

**Board Attendees:**

X	Commissioner - Dave Mann	X	Assistant Commissioner - Bob Joyce
X	Assistant Commissioner - Paul Gallegos	X	Assistant Commissioner - Carlos Rubio
X	Abronzino League - Jeff van Gastel		Association Cup - Barry Hinkle
	Coaching - Mel Dutra	X	Communication - Francis Dickerson
X	Delgado League - Marco Wiebes		District Cup - Kristi Dobson
X	ODP - Jack Salvemini		Recreational League - open position
X	Referees - Dave Morton		Registrar - Melinda Rainville
	Risk Management - open position	X	Rules and Revisions - Paul Gallegos
X	Secretary - Glen Sakima	X	Spring League - Pedro Cortopassi
X	State Cup - Paul Vargas	X	State Premier League - Chris Behler
	Tide Cup - open position		Tournaments - Wendy Campbell
X	Treasurer - Scotty Robson		

**League Attendees:**

	Almaden #2 -Terry Thompson	X	Redwood Jr #3 -Mike Love
X	Santa Cruz Co #4 - Dan Pereira	X	Foothill #5 -Robert Martinez
X	West Valley #6 - Ed Washington		South San Jose #8 -Toby Bell
	Alum Rock #9 - Mel Dutra	X	Central Valley #10 - Debby Newby
	Santa Clara #11 - Marty VonRaesfeld	X	Mt Hamilton #13 - Jasbinder Bhoot
X	North Valley #14 - Mark Della Maggiora	X	Orchard Valley #15 - Jack Salvemini
X	Los Gatos #16 - Ed San Juan		Marina #17 - Mike Ordonez
	DeAnza #18 - Jeff Heer	X	San Benito #19 - Carlos Moreno

**Guests:**            Bev Lenihan                      Essex & Drake  
                          Sharon Svensson                Essex & Drake

1. Call to Order by Dave Mann - 7:35 pm
2. Introduction of Guests

### Field(s) Report

#### Complex Update by Carlos Rubio:

- Carlos called the City of San Jose concerning the Memorandum of Understanding (MOU); the MOU is not ready at the moment.
- Prop 40 application is due Nov 5 - City of San Jose said that they can help expedite the application process. The San Jose City Council meeting is several days prior to the deadline. The City of San Jose has agreed to assist with the EIR, which is a requirement for Prop 40 application.
- Prop 40 funding is typically used to push field projects to amount necessary for completion (i.e. \$1M is used to push \$5M project from existing funding bringing in \$4M). If successful, City of San Jose may become the fiscal agents of DII, with subsequent releasing of funds in increments contingent on reports on project progress to plan.
- It is critical to get information on leagues, due to this being a competitive grant - need to communicate that fields are a benefit to the community.
- Prop 40 money requires at least 3 bids for major costs of the project: design, equipment, and construction of fields.
- The owner provided info on vendors for tractors/lawnmowers, info on water requirements, sprinkler systems etc. May need to get additional bids on equipment; also looking at 4,000s.f. of building space/bathrooms.
- Insurance - Bollinger and Fowler is insurance carrier for leagues.
- Morgan Hill grant: no update at this time.

#### Financial projection and Operations report by Dave Morton:

- Cost model has been developed - total is more than \$5M, artificial fields will raise to in excess of \$6M. Cost projection includes:
  - Design
  - Parking lots
  - Striping, marking equip
  - Modular buildings
  - Construction
  - Equipment/Irrigation
  - Maintenance shed
  - Concession areas
  - Fencing
  - Soccer equipment
  - Signage
  - Restrooms
- The business plan will be firmed up and assist with the following: 1. grant applications, 2. roadmap for management and operation of the foundation, and 3. if necessary, applying for a bridge loan from a financial institution.
- Chance at getting Prop 40 funding is ~10%; there are sustainability concerns when \$600K is currently available and there is a need to raise the entire \$5M.
- Field fund fees - Checks should go to: San Jose Soccer Complex Foundation.

