



Friday, August 13, 2010:

BOD Attendees: Fred Wendelboe, Casey Caram, Dan Colleran, Audun Runde, Michael O'Connor

Appointed Members: Ronnie Mutter (Referee Chair)

Staff Attendees: Kevin Wendelboe, Sheila Holloway

BOD Non-Attendees: Pamela Dickenson, Mike Spillman, Vaughn Hastings, Rita Stubbs, Karl Owen

Meeting started: 7:10 pm

- I. Finance Report – The current finance report was part of the Proposed 2011 budget file that Kevin emailed to the Board before the meetings. We are on track in most every category except for some marketing and hosting expenses associated with the World League matches that were announced after we did the budget (the Board approved the additional expenditures at the May meeting) and the High Performance Budget. Sheila arrived as we were discussing the HP Budget and explained that an incorrect formula in her spreadsheet caused us to not bill the participants on the Travel teams enough to cover the actual expenses. We will have a deficit in the HP budget of about \$15,500 when the goal each season is to have it at zero. The net effect of this is that we will probably end the fiscal year with a \$2000 deficit overall instead of a slight surplus.
- II. Kevin went over the results of the 2010 season surveys that were sent to Adult Players and to all those affiliated with the Juniors' program. We had a lower response among adult players this year but the Juniors' response was higher. One of the questions in the Adult survey concerned referees at the Regional Championships. The results indicated that the adults still want referees at the Regionals. This led to a discussion of how we can make the experience better for them. It was decided that since we did not have Juniors scheduled at all on the Adult Regionals weekend, we would provide both R1 and R2 at Regionals this year for the same entry fee. We usually operate at a deficit for Adult Regionals anyway but this will not have too much more of an impact and it will be a way to enhance the event for the teams. The budget will be amended to include additional referees for the event. Another survey question asked whether the last place team should work the first round of playoffs which would be the same as the Juniors' policy. The results were in favor of this change. Motion by Michael, second by Audun to:

Motion 1: change the Adult Tournament Playoff Procedures to require the last place team in Pool play to work the first round of playoffs if the playoff format requires a team to stay to work it. MSA

The Junior results saw some improvement in the awareness of the responders with key Region policies, which was a positive. The Board felt that it would be beneficial to also survey only the Platinum, Gold, and Silver divisions about their feelings on holding Regional Championships in a convention center. The board will use several of the results of the surveys when considering some of the items that will come up later in the agenda.

- III. Facility Grants – We had two requests that came in by the May 1 deadline – Alleghany HS in Sparta and Triangle Volleyball Club in Morrisville. We also had one received in August for East Surry HS in Pilot Mountain. Staff recommended to approve the Sparta request. Staff recommended not approving the Triangle request. Staff was neutral on the East Surry HS request but thought it would benefit the Region if approved. The group decided to take up the grants again on Saturday during the 2011 budget discussions.

Board recessed at 10:08 pm

Saturday, August 14, 2010:

BOD Attendees: Fred Wendelboe, Casey Caram, Dan Colleran, Audun Runde, Michael O'Connor

Appointed Members: Ronnie Mutter (Referee Chair)

Staff Attendees: Kevin Wendelboe, Sheila Holloway, Marilyn Thompson

Board reconvened at 9:10 am

IV. Officials Program

- Advisory Board update –Michael and Kevin updated the board on the discussion and action items that came out of the Officials Advisory Board (OAB) Meeting on July 31 in Chapel Hill.
 - Michael O'Connor was elected for another one-year term to serve as the Officials Rep on the Carolina Region Board. The Officials Advisory Board also discussed the minimum qualifications that the Rep must meet to be eligible to be elected. This will be added to the 2011 Operating Code for approval.
 - Brian Jones and Brian Webb received their Junior National ratings during the Girls National Championships. Stephen Shepherd received his National rating at the Boys Junior National Championships.
 - Ken Matz has been appointed Beach Referee Chair for the Carolina Region. He is working on developing a Beach Training and Certification Program for the Region to be implemented in 2011. We are also fortunate to have Keith Murlless in the Region to aid in this. He is working with USA Volleyball to develop the training materials to get out to the Regions.
 - The Officials Advisory Board considered and approved three updated policies: Officiating Levels and Certification Policy; Carolina Region Junior National and National Referee Candidate Application Process; and the Carolina Region Eligible Activities and Associated Hours addendum to the National Good Standing Policy. These will be brought up as action items to the board at the end of these reports.
- Staff Report (Marilyn):
 - This past season we began working on having a uniform clinic presentation, so all clinicians would give similar information and clinics. A power point was developed and the clinicians were to teach off that clinic. We held a meeting in November that was available in person and online.
 - We held several Region clinics for adults and juniors. The majority of clinics were Junior Host Your Own clinics. We also held a live clinic for all our Professional Officials and offered online re-cert clinics for those that had been certified each of past two seasons.
 - We rated our Professional officials and adult team officials during Friendship tournaments and the adult tournaments. We also did some ratings during regular season tournaments, the MAPL tournament, and the Quest pre-season tournament.
 - We moved to a new assigning system this season – ArbiterSports. It caused some headaches but should be easier this season with one year under our belts.
 - Marilyn's goals for the future are to:
 - Recruit more officials through High School booking agents and the Mid-Atlantic Volleyball Officials Board. A suggestion was offered to do a direct email to 18's and 17's players about the opportunity to work younger-aged tournaments and earn some money. It was also suggested to contact college intramural departments. We can offer to help them in their training of officials but also let them know about the opportunities in our programs.
 - This year we intend to separate the clinics and training into two components. We will give the clinic on one day and find training opportunities for them another day. It was too rushed to try to give the clinic and get them out on courts for training. We will also look into training more at Friendship tournaments or other junior play days across the state. It was suggested to contact junior clubs directly and offer to come to their practices while they scrimmage. We can train the professional officials as well as the junior officials during these opportunities.

