

Minutes

Sacramento Valley Women's Soccer League
 Open Meeting of the Board of Directors
 Monday, March 18, 2002
 6:00 pm at Trinity Cathedral

Board Members in Attendance

TEAM	Representative
Arsenal	
El Dorado Nuggets	
Fear This	
Flames	Melissa Hutcheson
Generation Gap	
Killer Bees	Deirdre O'Reilly
Killer Tomatoes	Deidre Bryant, Tracy Brown
Las Damas	
Las Patas	Nancy Flores
Legends	Sharon Anderson
Ms. Adventures	Veronica Villalobos
No Excuses	Leann Brace
Renegades	
Right Stuff	Kathryn Hogan
Sacramento Magic	Gail Brinkhaus, Kelly Perkins, Rosemarie Alspaugh
Sacramento Samba	Pam Jones
Sierra Doctor Stingers	
Still Kickin'	
Streets of London/Zephyrs	Stacey Luna
Thunder	

President's Introduction and Background

League President Kathleen Casanave welcomed the group and called the meeting to order.

As described in previous meetings, the League has experienced a decline in the number of teams participating from 33 in 1999 to 20 teams during this 2002 season. The purpose of this meeting was to obtain input from the players, coaches, referees and all interested parties on the possible reasons for the decline in the number of teams and the alternative actions the league could take to remedy those problems.

Sharon Anderson (Legends) facilitated the meeting.

Statement of Problems

The group offered their opinions on the problem issues (listed below) to address within the league.

- ❖ Decline of Teams
- ❖ Recruit Teams
- ❖ Marketing
- ❖ League Policy/Governing Structure
- ❖ Referee Attendance – Level of Officiating
- ❖ Team Behavior
- ❖ CSAN
- ❖ Fields
- ❖ Inequity of Skill Levels Between Teams Within Each Division
- ❖ Competition for Play
- ❖ Registration Procedures

Individual Solution Writing and Group Affinity Exercise

The group was then asked to individually prepare and then verbally offer solutions to several of the perceived problems. Following the posting, the group ranked the solutions according to priority. Those lists follow, with options receiving more than five votes highlighted (Each participant was given 8 votes to use as they wished).

- ❖ Decline of Teams
 - Schedule – need a greater variety of game times (start earlier, end later) ***** (8)
 - Schedule – need more weekends off
 - Research other league successes ** (2)
- ❖ Recruit New Teams
 - Recruit at high schools, community colleges, parks and recreation departments (post flyers, speakers at schools, soccer moms) ***** (32)
 - Develop Competitive Division ** (2)
 - Play on days other than Sunday
 - Assign a league scout
 - Submit ads to out-of-town newspapers, Fresno, etc.
 - Play exhibition games at other events
- ❖ Marketing
 - Advertise at indoor arenas *** (3)
 - League participation at sporting events * (1)
 - Hand out flyers at youth tournaments

- Chamber of Commerce * (1)
 - BBS at new large companies * (1)
 - Develop relationship with outside teams
 - Advertise with women's organizations, community newsletters and publications ***** (6)
 - Soccer hang-outs
 - Phone book
 - Learning Exchange * (1)
 - Sign up drive at indoor/outdoor venue
 - Reward for First Place
 - Mixers
 - "Lead" into member on team ** (2)
 - Hire paid administrator with duties to develop league ***** (12)
 - Poster campaign (long-term) ** (2)
 - Target older youth teams ***** (7)
- ❖ League Policy/Governing Structure (no solutions were offered)
- ❖ Referee Attendance – Level of Officiating
- Develop competitive league *** (3)
 - Need Challenge for referees
 - Rotate officials
 - Pay the referees more to attract higher quality *** (3)
 - Consequences for poor evaluations or high number of complaints ** (2)
 - Volunteer to get trained and officiate or team fined
- ❖ Team Behavior
- Sanction for no-shows
 - Remove no-show players from team (fine)
 - Ready to play at game time? ** (2)
- ❖ CSAN
- Disaffiliate?
 - Change from a competitive league to a recreational league
 - Half and half
 - No SVWSL representatives at CSAN meetings
- ❖ Fields
- Play at more locations closer to population (Roseville, Folsom growth) ***** (11)

- Find all-weather fields or artificial turf to allow us to play in the rain *** (3)
 - Find home fields near home or near other team's field
 - Develop lighted fields **** (4)
 - Form coalition with leagues to lobby for our spot
 - Change season to March – June to avoid rainy weather ***** (5)
 - Post Cherry Island field assignments on bulletin boards
-
- ❖ Inequity of Skill Levels Between Teams Within Each Division
 - MLS/WUSA style management (league assigns players to teams)

 - ❖ Competition for Play
 - Play women's teams in other Sunday leagues
 - Location near coed or men's games

 - ❖ Registration Procedures
 - More flexibility ***** (8)
 - Increase customer service * (1)
 - Alternatives to sole registrar – alternate CSAN registrar
 - Change deadline from Wednesday to Friday to register a player for a Sunday game ** (2)

Next Steps

The group agreed the executive committee should develop a recommendation package that captures the results of the meeting and submit that package to the next Board meeting in April for a general vote.