

CVSA Board of Directors Meeting Minutes

Date: July 18/22

Location: CVSA Club House

Time: 7:00 p.m.

Recorder: Darian Achurch

1. Call to order: 7:09 pm
2. Present: Bill K, Peter D, Richard B, Dan L, Darian A, Stacey D, Courtenay M, Ryan C, Elliot F.P.
3. Regrets: Thor, Jordan, Neall, Eric
4. Motion to adopt Agenda: RB / DL
5. Motion to adopt June minutes: EFP / RB
6. Reports:

-Treasurer (VACANT):

- Discuss who on the board can take on this position and the bookkeeping role.
- Discussed proposal for a paid non-voting position on board (Dan Varga's idea) and how the Treasurer role on board would be a liaison with that person. Peter is talking with a person who may be well suited for the role.
- Ryan C talking with Dan Varga about what the scope of that position may look like.

-Registration (Peter):

- New registrars Steven Finch and Steven Norbury will be taking on this role
- Current number registered is 605 (average for this time of year).
- Dan L asked about numbers broken down by age bracket but info was not available at this time. Possibility of numbers being lower at the higher youth ages because numbers at U5 / U6 /U7 levels are high.
- Dan L discussed about how players are choosing to stay with a Victoria club for the fall after Spring league Tier 2 season. This seems to contravene the spirit of Tier 2 but also a clear written rule about players returning to their former clubs after Tier 2 season. Dan L will reach out to LISA administration to discuss this further and look for rules clarification.
- It was also discussed that CVSA's current lack of clarity around team ages / levels could play a part in this.

-Equipment (Peter): Nothing to report

-Adult soccer (Neall): Women's Masters B Cup engraved and is now in clubhouse.

-House league (Peter): Have coordinators in place for fall leagues.

-Risk management (Richard):

- Encouraged to have CRCs all done online and coaches to complete as soon as possible. Richard B will continue to look for any that have expired.

7. General Correspondence:

- Report from Jordan for the Facebook Advertisements so far:
 - 9000 people viewed the ads.
 - 361 clicked on the link to register
 - The ads are driving traffic right to the registration form online. Compared to a newspaper ad this is much stronger in terms of leading people right to registration.
 - Can Greg report to us how much of our traffic is coming from Facebook? The website metrics should be able to tell us this.
 - The ads have been going for just under 1 month now. They have another 6-7 weeks to go. Budget is just over \$300.
- It was discussed whether this would be beneficial to advertise Adult team sign up and tryouts as it seems like effective and cheap direct marketing. Ryan C will discuss with Neall.

8. Old Business: None

9. New Business:

- Selection of new board members to different length of terms:
 - Bill K: 3 year term
 - Stacey D: 2 year term
 - Darian A: 3 year term
 - Eric N: 3 year term
 - Dan L: 1 year term
 - Elliot F. P.: 2 year term
 - Ryan C: 3 year term
- New board members signed paperwork (*Conflict of Interest* and *Confidentiality*)
- Darian collected addresses and phone numbers from all new board members to update CVSA data on BC Societies website.

Adjournment: Motion to Adjourn: DA / SD (8:10 pm)

Next Meeting: Aug 15, 2022 7 pm