

Fort Collins Soccer Club  
Board of Directors Meeting  
November 18, 2024

Attendance:

<u>  P  </u> Mark Adams, President	<u>  P*  </u> Bret Meldrum, Vice President
<u>      </u> Neil Johnson, Secretary	<u>  P  </u> Chad Clark, Treasurer
<u>  P  </u> Nick Whitworth, Director	<u>  P  </u> Fred Long, Director
<u>  P  </u> Gary Ashley, Director	<u>  P  </u> Sean Tomlinson, Director
<u>      </u> Hailey Kepler, Director	
<u>  P  </u> David Thomas, Executive Dir.	<u>  P  </u> Dave Shaffer, Staff
<u>  P  </u> Brenda Hampson, Staff	

\*Phone

Mark called the meeting to order at 7:33 p.m.

Nick moved to approve the minutes of the October meeting, Fred seconded; the minutes were approved.

Board Action Items:

- Feasibility Study: Marty Zimmerman, from Zim Consulting, was in attendance to report the findings from the Feasibility Study for the Soccer Complex. Highlights of the report follow. A full report will be provided to the club in early December.
  - There were 271 survey responses, 26 individual interviews were conducted, and 2 focus groups were held.
  - Based on the results from responses participants said the most urgent need is additional restrooms, followed by turf fields and then the parking lot improvements.
  - There was POSITIVE consensus among the participants that Arenal has a great staff, is fiscally responsible, has a great reputation and a strong history.
  - Some of the OBSTACLES (challenges) the club is facing include:
    - the club is currently holding with the status quo, is there a strategic plan?, members are hesitant to buy in without a plan, is there a succession plan?
    - Who will run the campaign?
    - People don't want to be the first to donate.
    - How much is really needed?
  - How to address the OBSTACLES:
    - Revise the strategic plan, communicate the plan.
    - Who will lead the effort?
  - OPPORTUNITIES:
    - In-kind opportunities for paving the parking lot.
    - In-kind opportunities for the restroom (shipping containers)
    - Connection for a lighting system.
    - Other revenue streams – explore opportunities for other sport usage.
  - How much can we raise? Based on Zim projections:
    - Excluding in-kind, using current staff we could raise approximately \$775,000.
    - Using in-kind, dedicated staff the projected maximum is \$2,245,000.
    - Realistic amount: \$1,800,000 - \$2,000,000.
    - Could use a match process to fundraise.
  - Next steps – the Executive Committee will determine the next steps. This could be a good topic for the BOD retreat in January / February.
- Nick provided copies of the site plan as approved by Larimer County.

Staff Reports:

Executive Director – David Thomas:

- No Report.

Director of Coaching - Dave Shaffer:

- No Report

Director, Member Services – Brenda Hampson

- No Report

President's Report – Mark Adams:

- No report

Vice President's Report – Bret Meldrum:

- No report

Treasurer – Chad Clark:

- No report

Secretary – Neil Johnson:

- No report

Executive Committee – Mark Adams:

- No Report

Financial Management Committee – Chad Clark:

- No Report

Competition Committee – Fred Long:

- No Report

Grants/Development Committee – Bret Meldrum:

- No Report

Soccer Complex Committee – Nick Whitworth:

- No Report

Board Election Committee – Neil Johnson:

- No Report

Customer Focus Committee – Hailey Kepler:

- No report

Future Agenda Items:

- BOD Retreat

Fred moved to adjourn the meeting and Nick seconded. The meeting was adjourned at 8:45 pm.

Respectfully submitted,

Neil Johnson  
Secretary