

PELADA FOOTBALL ACADEMY ANNUAL GENERAL MEETING



September 6, 2021

To be held via Zoom

MEETING AGENDA

INTRODUCTIONS

ELECTIONS & ADOPTION OF POLICY

- VICE PRESIDENT, SECRETARY, & DIRECTORS AT LARGE

BUDGET & ACADEMY FINANCES

- 2020 - 2021 FINANCIAL REPORT
- 2021 - 2022 FINANCIAL PROJECTIONS

ACADEMY PROGRAMS OVERVIEW

- CLUB GOALS & COMMUNITY
- 2021-22 PROGRAM CALENDAR
- 2021-22 PROGRAM CHANGES AND GOALS
- REVIEW OF 2021 GOALS



TENSEGRITY
PHYSICAL THERAPY



EVERGREEN ENGINEERING, INC.
Engineering and Construction Services



The Genuine. The Original.



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.

THANK YOU
FOR YOUR SERVICE



JODY BRAMEL!

Jody has served on the Pelada Football Academy Board since 2018. He was instrumental in building Pelada's new and vastly improved website. While he is stepping down from his position on the board, he plans to stay connected with the Academy through his wife Casey (PFA Secretary) and son Saul, who both plays and coaches for Pelada FA.

Thank you, Jody, for everything you have given to Pelada!

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

Due to the remote nature of this year's Annual General Meeting necessitated by the ongoing COVID pandemic, voting will be done electronically. 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 **until 7pm on Monday, 9/6** 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.

2021 BOARD OF DIRECTORS



President
Beth Atkerson



Vice President
Katie Leonard
**up for election*



Treasurer
Austin Miller



Secretary
Casey Wilson
**up for election*



Director at Large
Jason Atkerson



Director at Large
Britni Jessup
**up for election*



Director at Large
Mark Nash



Director at Large
Stuart Zeigler
**up for election*

FOR THE OFFICE OF VICE PRESIDENT

TERM 2: 2021-2023



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 for the last two years and look forward to serving in a new way.

Katie Leonard

FOR THE OFFICE OF
SECRETARY

TERM 3: 2021-2023



CASEY WILSON

Casey has served on the board of Pelada Football Academy as Secretary since 2017 and is up for election for her third term. In addition to the duties of her office, Casey has been actively involved in Pelada's financial aid efforts helped to award thousands of dollars in fee reductions to families.

FOR THE OFFICE OF DIRECTOR AT LARGE

TERM: 2021-2023



STUART ZEIGLER

My name is Stuart Zeigler. By profession I am a finance and planning manager for five hardwood sawmills in OR and WA at a company called Northwest Hardwoods.

I would like to be on the board of directors because I believe strongly in the approach Pelada takes to developing players in a positive and inclusive way. I feel players at a young age should have the opportunity to play multiple sports, and not be penalized for it, allowing them to become better all-around athletes and have a variety of experiences.

I would like to offer my skills, thoughts, and experience to the board to help Pelada achieve its mission and goals. Thank you for considering my election to the board.

