



United FC Rush Soccer Club August Board Meeting Minutes

Date 08/20/2025

Time 7:00 pm (facility)

Attendees : TJ, Alicia Timlin , Matt Shupe, Ryan Blake, ~~Shauna Nylund~~,
Jessica Johnson, ~~Tom Polineusz~~, Pat Prindle

Agenda

- Call to Order
- Approval of the Minutes from last month - Approved unanimously
- Approval of the Agenda -
- Old Business
- Department Reports

- **Business-**
 - Budget Update: July P/I shows \$
 - YR/E Positive \$37,051.37
 - Annual budget adjusted to reflect 25/26 enrollment
 - Budget link [+ Actual 25/26 Budget United FC](#)
 - Budget being adjusted to reflect 25/26 registrations
 - Budget showing positive 15K

 - Staffing
 - 3rd interview end of week with final applicant for Grassroots role
 - Hiring freeze on Age group director
 - All fall teams have coaches

 - Club
 - Facility needs updating to make more welcoming
 - Remove vending machines or use them
 - Replace padding hanging on garage door
 - Look at replacing turf
 - Paint walls
 - Foliage
 - What does the club want to be / stand for ? Strive for top or okay being community club
 - Tryouts went well
 - Rec/Comp numbers down
 - Team formations went smoothly

 - **Program Numbers -**
 - Fall Rec - 96 - Budget 150
 - Fall DA - 27 - Budget 28
 - Tryouts - 464- Budget 502

- Comp - 370 - Budget 453 (5 players trying out first week of fall season for placement)
- Marketing -

Additional work completed for August Rec/DA Efforts:

- 2 grid posts on social media
- Paid 2 week ad campaign:
 - 297 link clicks
 - 19,938 impressions
- Shared 2 posts each in 11 local neighborhood/community groups with link to registration page
- Peachjar ads promoting upcoming Fall & Winter Rec and DA programming
- Initiated outreach to local businesses (e.g., play centers, restaurants, daycares, tutoring centers) for potential partnerships
- Created and launched a push sale promotion:
 - "Sign up before 8/10 for a chance to be 1 of 10 to receive 50% off your registration fee"
- Created a comprehensive August Community Calendar to track local events where we could:
 - Place pop-up advertisements
 - Explore sponsorship opportunities

• **Department Reports**

- President Update - Like to see more community engagement to see new players and enrollment
- VP Update
- Treasurer Update - scheduled internal financial Audit with Matt Shupe and Jessica Johnson, AGM to be scheduled
- Competitive Director Update
- Secretary Update
- At large
- Operations Director

- Voting Topics -
- Upcoming Events
- Comments and Announcements
 - Adjournment