

Recreational Committee Meeting

Friday, May 7th, 2021 7PM PST via ZoomConference

Attendees

Luke Knight
Jody Watty
Gary Setting
Brian Stith
Chris Hiatt
Christi Varin
Amanda Briley
Jessica Kendrick

Not in Attendance

Tyler Bennett
Michelle Brown
Jamie Becerra
Darrell Chubon

Agenda/Meeting Minutes

- Committee will have support from the Board
- Hold off on significant and specific detailed duties of Board positions
- Focus on steps needed for next 2 weeks
- Upcoming tasks –
 1. Website

Recreational League

Website up – decide on message tonight.

Justin Watty maintains the website domain

- Atascaderosoccer.org

Add “Under Construction” or “Coming Soon”

Club League

Dynasty uses a platform called TeamPass. Really a platform for registration that feeds CalSouth

Dynasty uses TeamPages for their website and banner. TeamPass would build us something with a landing page that points to it.

General

Does CalSouth have their own registration template?

Graphic artist may have something for review in about a week (for branding). Website and branding to be coordinated.

Brian suggested Wix.com

Graphics + Name/Branding "Atascadero Rec Soccer". We don't own Atascadero Youth Soccer (Club and Rec)
Dynasty is more regional, not just Atascadero – Central Coast
Pull content off current AYSO site

2. Domain email addresses

Domain is Atascaderosoccer.org

Luke to define email addresses associated with positions

3. Setting our registration price

Inventory List drives this

Working with AYSO equipment. Sell back at fire sale price?

Our first year price may be higher

Last soccer season had 750 kids. Also try to build our numbers off realistic numbers and hesitancy

Jody working with City for fixed costs – fields, scholarships, school costs

Did Atascadero Youth Soccer have a budget prior that we can use for reference?

City fields are \$1500. School fields are expensive \$30k

May be able to use softball fields at Paloma. Need to pay for lights.

Would need temp goals.

Jody will share field layouts.

Accounting

- May 1st thru April 30th – Club fiscal year

Club accounting method is simple – based on bank account

- Beginning and ending balance. Track expenses. No specific format for categories or line items.

4. Getting out email and social media blasts

Complete branding

PTA, City, Facebook (personal pages)

Next Interim Special Meeting: Friday, 5/14 @ 6pm (Luke's house)

Next Monthly Meeting: -

Meeting adjourned at 8::30pm