

Indiana Soccer Association

Board Meeting Minutes

Date: 12/4/24

Time: 4:30 pm

Attendees: Larry Rowland, A.L. Smith, Mo Merhoff, Alan Brown, Anthony Zirille, Randy Rompola, Jeff Belskus, and Dave Guthrie

1. Call to Order

The meeting was called to order at 4:34 pm by Larry Rowland

2. Agenda Items

Approval of Meeting Minutes

Director Smith moved, and Alan Brown seconded a motion to approve the minutes. The motion received unanimous support.

Audit Report

Dean Dorton conducted the 2023/2024 audit of the Indiana Soccer Association. Angelyn Newberger and Lauren Kreutzinger representing Dean Dorton, presented the audit reports to the Indiana Soccer Board of Directors. A thorough, and extensive presentation was delivered. Both Angelyn and Lauren answered questions. Angelyn noted that Indiana Soccer earned an “unmodified” audit report which is the most cherished report available. Chairman Rowland thanked the audit team for their work and for their enthusiastic presentation prior to dismissal them from the meeting. Treasurer Smith offered a motion to accept the auditor report as presented. Director Rompola seconded the motion, and the motion received unanimous support of the Board.

Financial Report

Treasurer Smith reported that the Association is favorable to budget at the end of November. The ISA balance sheet remains strong, and the Schwab investments continue to perform favorably. Smith also noted that cash held with Old National Bank is moved between the checking and an interest-bearing account to generate interest on the cash not required by the checking account. This effort is generating between \$500 and \$800 in interest per month. Treasurer Smith commented that Executive Director Guthrie would

provide detailed grant status later in the meeting. Director Smith offered a motion to accept the treasurer's report which was seconded by Director Rompola. The motion received unanimous support from the Board.

Player Development and Leadership

Dave commended Todd Sheeley for his exceptional leadership and contributions to player development. Todd was appointed head coach for one regional team and assistant for another, earning widespread respect in the region. Registrations are projected to reach an all-time high.

Other Actionable Items

- **Membership application by Southern Indiana FC Youth Academy (SIFC)**

The board considered the membership application of Southern Indiana FC Youth Academy (SIFC). It was noted that the provisional membership granted SIFC earlier in the year had been revoked. Robust discussion preceded a motion by Director Brown to grant provisional membership that included several stipulations. The motion received a second by Director Smith. The motion reads as follows:

To accept the membership application for provisional membership by Southern Indiana FC Youth Academy (SIFC) beginning December 4, 2025, with the following stipulations:

- **All** members of the club, (travel, rec + and rec.) must be registered and continue to be registered, and corresponding fees paid timely as a condition of provisional membership
- No player/team that left SIFC and registered with another Indiana Soccer member club when SIFC's provisional membership was revoked may be contacted to return to SIFC until the open contact period that starts after Cup Finals after June 1, 2025. (All no-contact rules must be adhered to from this point forward)
- Member services were provided for the 145 travel registered players for the fall 2024 season before membership revocation. As a result, SIFC has an outstanding amount due of \$3,958.50. The current amount due must be paid in full to activate provisional membership.
- Indiana Soccer will reinstate the original membership of all returning SIFC players for the spring 2025 season and as such, no additional player registration fees will be due for these returning players. The club will only be billed for new players that are not listed among the 145 players previously registered.
- A second violation of membership rules/policies will result in the loss of provisional membership for a minimum of 2 years from the date of the infraction.

Outreach Updates

Director Brown provided an update on current outreach efforts as listed:

- Currently Futsal for All has been implemented in 370 schools serving 223, 418 students.
- Indiana Soccer presented during the Indiana INShape (Indiana Society of Health and Physical Educators) conference in November. The reach of this effort is as follows:
 - 30 teachers pre-registered for the conference
 - 20+ more were added during the conference and attended the presentation.
 - 109 goals were distributed
 - 330 balls were distributed
 - 20 school districts - 134 schools were represented (79,018 students affected)
 - 50 additional contacts were secured - representing 19 school districts and 9 private schools (represent 120 schools and 88,039 students)
- Recent in-school activities are as follows:
 - Completed Franklin Community Schools two weeks ago. 8 schools 4,938 students (14 goals and 42 balls)
- Over the next 60 days the outreach department will be presenting to:
 - Vigo County Schools and other smaller schools and districts in the area.
 - Bremen Public Schools
 - Hamilton Heights Schools
 - South Bend Schools and Catholic Schools in St. Joseph County.
- The outreach department is in the final stages of an agreement that will enable Indiana Soccer to present to the Greenfield Central Schools.

Communication activity

Director Guthrie provided an overview of the communication department and the results enjoyed by recent changes in the way Indiana soccer communicates with its membership. Guthrie noted that Indiana soccer had used American Eagle for mass email communication, which was part of its website platform for the past decade. He reminded the board that Indiana soccer retired the American eagle website platform and adopted an alternative platform. Using American Eagle Indiana soccer experienced an open rate average of 15 to 18%. Beginning April of 2024 Indiana soccer adopted Brevo, a mass e-mail platform promoted by US Youth Soccer only to have the open rates plummet to single digits. Troubleshooting Brevo did not achieve desirable results and as of October 2024, Indiana Soccer pivoted to Constant Contact for its mass e-mail platform. This change, along with a few additional changes, resulted in an open rate of more than 50%. This is a significant improvement and better than industry standard, however, Indiana soccer will continue to fine tune and seek further improvement in how it communicates with its membership

ODP Update

Executive Director Guthrie shared detailed comparisons of ODP last year, compared to this year. It was noted that participation was up 19% this year and that the delta between girl's participation and boy's participation closed from 99 players to only 54. The overall participation this year is up to 688 total participants.

Registration Update

Guthrie noted that it is too soon to tell if the increase in registration will hold through the spring season, however, the current registration activity compared to that which was budgeted is as follows:

	Budgeted thru Fall	Actual as of Dec 1	Favorable to Budget YTD
Rec	20,195	22,752	13%
Rec +	2,122	2,945	39%
Travel	12,639	15,978	27%
Total	34,956	41,675	20%

Grant Funding Update

Several years ago, the board of directors designated an initial \$500,000 for outreach. It was understood that additional resources would be solicited and added to the \$500,000 designated by the board, and that outreach expenses would be drawn from the aggregate grant funding. Executive Director Guthrie provided the status of grant income and expense as of October 31, 2024, as follows:

\$500,000 Board Designated Funds for Outreach + other grant income minus expenses since inception August 1, 2019:

•	Outreach Designated Income:	
•	Memorial Cup income:	\$245,287.00
•	License Plate income:	\$136,392.00
•	ITG Grant - (SP 2024)	\$33,334.00
•	Dick's Grant (SP 2024)	\$5,000.00
•	Misc. Donations:	\$28,292.01
•	Total Income:	\$446,305.01
•	Expenses:	
•	Memorial Cup expenses	\$ 94,976.14
•	Public Goals/Courts	\$155,583.06
•	Futsal for All	\$91,013.02
•	Salaries/Benefits	\$214,979.13
•	TopSoccer	\$2,794.60
•	Admin/Travel	\$91,987.62
•	Ball State Project	\$11,430.87
•	Total Expenses:	\$662,764.44
•	Summary:	
•	Starting Balance:	\$500,000.00
•	Income	\$446,305.01
•	<u>Expenses</u>	<u>- \$662,764.44</u>

Next Scheduled Board Meeting

- **February 22nd** - Saturday Annual General Meeting

New Business

Motion to Adjourn

A motion to adjourn was made, seconded, and carried unanimously. The meeting adjourned at 5:49 PM.