

PELADA FOOTBALL ACADEMY ANNUAL GENERAL MEETING



July 30, 2023 @ 4pm

Held via Zoom

MEETING AGENDA

INTRODUCTIONS

ELECTIONS & ADOPTION OF POLICY

- VICE PRESIDENT, SECRETARY, DIRECTOR AT LARGE

BUDGET & ACADEMY FINANCES

- 2022-23 FINANCIAL REPORT
- 2023-24 FINANCIAL PROJECTIONS

ACADEMY PROGRAMS OVERVIEW

- CLUB GOALS & COMMUNITY
- 2022-23 HIGHLIGHTS
- 2023-24 LOOKING FORWARD
- 2023-24 PROGRAM CHANGES AND GOALS
- 2023-24 PROGRAM CALENDAR



BOARD OF DIRECTORS

Our Board of Directors consists of four officers (President, Vice President, Secretary, and Treasurer) as well as four Directors at Large, collectively responsible for administration of Pelada Football Academy and oversight of the staff and operations.

OUTGOING BOARD MEMBER



THANK YOU
FOR YOUR SERVICE

CASEY WILSON

Casey is completing her final term and saying goodbye to on the board. She has been instrumental to its work, leading the Financial Aid Committee in addition to other duties as Secretary. She will be missed!

ELECTION OF OFFICERS & DIRECTORS

- **Pelada FA's Board of Directors** must have between 5 and 15 members (**currently 8**).
- All members of the Board will be elected at the AGM.
- The term length for Board positions will be **two years** unless otherwise specified.
- Each **officer** is limited to **three consecutive terms** in the same office.
- **President, Treasurer, & $\frac{1}{2}$ of Directors at Large** are elected in **even numbered** years.
- **Vice President, Secretary, & $\frac{1}{2}$ of Directors at Large** are elected in **odd numbered** years.

VOTING

<https://forms.gle/KaTBu73Jy1SpB8426>

See link in the chat to access the electronic ballot

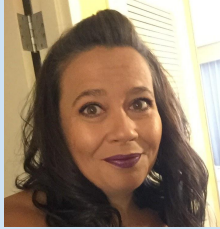
- Up to two members of each family attending the AGM are entitled to cast a vote.
- Coaches, volunteers, board members, and members of staff who are registered with OYSA are also entitled to vote, even if they do not have a player in the the Academy.

ELECTRONIC VOTING PROCESS

- **An electronic ballot and summary of actions open to voting** will be sent to attendees in advance of the AGM.
- The Meeting Chair will **open discussion** of proposed ballot actions. This is your opportunity to comment, ask questions, address issues, or voice any objections you may have.
- Members of the board will **move and second the motion to vote**. This is your opportunity to submit your electronic ballot or a revised ballot if you voted prior to the meeting.
- Members will have **30 minutes from opening of voting** to submit or revise ballots.
- After voting has closed, **ballots will be tabulated and results will be announced at the end of the meeting**. The total number of ballots returned will constitute a quorum and a simple majority of the votes cast will be required to approve each action.

2023 BOARD OF DIRECTORS

OFFICERS



PRESIDENT
Beth Atkerson



VICE PRESIDENT
Mark Nash
**up for election*



SECRETARY
Katie Leonard
**up for election*



TREASURER
Austin Miller

DIRECTORS AT LARGE



Britni Jessup
**up for election*



Jason Atkerson



Diertra Lomeli



Sean Ritchie

PHOTO

...
**open*

PHOTO

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**open*

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**open*

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...
**open*

FOR THE OFFICE OF VICE PRESIDENT

TERM: 2023-2025



MARK NASH

I have been involved with Pelada from the beginning. My daughter played on one of the original Pelada teams in 2012 and my son played as well. I have seen them grow their soccer knowledge, skillset, and love of the game as well as their confidence and leadership abilities. Being a part of the board allows me to give back to an organization that has done so much for my kids. I believe I have a perspective that few can claim. For Pelada, I am a parent, founding member, and board member as well as having served as a team manager and assistant coach. I have also been a player, a coach for other sports/organizations, and I am a small business owner. I look to bring all these experiences and roles to help guide PFA as Vice President.

FOR THE OFFICE OF
SECRETARY

TERM: 2023-2025



KATIE LEONARD

My three kids have been involved with Pelada since 2012 and 2013. We love Pelada for so many reasons, but especially the coaching and positive, encouraging environment that emphasizes the importance of character. We really appreciate that being a multi-sport family is okay and not frowned upon. I have enjoyed serving on the board and look forward to serving in a new way.