- We are planning on offering a shortened online re-cert clinic this season since the rule book is the same. Those officials that become eligible THIS season to take online clinics would be able to take the full clinic online. Those officials that have been certified for two or more seasons, can take the shortened re-cert clinics.

- Motion from Division to:

Motion 2: approve the Carolina Region Officiating Levels and Certifications Policy. MSA

- Motion from Division to:

Motion 3: approve the Carolina Region Junior National and National Referee Candidate Application Process Form as amended. MSA

- Motion from Division to:

Motion 4: approve the addition of the Carolina Region Eligible Activities and Associated Hours to the National Good Standing Policy. MSA

- Motion from Division to:

Motion 5: approve Frank Motondo as our candidate for a Junior National Rating in 2011 pending successful training and improvement during the season. MSA

V. Coaching Program – Chuck was not able to get a report to Kevin for the retreat. Board decided to discuss coaching issues during the High Performance Report.

VI. High Performance Program Report and Planning:

- The program had 164 returning players and 125 new players for a total of 289.
- The program had 11 returning coaches and 13 new coaches.
- Clinics consisted of a 6 hour elite clinic (Level 1), a 6 hour advanced clinic (Level 2), and a 4 hour skill specific entry level clinic (Level 4). We also held boys clinics.
- A question was asked what the goal of the HP Program is. Sheila answered that it is to raise the level of volleyball skills across the state from grassroots and up. It is also to identify the elite athletes in the state for training and to field competitive teams for National competition. The group did not disagree with this but felt we are not doing a good enough job in promoting that message. We need to develop a marketing statement for the HP Program to promote what the program offer that is special, better, and worthwhile to our potential customers. We need to offer what is valuable about the program to our target audience.
- A key component of raising the level of the program and drawing in more elite athletes will be to improve our Coaches cadre. We need to bring in more college coaches and recognizable names both to train our coaches and train the athletes.
- It was suggested to incorporate Coaches Education into the HP Program. Our Continuing Education Program ought to fall under the HP Program so we can train all our club coaches on the techniques used by the National team coaches.
- A question was asked about the March 5 weekend. We had discussed in May that an HP event happen on that weekend since no other junior tournaments are scheduled. Casey informed the group that the Raleigh MAPL tournament will be held that weekend. The group discussed having the national team tryouts the Friday before MAPL. Casey thought it might be able to happen but there would be a facility charge. It was also suggested to run them in conjunction with the USAV National tryout in February. Sheila will look into both possibilities so we can identify the HP Travel Teams earlier.

Board recessed for lunch at 12:10 pm

Board reconvened at 1:27 pm

VII. Beach/Outdoor Planning:

- Kevin discussed his proposal to start a Junior Beach tour in 2011. He would like to hire a Beach Tour administrator now to start contacting sites about running an event. There would be a minimum of two events per month from May, June, and July. It could conclude with a Carolina Region Beach/Outdoor Regional Championships. The budget for the position would be a \$750 stipend, \$200 per tournament to run the event, \$200 for awards, and a travel budget for hotel and meals of \$1300. Kevin has already added this into the member development line of the budget. He did not put any entry fees into the budget so costs could be offset some by charging an entry fee. The group was in favor of proceeding with this initiative.