#### Presentation by Essex and Drake by Bev Lenihan and Sharon Svensson:

- Essex and Drake is a firm that provides services for fund raising, established 27 years ago, and operates exclusively in the Bay area.
- Focus of Sharon is on individuals, Bev for corporate donations. Other members support as needed for client
- Needs for fundraising:
  1. Need a case for support - the reason people should donate, and how it will benefit them and the community
  2. Need to have the right people in the leadership roles
  3. Need prospects - people willing to donate
- Essex and Drake Deliverables:

1. Leadership research group - Identify who the prospects are and determine a realistic goal.
  2. Training on fundraising knowledge and skills.
  3. Redrafted case for support.
  4. Gift chart - one that fits perspective donors.
  5. List of giving categories of prospects.
  6. How to access donors - people that will have an affinity for soccer.
  7. Select ~5 people to take leadership role in campaign.
  8. Campaign timeline - break down by task by month.
- Fundraising Strategies:
    1. Setting a realistic goal.
    2. Corporate interviews - build awareness of the complex planning. Communicate how what we are doing matches with the corporate values of potential donors. E&D has information on points of contact at large companies in the area.
    3. Every family in the district should be given the opportunity to donate.
    4. Campaign plan will complement grant proposals and bridge loan, if necessary.
    5. Will make use of the media to communicate the campaign.
    6. Have a retreat after the plan is developed - work together as a team.
  - First 2.5 - 3 months:

Quiet phase - raise 50% of amount before individual donations. Upfront, donors want to know how remainder of funding will be raised. Donations by boards and league presidents is a must (demonstrates that we have made the commitment and give as generously). Corporations ask the same question: How much (percentage) of those impacted directly have donated?
  - Public/Solicitation Phase:

1:12:50 ratio applies to most fundraising efforts:  
For every mail appeal resulting in a \$100 donation, phone contact can raise to \$1,200, and a good presentation with personal contact can increase the donation to as much as \$5,000. Personal solicitations are a critical aspect of fundraising.
  - Community Phase:

Mail appeals - leagues and teams promote events.

End of Essex and Drake Presentation

District II Discussion of Essex and Drake Proposal:

- Dave Morton prepared a competitive analysis of 6 similar firms for review.
- E & D just provide the tools - they will attend presentations; District and League representatives need to take the lead.
- The Board discussed the need to set a time frame for raising funds, and how the funds are to be raised. Carlos will have to include the fundraising timeline, strategy, and methods in the Prop 40 application in time to meet the Nov 5 application due date. Utilizing the services of a professional fundraising consultant would demonstrate commitment by the district towards completion of the fields, strengthening the case for Prop 40 funding.

**Paul Gallegos motioned to adjourn DII meeting, seconded by Pedro Cortopassi. Motion passed unanimously.**

**DII meeting adjourned at 8:45**

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**Foundation Board meeting - Call to order at 8:45**

**Mike Love motioned to authorize Dave Mann to enter into an agreement with Essex & Drake consistent with the proposal presented, and subject to negotiating termination for convenience on 30 days notice, seconded by Jasbinder Bhoot. Motion passed unanimously with 12 voting in favor.**

- Essex & Drake will provide project reviews every thirty (30) days to track progress.
- Recommend getting information from parents on company sponsored grants/fundraising.

**Foundation Board Meeting adjourned at 9:00**

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**DII Meeting reconvened at 9:00**

**3. Approval of September Minutes**

- Paul Gallegos motioned to approve September 14, 2004 meeting minutes. Motion passed unanimously.

