River United program and our league have another successful year. **Rebecca Nordquist** was our Recreation Coordinator, and **Paul Swenson** was the Director of Coaching for our Recreation program; the results of their hard work at Hiller Park paid off handsomely for everyone involved in the Recreation program. **David Johnson** was our bookkeeper this past year, and kept the league functioning from a financial standpoint. Thanks to all these people for their hard work for MRYSL!

### PAD Committee

MRYSL's PAD Committee handled one complaint this past year.

### Risk Management

MRYSL has continued to move forward with its commitment to provide a safe, healthy environment for kids to play and learn soccer skills. All coaches, trainers and other

team officials at all divisions (D-1, D-3, D-4) are required by CYSA to complete a background disclosure form; if there is any disclosure that requires further investigation by CYSA, that individual cannot be involved with the team until CYSA gives its approval. MRYSL also requires all coaches to be fingerprinted. This past year, there were two instances of individuals self-disclosing reportable events; CYSA approved all two to coach.

Portable goal safety was another concern this past year. Our four U-10 portable goals at Hiller were consistently staked down so that they could not tip over, and we also staked down the portable goals owned by McKinleyville Community Services District. The portable goals maintained by the City of Arcata were also well anchored to the ground.

We continued with the LiveScan program, through the California Department of Justice. All coaches, assistant coaches, trainers, directors, and others with significant contact with children participated in that program.

#### District League President's meetings

I attended all District V league presidents' meetings in 2011. I also attended CYSA's league presidents workshop, CYSA Annual General Meeting, and a special CYSA meeting on registration fees. The District V and CYSA meetings were useful in learning about what was going in CYSA and in particular the formation of the CCSL playing league.

#### Field Closures

Field closures were again an issue this fall. Though we did not have to cancel any games because of field closures, a number of MRYSL teams (rec and MRU) lost significant practice times because of field closures. The League's experience this fall highlights the need to have access to fields that can be used when its rainy, even though it might mean that the fields get muddied.

#### Bylaw Amendments

A number of board members worked on the proposed amendments to the Bylaws this year, with the hope of improving the Board's operation. Perhaps the most significant proposed change is the creation of an executive committee of 4 directors (2 officers and 2 other board members) to exercise the powers of the Board.

#### Next Year:

In addition to continuing with the programs from this year, next year I suggest the league focus on fundraising and budgeting, and implement a referee mentoring program for our youth refs. Volunteer recruitment and appreciation should also be at the top of the list.

### **Registrar's Report**

(Kristin Reiner)

Registration for all 2011 fall and spring divisions went very smoothly, with a couple of notable exceptions. Changing the registration procedure for competitive players, both spring and fall, resulted in significant savings in time and effort on the my part . This year, we required families to submit all registration materials for competitive fall and spring play prior to tryouts. We held one on-site registration event for spring sign-ups and two for fall sign-ups. Registration materials were also accepted during office hours up to the day before each tryout. There was very little grumbling and almost total compliance by parents. I spent next to no time chasing down birth certificates, etc. after tryouts. A big improvement.

D4 registration packets were mailed to almost 1000 players on May 3. Many thanks to Brad O'Leary and Joe Homem for help with that project. Also thanks to everyone who helped deliver registration flyers to local schools.

Final player counts for 2011:

D3: 139  
D4: 876  
Total: 1,015

We had 50 fewer players this year than in 2010.

A recommendation for next year: Each D4 team should have at least two registered adult team staff, i.e. a coach and assistant coach, or a coach and a manager. This way, the children are not alone with just one adult, and there is a back-up coach in case the head coach falls ill, is out of town, or cannot fulfill his coaching commitment for any other reason.

### **Mad River United Director of Coaching Report**

(Sean Connors)

Oh what a year! The CCSL was interesting but all in all the year was a success! Starting from the beginning....

Winter Academy: Numbers from year one to year two decreased by 11 players. Weather made the academy very difficult. Dealing with mud and rain is never easy, but Bloomfield is very difficult because of how the wind whips through. Players, parents, and coached voiced discomfort over the weather and cold, much of the reason why we have looked at using the HSU Field.

Spring 6v6: Numbers were up from year one by two full teams. Again weather was a difficulty and we were forced to cancel almost half of the teams practices at Hiller Park and reschedule three game weekends. New this year was an end of the year tournament all hosted at Hiller Park. This was a great way to end the year and something we should consider doing in every league specifically the U10 D3 league. The added competition brought out a new level from this kids that I hadn't seen all year.