Katie Leonard

FOR THE OFFICE OF DIRECTOR AT LARGE

TERM: 2023-2025



BRITNI JESSUP

Britni welcomes the opportunity to serve on the Pelada Board of Directors. She comes from a background in high-level athletics as a past collegiate athlete with the University of Washington where she served as captain for the women's volleyball team and was awarded Academic All-American honors. Since then she has coached and taught at the middle school and high school level with Webfoot Juniors and was a Director/ Founder for Blue Skies Beach Club, the first beach volleyball youth program in Eugene. Other recent service includes the Eugene Public Library's Imagination Library Advisory Board and the BRING Recycling Board of Directors. She is currently the Interiors Director for Rowell Brokaw Architects.

2023-24 BOD RECRUITMENT

We are actively looking to add up to four Directors at Large to our board of directors during the coming year. Desired skill sets include:

- Leadership, project management, and community building.
- Education, teaching, and/or youth advocacy backgrounds.
- Fundraising experience, knowledge, and/or connections.
- Financial and/or legal expertise.
- Media and marketing expertise.
- Creativity and innovative thinking!

2023-24 PROPOSED BOD MEETING CALENDAR

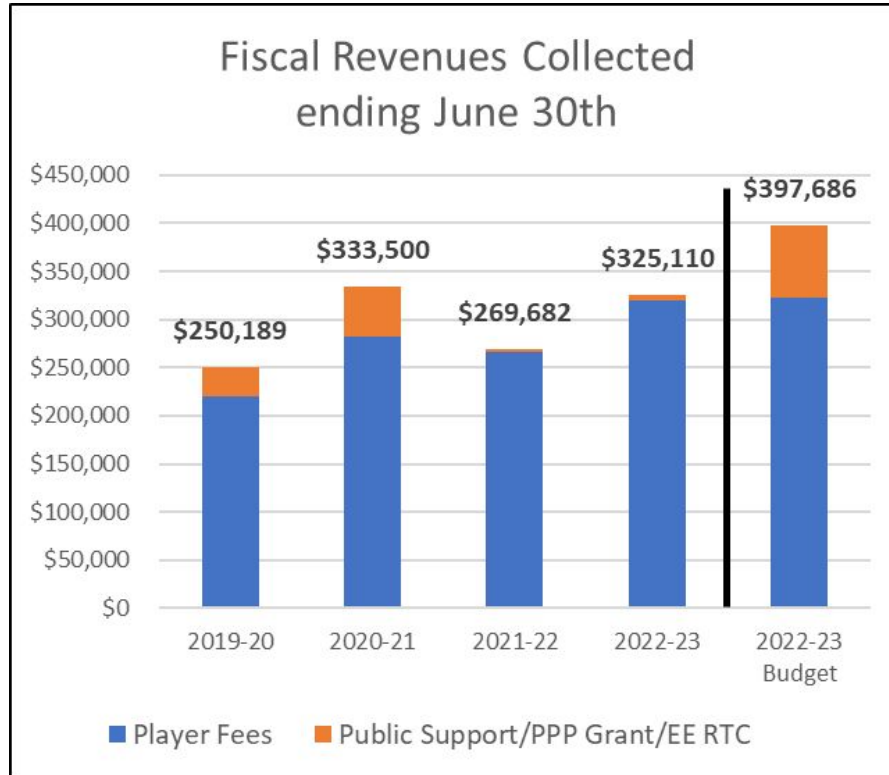
	BOD MEETINGS & WORK SESSIONS SUMMARY		2023-24
Q3	Work Session	Fundraising	Tue, 8/15/2023
Q4	Quarterly Meeting	Fall review	Wed, 11/8/2023
Q4	Work Session	Club development	Wed, 12/13/2023
Q1	Quarterly Meeting	Winter review / BOD recruitment	Wed, 2/21/2024
Q1	Work Session	Review policies	Wed, 3/20/2024
Q2	Quarterly Meeting	Operational year end review	Thu, 5/16/2024
Q2	Work Session	AGM prep	Thu, 6/20/2024
Q3	Annual General Meeting	Elections, budget, ED presentation	Sun, 7/28/2024