Stuart Zeigler

FOR THE OFFICE OF DIRECTOR AT LARGE

TERM: 2021-2023



BRITNI JESSUP

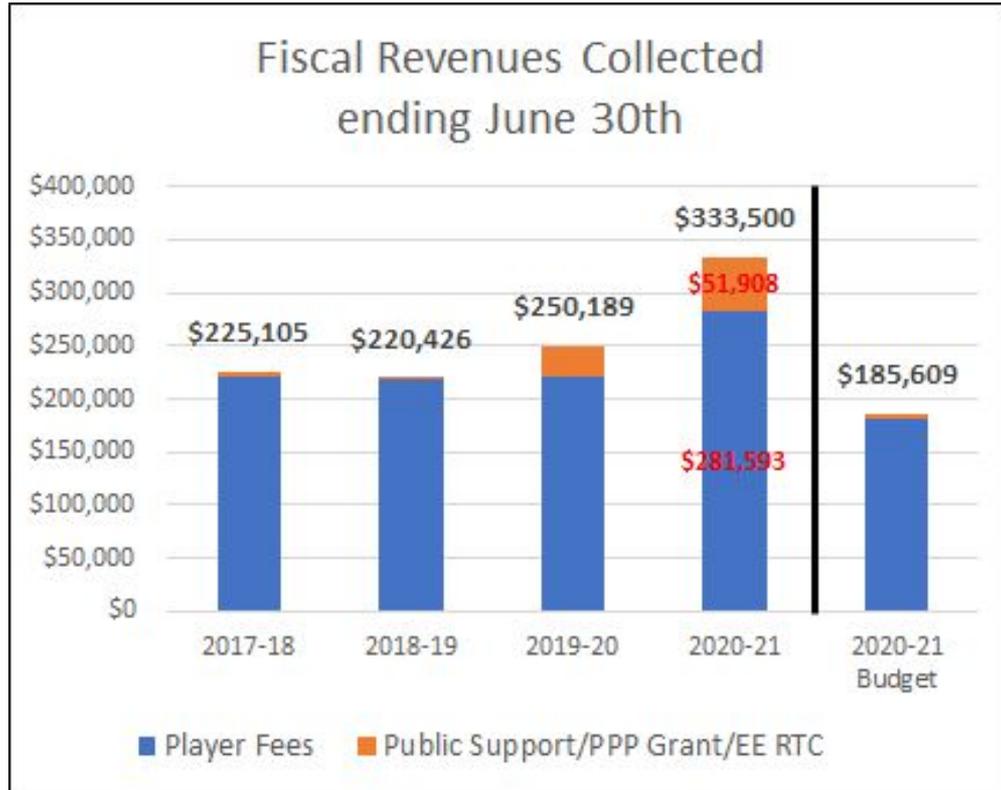
Britni welcomes the opportunity to serve on the Pelada Board of Directors. She comes from a background in high-level athletics as a past collegiate athlete with the University of Washington where she served as captain for the women's volleyball team and was awarded Academic All-American honors. Since 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.

BUDGET & ACADEMY FINANCES

FINANCE HIGHLIGHTS

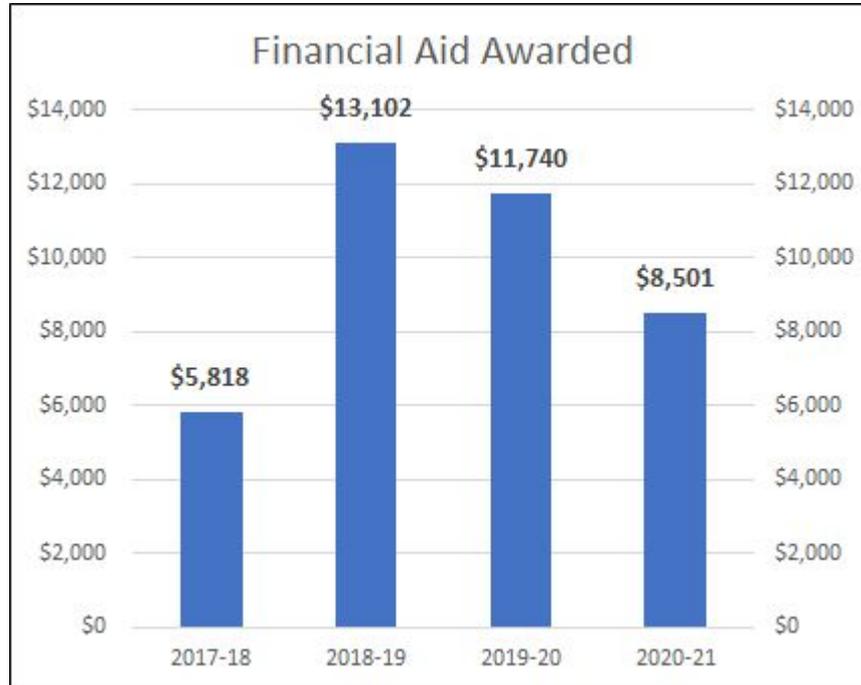
2020 - 2021 FINANCIAL RESULTS
2021 - 2022 FINANCIAL PROJECTIONS