VIII. Strategic Planning for the Future

- Kevin presented some areas/topics that he felt were key areas we needed to concentrate on both immediately and for the future:
 - Website re-design – It is time to have a professional look at re-designing our website to take advantage of various web 2.0 technologies and social media. The group brainstormed for 20 minutes on the main components our website should contain if re-designed. The group asked Kevin to investigate other Region’s websites for ideas and to get some quotes from professional web design firms. He is to report back in 30 days.
 - Future staffing needs – Kevin feels there are two positions that could be added in the future that would enhance member services and free up his time towards other projects:
 - Communications Director – this person would be responsible for all communications with membership/public through emails, newsletter, press releases, and website updates. Ideal candidate could also become the webmaster. Since all this could happen over the internet, this person could work out of their home.
 - Tournament Administrator - This staff person would take over setting the adult and junior schedules each season, handle tournament entries, and all pre- and post-tournament activities (pools, rosters, results). Could also handle the Outdoor scheduling that has been proposed.
 - Region owned/leased Volleyball Facility – This has been dreamed about for awhile but we have never really taken any steps to achieve this as reality. An ideal facility would have six or more courts with space for offices, meeting rooms, and concessions. This would allow us to have a guaranteed space for tournaments, clinics, and meetings as well as offering weekday leagues and training opportunities. The group asked Kevin to contact other Regions with facilities for advice and to report back in 90-120 days.

IX. Junior Topics/Action Items:

- Regional Championship Qualification Policy – The group reviewed the survey results both from the May survey to all participants in the Junior Program (players and coaches) and the recent July survey to just the coaches. A clear majority wanted a minimum of three tournaments to be eligible. The results also confirmed our current policy of allowing events like Quest or Jr Hi Neighbor and one National Qualifier if held before the Regionals to count as one of those tournaments was appropriate but there was no clear consensus to include any other type events. Motion by Casey, second by Audun to:

Motion 6: set the requirements to be eligible to compete in the Junior Regional Championships as the following: Each team must have played in three Carolina Region sanctioned events. At least one of those events must have been a one-day tournament. The other two events may consist of any two of the following if held before the Regional Championships: the Quest pre-season tournament, the Junior Hi Neighbor tournament, any other two-day Carolina Region sanctioned event whose only entry criteria is date of entry, ONE National Qualifier, or other one-day Carolina Region sanctioned events. MSA

- Boys Development:
 - Michael mentioned that his wife held a boys after school program this past year and had about 60 participants. She has permission to do this again this season. Kevin asked if there might be a way we can sanction the league? We could offer them free officials for their matches. Michael will check on it.
 - Casey asked if we could run a boys event as part of MAPL as they have space for four more courts. Some thought that there might be some interest from other Regions but cost may be prohibitive. Casey will work with Audun and staff to explore the feasibility.

- A suggestion was made to send an email to all our junior players and ask them if they have a brother or boyfriend who might be interested in volleyball. We would provide Audun's email for them to contact if they have an interest. This will give us an idea of the interest and we might be able to organize monthly playdays in the areas of largest response.

- X. 2011 Operating Code – Kevin reviewed the areas in the Operating Code that have been updated. He will also be incorporating the motions that were approved at this meeting into the applicable areas. Motion by Casey, Second by Dan to:

Motion 7: approve the 2011 Operating Code as amended. MSA

- XI. Budget work – The group discussed the High Performance Program budget to see how we can enhance the program. The consensus was that it would help program participants to know well in advance what the cost would be to be a part of the HP Travel team. Since we know we are flying to Tucson this season for the Championships, we would want to account for that a little. The fee for the HP Travel teams was set at \$600 for 2011. This will be adjusted annually depending on the site of the Championships. The group also increased the coaching stipends significantly with the goal of attracting and retaining national level coaches into the program. Any deficit in the HP Program budget will be made up in the other areas of the budget or out of reserves. The member fees input categories were experimented with to see the affect on the bottom line. It may be appropriate to raise the paper fees even more to encourage online registration. We can also raise the Early Bird fee to keep the historical difference of \$10 between Early and Regular registrations. The facility grants were discussed again at length. Motion by Michael, second by Audun to:

Motion 8: approve all three facility grants up to \$14,000. MSA 1 abstention (Casey) - See Addendum

The group decided to hold off approving the final budget until staff could get some final numbers on the HP budget items. We need to report our member fees to USA Volleyball by September 1 so the online system will be ready for renewals at that time. A final budget will be emailed to the board for approval.

- XII. Motion by Audun, second by Michael to:

Motion 9: adjourn the 2010 Annual retreat of the Carolina Region Board of Directors at 6:18 pm. MSA

ACTION ITEMS:

- Board/Executive Committee – Complete Executive Director evaluation.
- Staff – Finalize 2011 budget for email vote
- Kevin – investigate website re-design options and report to board within 30 days
- Kevin – investigate Facility feasibility and report to board within 90-120 days
- Kevin – prepare and send an email to all junior members asking for contact information for boys interested in trying volleyball at a clinic or play day. Timeline: email in September/October for November/December clinic/play day which might be extended to monthly if interest is there. Coordinate schedule with Coaching Director to assure coaching availability.

ADDENDUM

It was discovered after the adjournment of the meeting, that the Carolina Region Bylaws require the attendance/vote of 2/3 of the Board in order to pass financial-related items. Motion 8 (2011 Facility Grants) were not proper and will be separated into their own motions and voted on by email by the entire Board.