BUDGET & ACADEMY FINANCES

FINANCE HIGHLIGHTS

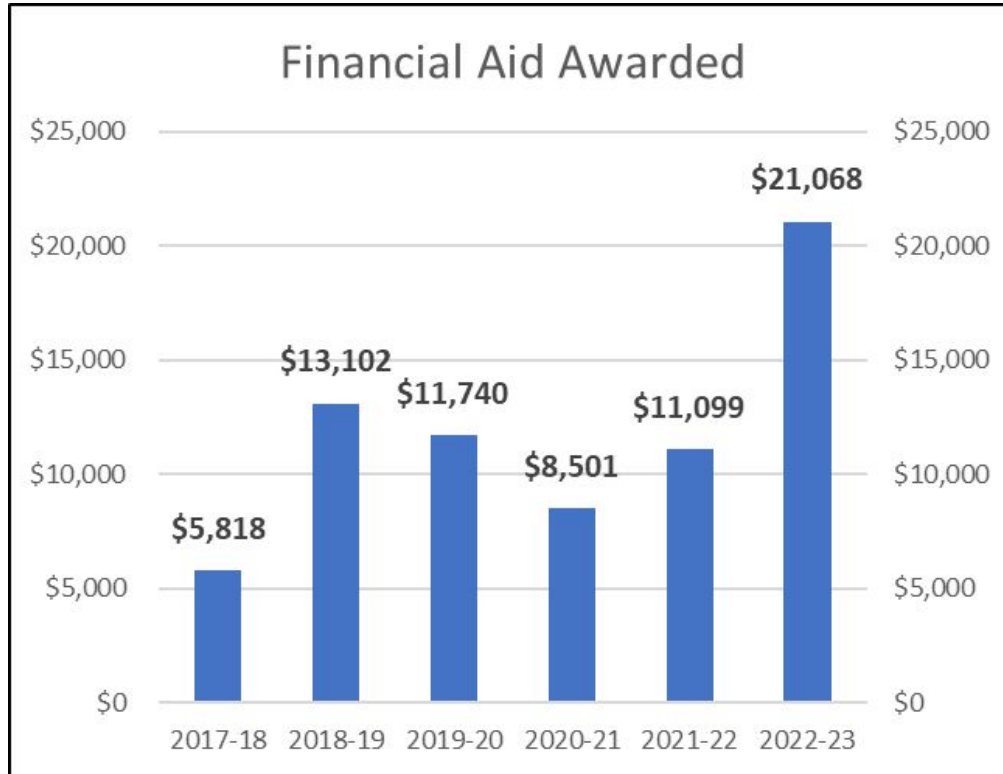
2022 - 2023 FINANCIAL RESULTS
2023 - 2024 FINANCIAL PROJECTIONS