2020-21 REVENUES

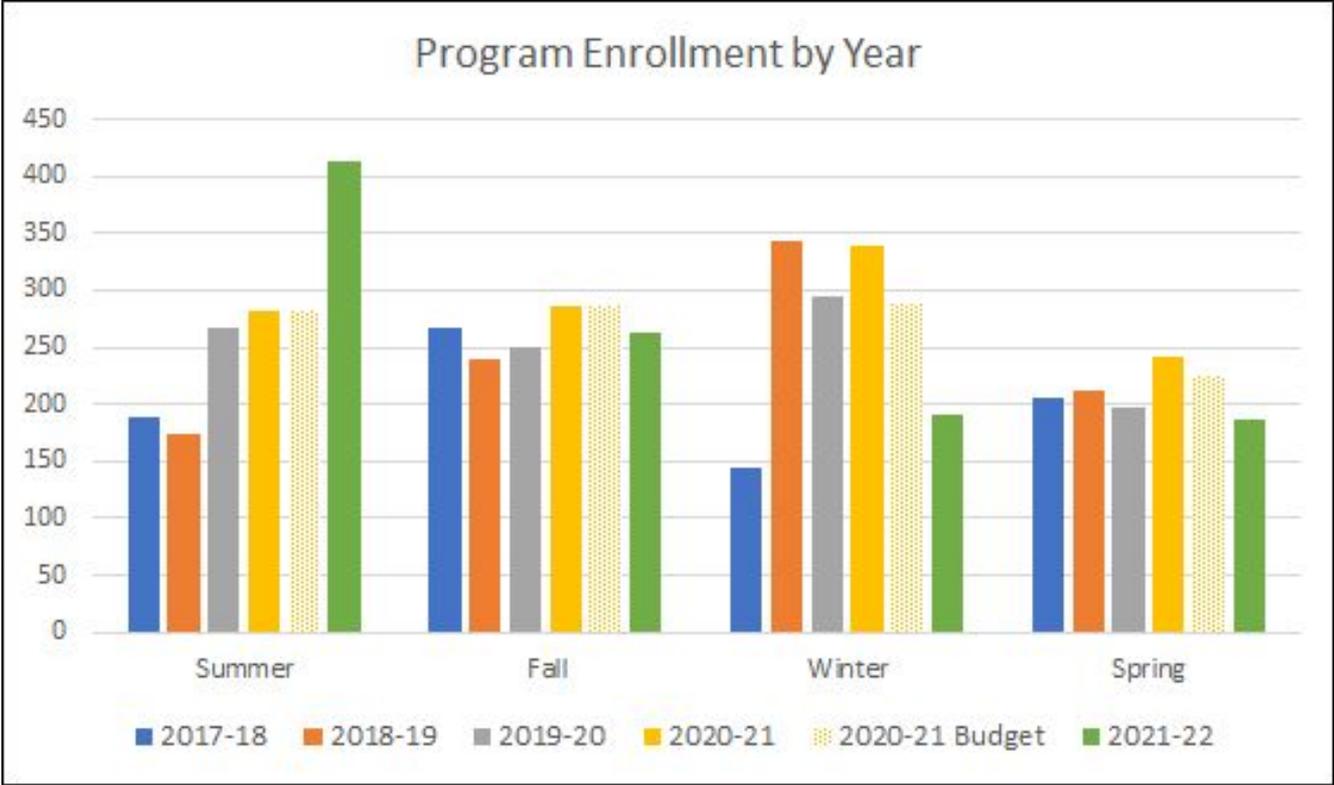


- Revenue is “Cash” basis (i.e. when money received)
 - Player Fees benefited due to timing (delayed 19-20 and early 21-22).
 - Fees for 20-21 Programs total \$217k.
- Public Support:
 - \$31k PPP
 - \$15k Small Business Grant
 - \$5k donations