**4. Treasurer's Report**

- CYSA audit is in progress - annual audit to close the books.
- Financials distributed:

Income Statement

Total Revenue	\$136,829.00
Total Income	\$137,441.02
Total Expenses	\$679,783.16
Net Ordinary Income	-\$542,342.14
Net Income	-\$542,342.14

Balance Sheet as of September 30, 2004

Checking Account D2	\$78,551.63
Checking Account SJSCF	984.00
CD Account #1	\$158,585.54
CD Account #2	\$500,250.05

- DII checking account at \$78,551.63 has gone up since district cup deposits.
- Balance sheet dated July 30, 2004 is actually for Sept.

**5. Registrar's Report**

- Dave Mann gave notice that leagues need to pay registration fees on time.

**6. Coordinator and Committee Reports**

**6.1. Referees**

- Delgado league - incident between girls team coaches.
- Abonzino U15 boys - game abandoned, players involved in incident.
- Delgado U19 Boys North Valley and Santa Cruz teams got into a fight after a hard tackle - the referee intervened and was injured - cracked shoulder blade.
- Red cards are down significantly from last year: 16 compared to approximately 40 this time last year.

- Claim Forms - Field coordinators need to have parents fill out the form. It is the responsibility of parents to complete the form and send out. The form has a signature space for the team manager. All incidents should also be noted on game cards.
  - There was an incident of nails on the road adjacent to a field, apparently scattered intentionally.
- 6.2. Disciplinary Committee**
- Red card database has been sent to league presidents - will be posted at DII homepage
  - Incident of falsification of tournament travel with a Mt. Hamilton team - will get coach's pass, pending result of hearing.
- 6.3. Field(s) Report**
- See above for notes
- 6.4. Abronzino Playing League**
- Red cards are down from last year.
  - New rule - Abronzino red cards - if 7 seven red cards are accumulated from the previous year, and if 3 red cards are accumulated in the current season, the team is dismissed from the league.
- 6.5. Delgado Playing League**
- Red card reports/passes need to be received by Mon, Wed at latest; Friday is not acceptable.
- 6.6. Recreation - No report**
- 6.7. Coaching**
- Mel Dutra - not in attendance. Tim Nixon as director of coaching from Redwood may replace Mel from next month.
- 6.8. Rules and Revisions - No report**
- 6.9. State Cup**
- New chairman is Christie Ralf.
- 6.10. Association Cup & Tide Cup - No report**
- 6.11. State Cup**
- Nov 1<sup>st</sup> is deadline for applications.
  - Sign up via mail for State; Association cup registration will be on-line via e7 consulting (fees, applications, fields, scores etc); service will be available in the next couple of days.
- 6.12. SPL - No report**
- 6.13. ODP - No report**
- 6.14. Spring Soccer - No report**
- 6.15. Risk Management - No report**
- Need a new volunteer
- 6.16. Communications**

- Francis is supporting district cup.

**6.17. Tournaments - No report**

- DII will need a tournament director next year.

**7. Commissioner's Report**

- Poaching issues are still on the agenda at CYSA board meetings. Clarification on poaching is that recruiting for the following year is not poaching; current seasonal recruiting is considered poaching.
- Francis will amend the policy. Districts cannot make more restrictive policies - District policy is identical to the CYSA manual.
- Comment was received from CYSA Board Members that separation of soccer foundation and District Commissioner needs to be maintained. CYSA will hire an auditor to review Foundation documents.
- A volunteer is needed for the Christmas dinner - Lorraine Siadat will support again for this year - The dinner will be on Dec 14 with an invitation open for one significant other.
- In January or February, a selection will be made for on-line registration. A proposal will be presented at the December meeting. A better deal may be negotiated by combining with other leagues rather than individual leagues selecting from a list of approved vendors.
- District level positions open: Tide Cup, Risk Management - there is a need for more volunteers.

**8. Old Business - None**

**9. New Business - None**

**10. Good of the Game**

- Francis - thanks for the article!

**11. Adjournment - Meeting adjourned at 9:55 pm**

Respectfully submitted  
Glen Sakima  
District 2 Secretary

Next meeting is Tuesday November 9, 2004 - 7:30pm at Creekside Conference Room in Cupertino.