2022-23 REVENUES

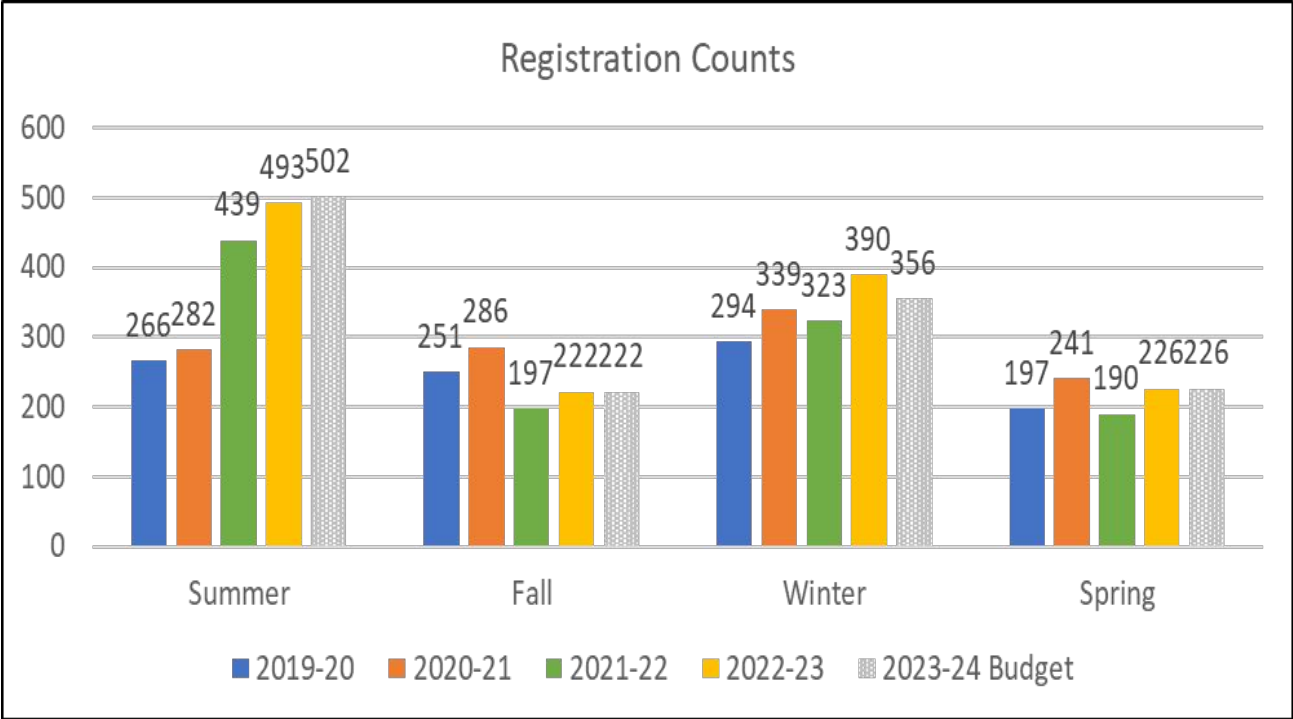


- Revenue is “Cash” basis (i.e. when money received). Collected \$304k in program fees during the year.
 - Fees for 22-23 Programs (incl. Summer) total \$348k
- Public Support:
 - Planned EE retention credit. Will come in 2023.
 - Received \$6k in donations/support