2020-21 FINANCIAL AID

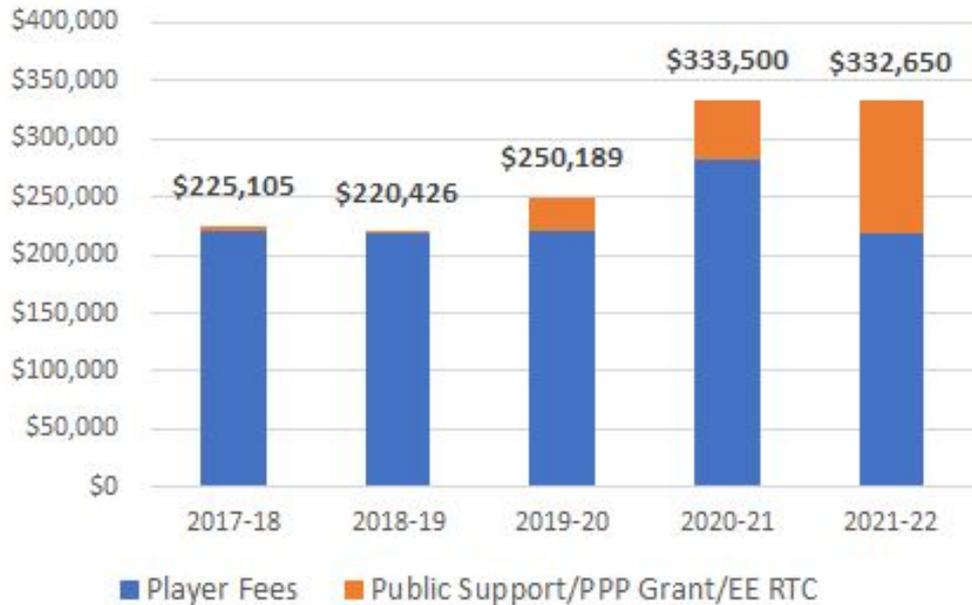


ENROLLMENT By Season



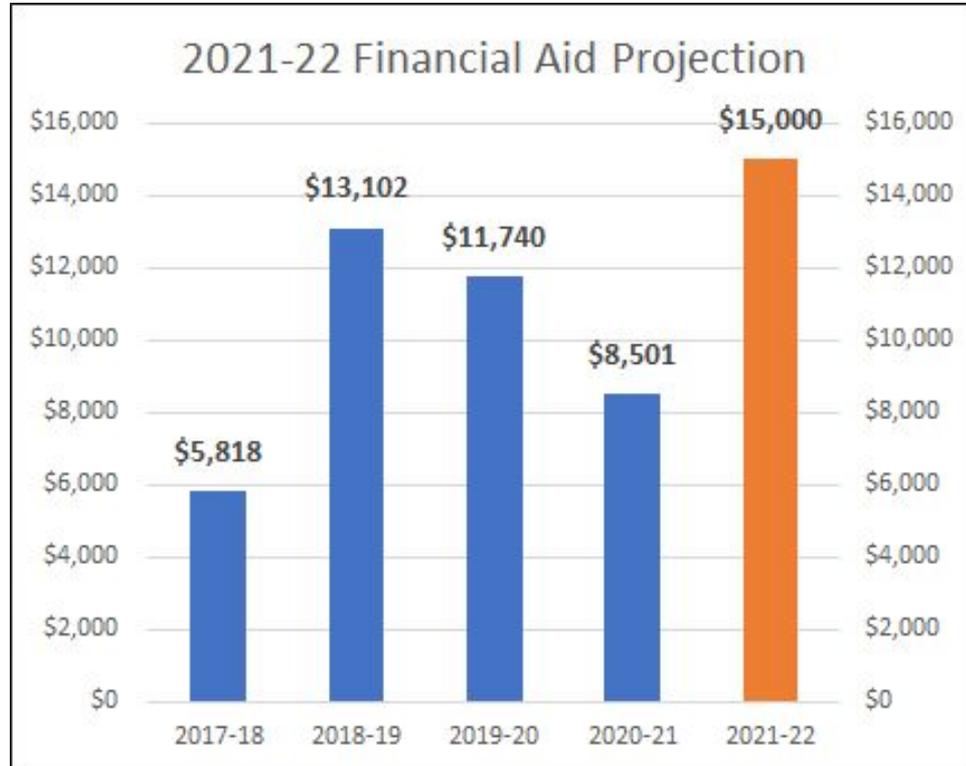
2021-22 REVENUES

Fiscal Revenues Collected
ending June 30th

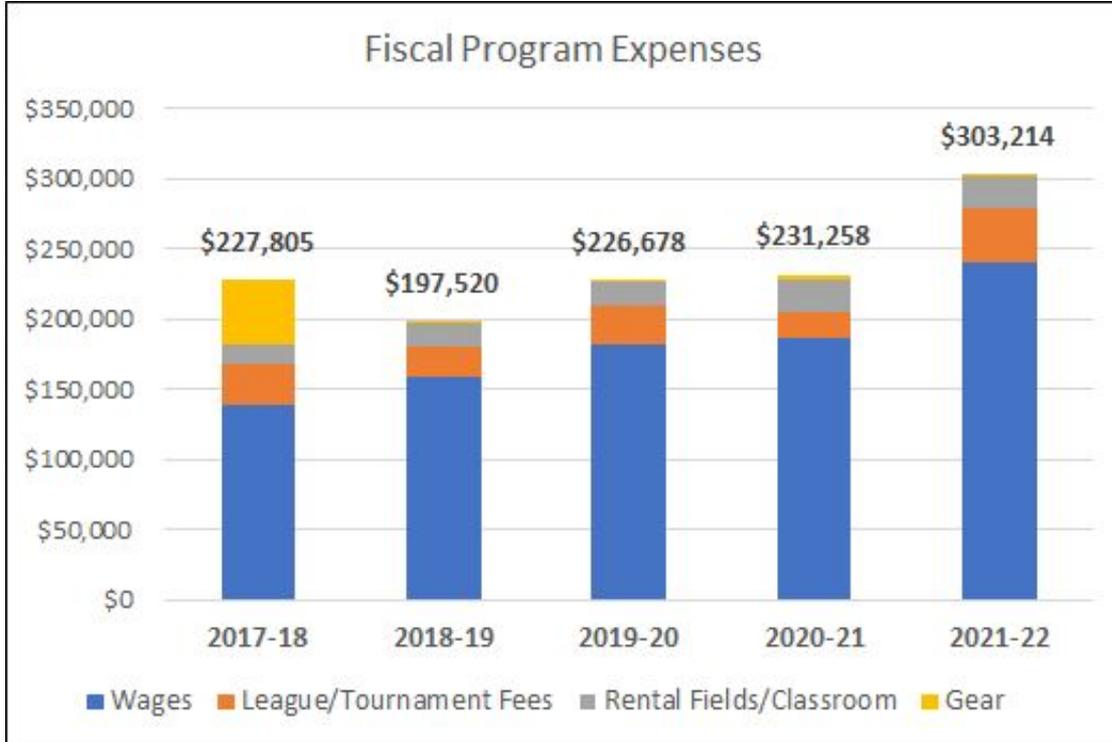


- Public Support - Employee Retention Credit:
 - Could bring up to \$150k in support associated with the past two years (budgeted \$100k).
 - Technically would be a reduction in expenses, showing as a revenue.

