

Springfield of Dreams Charity Cup

6/22 Committee Meeting

1. Recruiting participating Teams
 - a. Suggestion: Each call the coaches at their age level – A motion to approve this item was presented by Paul Maletic and approved by consensus of those attending
 - b. Suggestion: Direct mailing to all Ohio South Coaches by Program/Promotions Committee – after discussion it was agreed to determine costs before proceeding. Jennifer has a bulk mail permit.
 - c. Gene will prepare a flyer to be distributed to prospects at this weekends Milton Union Tourney
 - d. Crystal will arrange a newspaper article for the tourney
2. Treasurer – Jay is meeting with John Curtis (treasurer for the past several years) this Friday. We are in need of a volunteer to perform this important function for the club.
3. Reports
 - a. Management (Gene Pitstick, Cleve Gregory, Jay Serve, & Gene King attended)
 - i. 3 team applications submitted (1 from a u13G Club X team and 2 from Thunder teams)
 - ii. Draft copies of the forms for accepted teams (5) are posted on the committee web page (<http://www.springfield-thunder.com/fieldofdreams/fieldofdreams.htm>)
 - iii. John Kingham is proceeding with referee registration and submitted this: Presently have 6 applications on file. I will be broadcasting a message to all DASOA referees regarding the tournament this week. I hope eventually to have approx. 40 referees available for the tournament. I will be working with Gerard, Rivershark Webmaster, on the referee site to schedule the referees,
 - iv. Cleve reported that he has spoken to the newly hired trainer, Sandy Thompson from Mercy Hospital and she is eager to assist us both days of the tournament.
 - b. Program/Promotions (Jeff Butterfield & Rob Runyan attended)
 - i. Pricing for ads has been decided
 - ii. Selling ads will start later this week
 - iii. Printing
 1. Mark Beckdahl will do the program printing
 2. Deadline for material submission?
 - iv. Promo to attract teams (see no. 1)
 - c. T-shirt/Awards (Paul Maletic & Ty Fischer attended)
 - i. Vendor selection was discussed – one attractive bid has been received. Reviewed a list of those who should be asked for bids
 - ii. We will order 500 t-shirts that will all be one style printed on both sides
 - d. Facilities (no one attended)
 - i. Field marshals – It was agreed by consensus to purchase a set of same colored scrimmage vests to identify the field marshals
 - e. Registration (Kirk Box attended, Paul was unable to attend due to a baseball game, but he submitted the following)
 - i. All the hotel information is on the web site with addresses, phone numbers and contacts. I don't have e-mail addresses for them all, the ones I do not have I used my own. I'll keep working on that.
 - ii. The registration will be at the Eagle City shelter house from 6 to 9 PM. I don't think we need a back up. Worst case would be a (Springfield) thunder storm. Maybe the RV if one really comes?? I can work out the details of who is

passing/checking out what where when we know what (and why) we are doing. Gene's idea of someone with a grill and basic stuff is a good idea. Should I handle this separately from the rest of the food or can we piggy (wiggly) back this onto the other food? Jennifer do you have any ideas on this?

- f. Concessions (no one attended)
 - i. Needs?
- g. Fun/Special Events (Crystal Stevens attended, Tony Cooper was also mandated to be at a baseball game but submitted the following)
 - i. I've been drafted by my wife to go the kid's baseball game tonight. If it wraps up early, I'll make part of the meeting.
 - ii. I called and e-mailed Weiss about the RV's. I left messages. No update.
 - iii. I will be putting together a mister to cool down the kids. You need to assign an area. We'll be trucking in the water.
 - iv. Also, in all likelihood we'll have two teams in the U-10 boys and U-10 girls division this year. How does that affect the budget? Do we get six teams for that division?
4. Next meeting - July 6 at 7 pm in the basement of the Edison Center, 20 South Limestone (park in back).
5. Thank you Crystal for the meeting room!
6. After the meeting:
 - a. Kirk Box (one of our new U9 coaches) submitted this after the meeting – “Being new to the meeting, I did not speak up about some things that I assumed are covered. Paul said I should share them with you.”
 - i. The Mars family from the M&M Mars Company has a special trust set up to fund and promote soccer tournaments. Carol Maas is a good friend with the man who is in charge of it. He does nothing but travel from tournament to tournament with goodies for team bags, banners for fields, booths for fields etc. I do not know exactly how it is set up, but I know he donated about 100 cases of candy to the Warrior. [\[Gene's note - Jeff Butterfield can you look into this\]](#)
 - ii. Since GM is a large sponsor of US soccer, I would think the local dealer has a program that funds the tournament in exchange for displaying some of their mini vans to the soccer families at tournaments. [\[Gene's note - Jeff Butterfield can you look into this\]](#)
 - iii. At Drug Castle, I bought 16 oz bottles of water with our name on them. They cost \$0.21 each with a minimum order of 11 skids. This is about 19,000 bottles. Selling them for \$1 a bottle, 4000 sold would break even. Kind of a large quantity, but water does not go bad from year to year except for freezing. This could be a good profit center for the tournament. . [\[Gene's note - Jennifer Sheehan can you respond to this\]](#)
 - iv. One of the things that attract referees to a tournament is the ability to pick and choose their games, fancy door prizes and good ref gifts. Strawberry is known for having nice gifts, thus they had more refs apply than they could use, so they could maintain the more experienced officials which is a draw for a team. Since there are other tournaments the same weekend, it might help to establish a reputation in order to solidify future tournament interest. . [\[Gene's note - We have budgeted \\$1000 in the ref perks area, I am working with John Kingham our ref assigner on this\]](#)
 - b. Ty now has a quote from Skelton Sports. Price on trophies pretty good, not a source for patches. Shirt price too high

- c. Jay has located the Ohio North YSA tournament listing. For \$ 275 we can place a banner on the front page of the Tournament section of the OYSAN web site during the month (30 days) requested by the tournament. [Gene's note: I think we should do this !]
- d. Gerard McLean, Rivershark, Inc. (our web host) set me the following when I asked about our site hits counts and the low number of apps so far
 - i. For June, you are averaging about 20 visits a day, some as high as 45... about where I would expect you would be, first year and early fall tournament .. (Northmont Bolt Cup is averaging about 30 visits per day.. about the same size, time... this is their 7th year... so I think you're average...)
 - ii. Fall tournaments are always a little dicey... teams are between seasons, parents haven't paid fees yet, coaches don't want to shell out money for a tournament, people are on vacation.... early Fall is especially hairy.... Your best marketing might be the MVYSA... they are starting to do Fall registrations and you might want to get in on their newsletter, broadcasts, etc.....
 - iii.