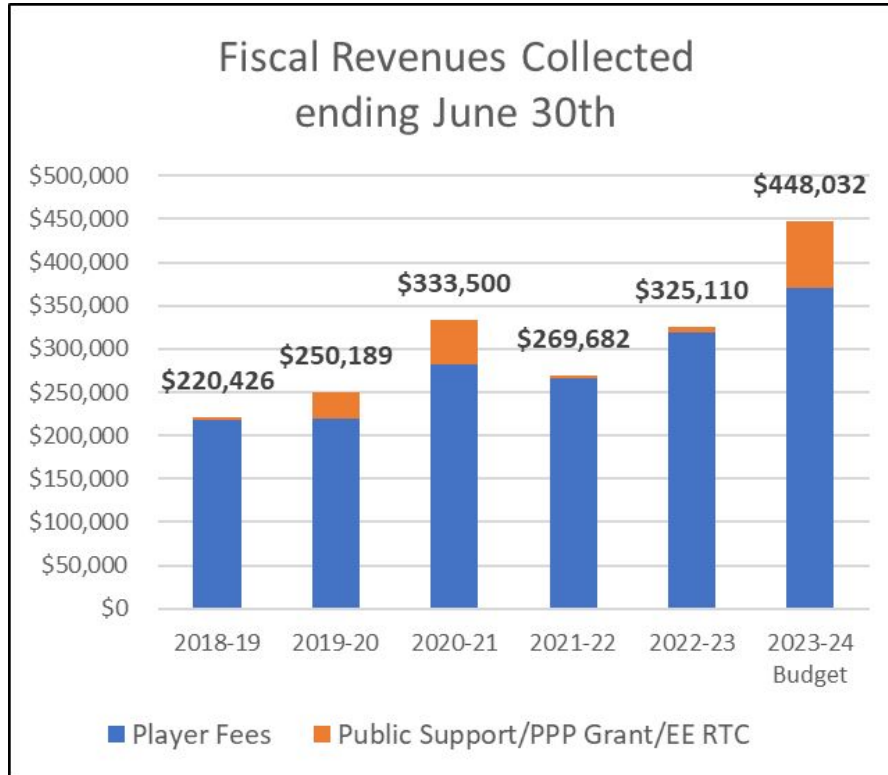
2022-23 FINANCIAL AID



ENROLLMENT By Season

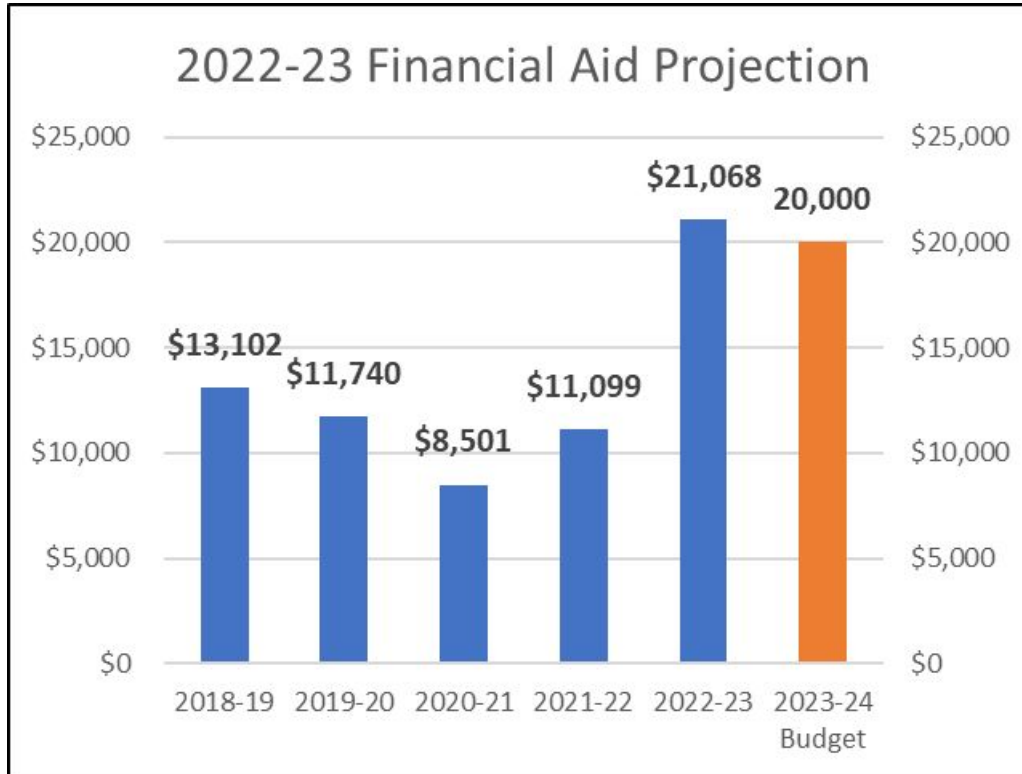


2023-24 REVENUES

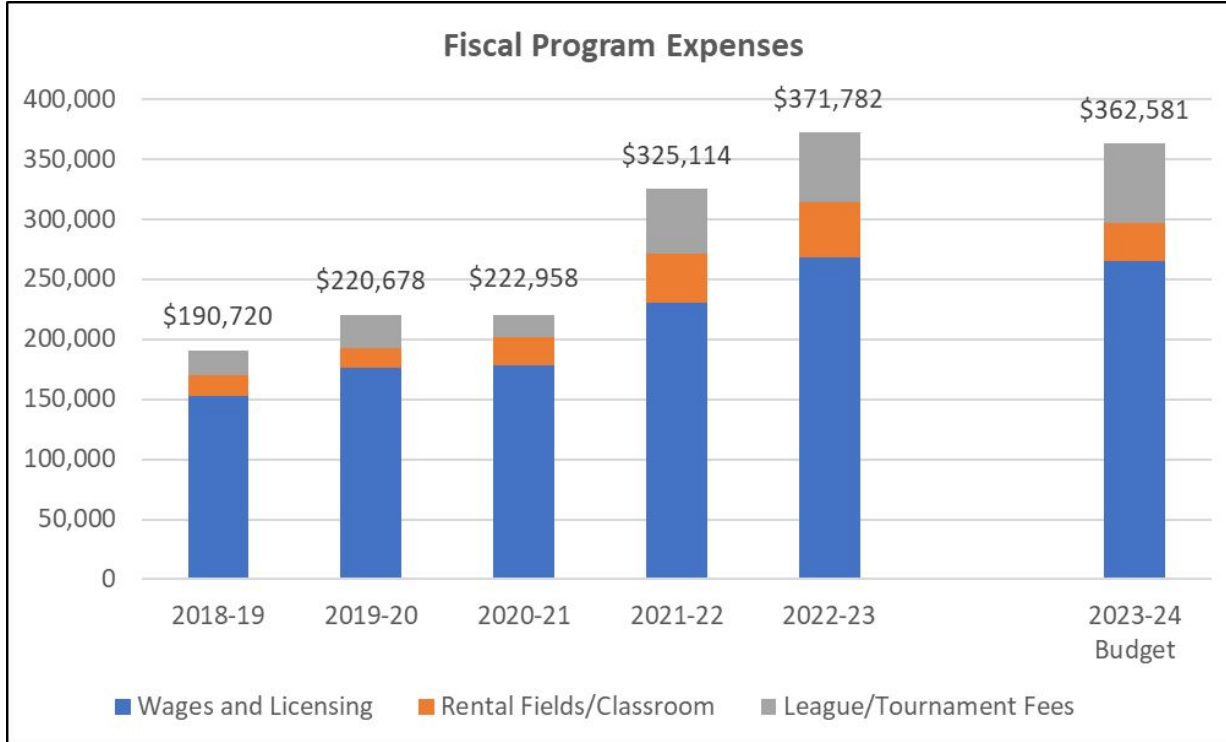


- Public Support - Employee Retention Credit: >\$70k submitted in March, waiting federal payout
- ~10% fee increase in 2023-24

2023-24 FINANCIAL AID



2023-24 PROGRAM EXPENSES



Payroll shows large increase:

- 20-21 reduced due to federal workshare program
- 22-23 increased minimum wage and lower end of wage structure
- Includes reimbursements (21-23)

PUTTING IT ALL TOGETHER

Pelada Football Academy	Actuals						Budget
Historical Profit and Loss							
	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24
Player Fees (Collected)	219,990	217,890	220,130	281,593	265,935	319,503	370,282
Public Support/Other	5,115	2,536	30,059	51,908	3,746	5,607	77,750
Total Revenues	\$225,105	\$220,426	\$250,189	\$333,500	\$269,682	\$325,110	\$448,032
	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24 Budg
Wages and Licensing	133,024	152,319	176,413	177,950	230,400	267,736	265,411
Rental Fields/Classroom	13,576	17,228	16,027	23,403	40,963	46,559	31,441
League/Tournament Fees	28,691	20,455	27,497	18,526	53,751	57,488	65,729
Program Costs	\$221,505	\$190,720	\$220,678	\$222,958	\$325,114	\$371,782	\$362,581
	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24
Business Costs	\$17,499	\$11,343	\$7,721	\$1,059	\$10,851	\$20,975	\$48,905
Total Profit	(\$13,899)	\$18,363	\$21,791	\$109,484	(\$66,284)	(\$67,648)	\$36,546

- 20-21 benefited from timing of payments and Federal Support
- 21-22 and 22-23 lost money (cash basis) as no federal support and increased wages
- 23-24 increased wages but planning 71k federal Employee Retention Credit payment

KEY AREAS OF INCREASED COST