2021-22 FINANCIAL AID



2021-22 PROGRAM EXPENSES



- Low League Fees in 20-21 due to COVID.
- Payroll shows large increase:
 - 20-21 reduced due to federal workshare program
 - 21-22 starts paying coaches for prep work (\$12k annual impact)
 - Compared to 19-20: Wage increases and Simple IRA

PUTTING IT ALL TOGETHER

	2017-18	2018-19	2019-20	2020-21	2021-22
Player Fees (Collected)	219,990	217,890	220,130	281,593	217,650
Public Support/Other	5,115	2,536	30,059	51,908	115,000
Total Revenues	\$225,105	\$220,426	\$250,189	\$333,500	\$332,650
	58%	79%	80%	80%	
	2017-18	2018-19	2019-20	2020-21	2021-22
Wages and Licensing	139,324	159,119	182,413	186,250	240,683
Rental Fields/Classroom	13,576	17,228	16,027	23,403	23,729
League/Tournament Fees	28,691	20,455	27,497	18,526	37,289
Gear	46,214	718	741	3,078	1,512
Program Costs	\$227,805	\$197,520	\$226,678	\$231,258	\$338,990
	2017-18	2018-19	2019-20	2020-21	2021-22
Business Costs	\$11,199	\$4,543	\$1,721	\$1,059	\$14,000
Total Profit	(\$13,899)	\$18,363	\$21,791	\$101,184	(\$20,340)

- 20-21 benefited from timing of payments and Federal Support
- 21-22 loses money even with large Federal Support
 - Wages up
 - Not increasing prices to families
 - Assumes money for marketing (not material in past)

ACADEMY PROGRAMS OVERVIEW

2021-22 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.*



Opportunities for All: Players are not cut based on ability. Every player plays at least 50% of each match.

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

Competitive Player Development: Curriculum and club practices designed to improve each player’s standard of play and ability to compete at a high level.

Positive Approach: Inclusive and supportive environments for players, and insistence on fair play.

CLUB HISTORY

2012-13: Pelada's first operational season (44 players in fall 2012) and founding as a non-profit OYSA Member Club

2015-16 Seasonal Year: Fielded teams for boys and girls at every age group from U9 to U15 for 1st time

2017-18 Seasonal Year: Implemented classroom curriculum academy-wide

2018-19 Seasonal Year: Introduced Primavera competitive pathway, updated program structure, & rebuilt the website

2019-20 Seasonal Year: Launched digital platforms (Google Classroom, YouTube) for remote player engagement

2020-21 Seasonal Year: Restructured programs due to the COVID pandemic

COMMUNITY GOALS

Provide positive environments and exceptional playing experiences for young players.

Train leaders and foster mentoring relationships between players that accelerate personal development.

Increase and diversify opportunities for competition locally by supporting leagues and hosting tournaments & community events.

Answer the calls and needs of the community as we continue to develop our programs.

2021-22 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	

2021-22 PROGRAM CHANGES AND GOALS

	PROGRAM CHANGES	GOALS
U8 & Younger	<ul style="list-style-type: none"> ● Reduce to summer and winter sessions only for 21-22 	<ul style="list-style-type: none"> ● Integrate calendar and coaching needs with other programs ● Explore game options
U9-U10	<ul style="list-style-type: none"> ● Return to VAL league play 	<ul style="list-style-type: none"> ● Rebuild after COVID, esp. girls side
U11-U15 Fall	<ul style="list-style-type: none"> ● Include fall postseason cup play for all registrants ● Increase cost from \$425 to \$450 	<ul style="list-style-type: none"> ● Get buy in from families to extend season and include cup competitions after league play
U15-U19 Winter	<ul style="list-style-type: none"> ● Include spring postseason cup play for all registrants ● Increase cost from \$600 to \$750 	<ul style="list-style-type: none"> ● Get buy in from families to extend season and include cup competitions after league play ● Grow participation
CDA	<ul style="list-style-type: none"> ● Continue building coach education curriculum 	<ul style="list-style-type: none"> ● Rebuild after COVID ● Integrate calendar with U8 and U10 programs

GOALS FOR 2021 IN REVIEW

Keep innovating as long as necessary to ensure that kids have a **Safe Place To Play**.