Spring U16B, U19B, U16G: These teams competed in the Southern Oregon 8v8 League. (Except U19Bs, tournament only). The Southern Oregon League was a fine league EXCEPT for the fact that we didn't understand the format until very late. Also they forced the U16Gs team to play in a high school league which was not ideal.

Summer/Fall: This is where the confusion with CCSL was evident. The hardest part was that it forced our U14B's teams to play in the same league. These teams were formed the same way they had been in years past, however rather than one team playing D1 and one team playing D3, they were both placed in the same league.

Results! U11G 1st place in Division, U12G 1st place in Division, U14G 3rd place in Division, U10B tired for 1st place, U12B First place, U14B First place.... not to mention multiple tournaments won!

### **Fundraising/Sponsorship Report for 2011**

(Bradley O'Leary)

As sponsorship coordinator my job is to collect contributions from local businesses and community members. Sponsorships can be any financial amount or in-kind donation (product or service). MRYSL compensates sponsors who donate \$250 or more by advertising the sponsor's business on a set of recreational team jerseys. 84% (43 of 51) of this year's sponsors gave \$250 donations.

There seems to be a trend building where sponsorship dollars are almost exclusively given to recreational divisions rather than competitive divisions. 98% of the sponsorships I received were for recreational teams. Of those 50 rec. sponsors, 42% supported the "general fund" while 58% supported specific coaches, teams, or players.

In-kind donations are down from previous years from approximately \$1,500(value) in years past to \$250(value) this year. Only one \$500 sponsorship was made this year, and no \$1,000 donations.

On April 1<sup>st</sup> 2011, I mailed over 300 letters asking for sponsorships to MRYSL. In 2010 approximately 160 letters were mailed, down from roughly 600 letters in 2009. As a starting point, 200 of this year's letters were mailed to those who received a letter last year, and/or sponsored MRYSL last year. The additional 100 letters were mailed to businesses that have not typically sponsored the league. Those include places I frequent in the community, restaurants, beauty salons, automotive dealers, and anyone I thought might sponsor the league. I used the yellow pages as my guide. Of the 300 letters I mailed out, I suspect 95% of the \$12,150 in sponsorship collected came from the "stock mailing list" composed of about 200 businesses.

Support for the league seems to be coming from the same people year after year. As we know, wells dry up overtime and I am concerned we may be approaching a point where our traditional sponsors begin to bear a burden having contributed to the league year after year as the economy is in recession.

Here is an overview of how I saw sponsorship money come in, April through September 2011:

4/01/11 to 4/15/11 - \$2,000 from 10 sponsors

4/16/11 to 5/15/11 - \$1,500 from 5 sponsors

5/16/11 to 5/31/11 - \$4,500 from 18 sponsors

6/01/11 to 6/15/11 - \$1,500 from 6 sponsors

6/16/11 to 7/15/11 - \$1,600 from 7 sponsors

7/16/11 to Present - \$1,050 from 5 sponsors

Here is a summary of sponsorship dollars seen in the past 3 years

2011 Sponsorship Total \$12,150 from 51 Sponsors (300 Letters mailed)  
2010 Sponsorship Total \$11,361 from "X" Sponsors (160 Letters mailed)  
2009 Sponsorship Total \$14,000 from "X" Sponsors (600 Letters mailed)

**Referee Report (D-1/D-3)**

(Kristin Reiner)

This year, we offered three separate basic licensing classes instead of the usual two. Our new July class, taught by Phil Rouse, was very successful with 12 students attending. We also offered classes in March and in August.

Our young referees did a great job and are a very responsible and committed group. I would like to see a mentoring program take shape in the near future so that all of our licensed refs can receive feedback and advice to improve their performance. I would also like to see an on-field portion added to the licensing class, or possibly a separate workshop offered before the start of the fall playing season.

Our league needs to continue to strive to have field marshals at all competitive games. There have been several games this season where parents and/or coaches got out of control. It is so important to have a league representative there to calm people down and support the referees. Could we possibly train some (competitive division?) parent volunteers at the beginning of fall to field marshal games all season?

I will be handing over the ref scheduling reins at the end of this year, but I would be happy to orient someone to the position.

**Scholarships/Financial Aid**

(Anthony Kahn)

MRYSL Recreation Soccer has granted approximately 80 player's families a \$30 credit to help enable these children to play soccer this fall. The total value of these is 80 x \$30 which is \$2400. The league had budgeted for this amount of players- 80 x \$30, so we reached our budgeted limit. In the past, we have had grant monies to cover this, but not this year.