Rising costs have forced player fee increases the past two years. The most significant contributing factors are:

- **Field rental costs** at our primary facilities have increased by 25-30% compared to pre-pandemic rates.
- **Tournament and cup registration costs** have more than doubled due to a combination of rising fees and increased participation in postseason cups.
- Coach certifications, training, and cost of living **wage increases**.
- Addition of services such as **Vevo cameras**.
- **Financial Aid** needs have doubled relative to pre-pandemic years.

ACADEMY PROGRAMS OVERVIEW

2023-24 SEASON

PROGRAM STRUCTURE
PFA CORE PROGRAMS OVERVIEW
PFA EXTRA PROGRAMS OVERVIEW

DEFINING “PELADA”

*The word **Pelada** [pronounced Pay-lah-dah] comes from Brazil and describes an informal game of soccer between friends. Peladas are played everywhere, everyday, motivated by nothing more than love for the game and the sense of community at its core.*



FOUR PILLARS OF THE PELADA ACADEMY MODEL

Coaches as Educators:

Certified coaches who participate in ongoing education and understand their roles as teachers, role models, and life mentors for children.

Positive Approach and Human Development:

Inclusive and supportive environments for players; insistence on fair play. Train leaders and foster mentoring relationships between players.

Flexibility and Opportunities for All:

No tryouts. Every player is welcome and plays at least 50% of each match. Registration is seasonal, year-round participation is optional (multi-sport athletes welcome!)

Competitive Player Development:

Curriculum and club practices designed to improve each player's standard of play and ability to compete at a high level.

2022-23 HIGHLIGHTS

PLAYERS & PROGRAMS

RECORD PLAYER PARTICIPATION: 2022-23 set all time highs for participation for a second year in a row.