Get back on track with our pre-COVID **Program Pathways**.

Expand **Coach Development Academy** benchmarks and opportunities; graduate/hire 2005 birth year candidates.

Call on **In-House League Models & Connections** developed during COVID to expand program offerings & opportunities.

Expand catalogue of **Video and Digital Resources** and improve accessibility for coaches and players.

Incorporate **Tools Built for COVID** into the regular curriculum (Google Classroom, YouTube, team building, etc).

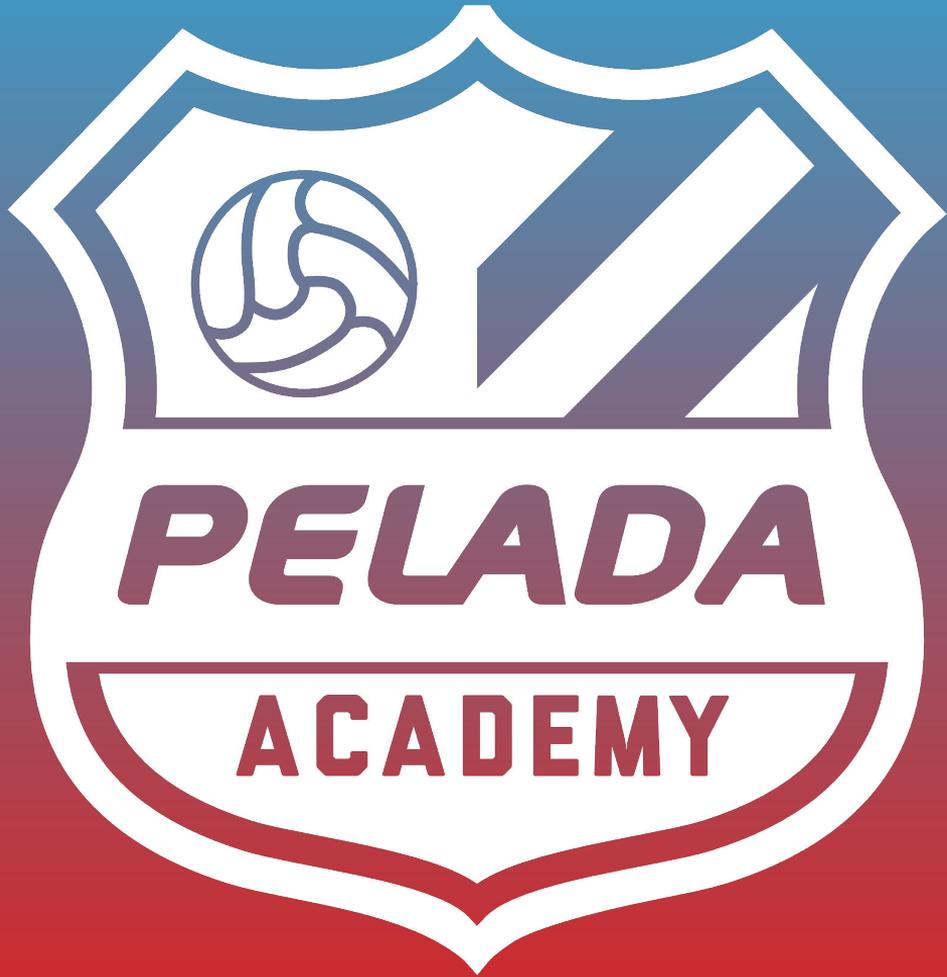
Grow relationships with **Corporate Contributors** and find more ways to give back.

Grow our **Fundraising Capacity** to help pay for increased costs and invest in club development as well as increased demand for financial aid.

Revive and improve on Pelada's **In-House Training Model for Coaches** and help as many as possible achieve their next level of USSF certification.

Reboot the **Pelada Futsal Tournament** Summer 2021?

Bring back **Community Building Events**



Questions?

Thank you
for attending!