On the MRU side, we had about 10 applications covering half the fees. The \$200 reductions for those ten players represent \$2000 in value to the league. Coincidentally MRU player numbers are down somewhat, and perhaps we need to re-examine fees this winter yet again.

The total of Rec and MRU Financial Aid is approximately \$4400, a considerable sum. My impression is that we are receiving an increasing number of families requesting help.

MRYSL, for reasons I do not know, did not receive the Humboldt Area Foundation Grant that covered much of the Financial Aid in the past. Clearly the league needs help in order to provide playing opportunities for those who want to play soccer. Pulling scholarship funds from our general fund may not be a sustainable way to continue operating. It also places an unfair burden on families that do not ask for help. They are in effect subsidizing others who receive help.

I recommend that the League consider raising funds specifically for Financial Aid, and set those funds aside rather than relying on general funds.

### **Finance/Budget**

(Tim Canning/Shannon Dawson)

Though each program had its own budget for this year, there was no master budget for the league as a whole. There was also a lack of information to compare actual revenue/expenses to budgeted revenue/expenses.

Fortunately, we have at least two board members (Hillary Dashiell and Dorina Espinoza) who have been working with our bookkeeper Dave Johnson, to prepare a budget for the league overall for next year.

One suggestion is to be sure that the Treasurer/ Finance & Budget Committee position is filled by someone who has no other responsibilities for MRYSL, as that position requires a lot of time. Another suggestion is that each board member be an active member of either the budget committee or the fundraising committee.

### **Publicity Report**

(Pete Shepard)

Word of mouth has it that the youth of Humboldt County do play soccer. If you were to look in the paper or tune into local radio stations to find youth soccer results you may have a hard time. There are probably a lot of reasons why. I am aware of most of them. What is most irritating is the problem of keeping our web site current to the day. We could direct the media to check our website for results. I am also interested in advertizing on the web page.

### **Fields Report**

(Pete Shepard)

Quite frankly, it's been a very frustrating year with fields. My personal goal was to try to get the approval from all parties to develop at least one new field this year. Actually, I have got the permission. The real problem is finding the field. Most of my time has been spent trying to talk to the Principal of PU. She never returns calls. I will soon go to the PU School Board with my suggestions. Who knows, maybe that's what I should have done awhile ago! So far lots of ideas no action.

In conclusion, I would like to add a communication between Praj White and Tim Canning concerning the fields.

“Hiller sometimes will stay open even when ASC is closed, but there's a swamp on about 20% of the U14 field that doesn't drain well. I haven't seen any crocodiles yet. The fields will have to be re-lined and perhaps re-mowed if you want to use them for playoffs -- and MCS D will close the fields if it rains. (Rec is done with the Hiller fields this Saturday.)

Sunnybrae -- I have no idea about the conditions of that field, but I'm

guessing that if ASC is closed, Sunnybrae will be closed too. You might want to check in with Arcata School District about that field. My guess is that it will need re-lined, as well.

If high school soccer is over, you might be able to use the McKinleyville High field. I don't know what their closure policy is.

Another option is to schedule all playoff games as away games, in places where the fields can be played rain or shine. Parents might complain about the travel, and it's a shame to have to pass on the economic benefit to our area, but you can point out that we don't have any all-weather fields we can play on.

Thanks,

Tim Canning”

### **Redwood Classic Tournament Report**

(Shannon Dawson)

The Redwood Classic was a success this year. Most local teams were able to participate in the tournament. We had a total of 32 teams register and 28 play in the tournament. Many of our MRU teams worked during the RC and earned monies for their teams. The dinner was a success, as well as the beer garden. The only issue that happened during the tournament was; errors in paperwork for CYSA. The paper work got corrected and director realized how check-in procedures should be done for next year. The date for next Redwood Classic is schedule for August 25-26, 2012. Advertisement for the 2012 tournament will start the first of the year.

### **Fundraising/Grantwriting Report for 2011**

(Alisa White)

### **Recreation Report**

(Hillary Dashiell)

### **Volunteer Coordinator**

(Heather Byfield)

### **Strategic Vision**

(Martin Garrett, Phil Rouse)

### **Education**

(Dorina Espinoza)

### **Governance**

(Anthony Kahn, Shannon Dawson, Pete Shepard)