- ❖ **576 players** participated in 2022-23 (**461** players in 2021-22)
- ❖ **1330 program registrations** in 2022-23 (**1150** registrations in 2021-22)

PROGRAMS	SUMMER	FALL	WINTER	SPRING
U5-8 FOUNDATIONS	34 PLAYERS	N/A	34 PLAYERS	N/A
U9-U10	10 PLAYERS 1 TEAM	36 PLAYERS 3 TEAMS	20 PLAYERS 2 KC TEAMS	49 PLAYERS 5 TEAMS
U11-U15	150 PLAYERS 9 TEAMS	186 PLAYERS 11 TEAMS	87 PLAYERS 8 KC TEAMS	176 PLAYERS 10 TEAMS
U15-U19	83 PLAYERS 5 TEAMS	N/A	133 PLAYERS 7 TEAMS	N/A
CAMPS, FUTSAL, ETC.	202 PLAYER / 6 CAMPS	N/A	116 FUTSAL PLAYERS	N/A

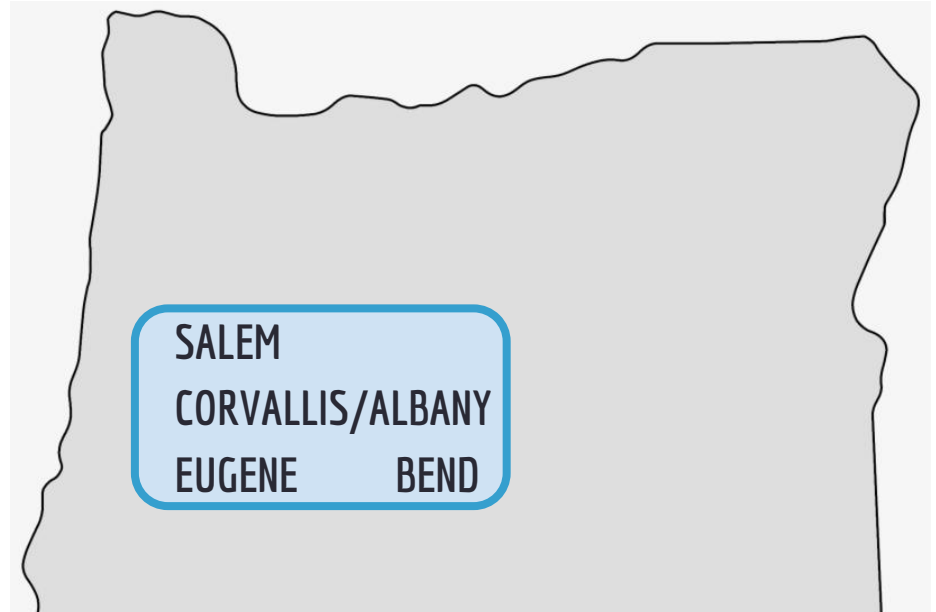
2022-23 HIGHLIGHTS

OYSA REGIONAL LEAGUES

Oregon Youth Soccer Association established regional divisions to reduce travel for teams throughout the state.

CENTRAL VALLEY REGIONAL LEAGUE

- ❖ Open to teams in the **U11-U14 age ranges**.
- ❖ Eliminates travel to Portland and southern Oregon for league play.
- ❖ Increases the number of local games in Eugene/Springfield.



***TEAMS MAY STILL TRAVEL TO PORTLAND AND OTHER AREAS FOR POSTSEASON CUP PLAY IN NOVEMBER**

2022-23 HIGHLIGHTS

HUMMEL & DIRECT KICK

We completed the switch to our new brand partner, **Hummel**.

Local soccer shop Direct Kick is managing the ordering and distribution and has helped us improve the process for our families.



hummel[®]



2022-23 HIGHLIGHTS

VEO CAMERAS

MATCH VIDEO & ANALYSIS: We put our Veo cameras into action starting with the Fall 2022 season!

- ❖ 200+ matches filmed
- ❖ Analytics suite introduced in January 2023 with advanced match analysis features



2022-23 HIGHLIGHTS

GRANTS & FUNDRAISING

We have stepped up our fundraising efforts with the addition of a Grants Team lead by Tiana Povenmire-Kirk and Sylvia Barry, both of whom bring a history of success and professional expertise in securing funding for non-profit organizations.

Thank you, Tiana and Sylvia!



We secured an **Autzen Foundation** grant in Fall 2022

- ❖ Established a grant writing project to support Pelada's Financial Aid fund, Coach Development Academy, and other areas of need.
- ❖ Identifying potential future grants and funders based on club programs, identity, and demographics
- ❖ Facilitating strategic planning with the Board

2023-24: LOOKING FORWARD

PRIMUS



We will be working with **Primus** in 2023-24 to provide expanded opportunities and guidance for 9th-12th grade players interested in **pursuing soccer beyond high school.**

Primus has a refreshing, holistic, and player focussed approach. Players working with them will receive long term support identifying programs that best fit their level of play and academic and sporting goals.



2023-24: LOOKING FORWARD

FOUNDATIONS



FOUNDATIONS ACADEMY

Serving players age 4-7 taking their first steps in soccer

Response to our revamped 2022-23 U5-8 Foundations Academy has been very positive, and we are planning to double the number of opportunities we provide for these youngsters in 2023-24!

Program goals for 23-24 include:

ADD 6-WEEK PROGRAMS TO THE
CALENDAR AT THE END OF THE
FALL & SPRING SEASONS

GROW PARTICIPATION ENOUGH TO
ALLOW INTERNAL **LEAGUE PLAY**
OPTIONS FOR U7-U8 PLAYERS

2023-24: LOOKING FORWARD

CDA

The **COACH DEVELOPMENT ACADEMY** is a leadership and mentoring program for players U11 and older (2013-2005 birth years)

- ❖ **42 YOUTH COACHES** enrolled in 2023-24.
- ❖ Averaging 25 youth coaches at each Foundations Academy event this summer, allowing us to boast a 1-to-1 coach-to-player ratio and a super kid-friendly environment!
- ❖ No participation fee - to be eligible, players must be rostered on our fall, winter, or spring outdoor teams).
- ❖ Youth coaches are eligible to join the paid staff after turning 16.



2023-24: LOOKING FORWARD

FUNDRAISING

In order to battle rising costs and keep our fees stable we will be expanding our efforts to bring in additional funding through:

SPONSORSHIPS

PARTNERSHIPS

FUNDRAISING

Pelada community members with expertise in these areas and an investment in keeping quality coaching and programs affordable, **we would love to hear from you!**

2023-24 PROGRAM CHANGES AND GOALS

	PROGRAM CHANGES	GOALS
U8 & Younger	<ul style="list-style-type: none">● Add fall and spring opportunities	<ul style="list-style-type: none">● Increase participation● Create internal “league” for U7-8 ages
U9-U10	<ul style="list-style-type: none">● Increase cost from \$300 to \$350	<ul style="list-style-type: none">● Increase participation (especially fall)● Improve pathway from Foundations to U9-10 teams● Improve transitional process for players moving to U11
U11-U15 Fall	<ul style="list-style-type: none">● Introducing Age Group Directors for U11-12 and U13-14 programs● Increase cost from \$500 to \$575	<ul style="list-style-type: none">● Expand age specific curriculum for 9v9 and 11v11 teams● Improve transitional process for players moving to HS
U15-U19 Winter	<ul style="list-style-type: none">● Access to Primus service for developing post-HS playing opportunities● Increase cost from \$750 to \$875	<ul style="list-style-type: none">● Expand age specific curriculum● Grow participation, especially girls side
CDA	<ul style="list-style-type: none">● Continue building coach education curriculum	<ul style="list-style-type: none">● Formalize pathways for players progressing through CDA● Integrate calendar with U8 and U10 programs

2023-24 PROGRAM CALENDAR

	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	
U8 & Younger		SUMMER FOUNDATIONS					WINTER FOUNDATIONS							
U9-U10	SUMMER TOURNAMENTS			FALL LEAGUE			WINTER SUPPLEMENTAL ACTIVITIES			SPRING LEAGUE				
U11-U14	SUMMER TOURNAMENTS			FALL LEAGUE + CUPS			WINTER SUPPLEMENTAL ACTIVITIES			SPRING LEAGUE				
U15 8th Graders	SUMMER TOURNAMENTS			FALL LEAGUE + CUPS			WINTER LEAGUE + SPRING CUPS							
U15-U19	SUMMER TOURNAMENTS						WINTER LEAGUE + SPRING CUPS							
CDA	WORK W/ U8s + U10s			WORK W/ U10s			WORK W/ U8s + U10s			WORK W/ U10s				
	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	