

PELADA FOOTBALL ACADEMY ANNUAL GENERAL MEETING



July 31, 2022 @ 4pm

Held via Zoom

MEETING AGENDA

INTRODUCTIONS

ELECTIONS & ADOPTION OF POLICY

- PRESIDENT, TREASURER, DIRECTORS AT LARGE

BUDGET & ACADEMY FINANCES

- 2021-22 FINANCIAL REPORT
- 2022-23 FINANCIAL PROJECTIONS

ACADEMY PROGRAMS OVERVIEW

- CLUB GOALS & COMMUNITY
- 2021-22 HIGHLIGHTS
- 2022-23 UPDATES
- 2022-23 PROGRAM CHANGES AND GOALS
- 2022-23 PROGRAM CALENDAR



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.

OUTGOING BOARD MEMBER



THANK YOU
FOR YOUR SERVICE

STUART ZIEGLER

*Stuart has served on the
board of Pelada Football
Academy since 2019.
Thank you for everything
you have given!*

ELECTION OF OFFICERS & DIRECTORS

- **Pelada FA's Board of Directors** must have between 5 and 15 members (**currently 7**).
- 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

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.

2022 BOARD OF DIRECTORS



President
Beth Atkerson

**up for election*



Vice President
Katie Leonard



Treasurer
Austin Miller

**up for election*



Secretary
Casey Wilson

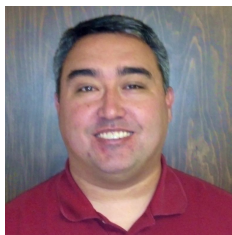


Director at Large
Jason Atkerson

**up for election*



Director at Large
Britni Jessup



Director at Large
Mark Nash

**up for election*



Director at Large
Diertra Lomeli

**up for election*



Director at Large
Sean Ritchie

**up for election*

FOR THE OFFICE OF PRESIDENT

TERM: 2020-2022



BETH ATKERSON

I am a mom of three, two who play for Pelada teams, a wife, an avid soccer enthusiast and an educator in our community. I am committed to finding avenues for all kids to deepen their sense of self, community and connection. While I have sons, I feel a deep sense of commitment to ensuring that young female athletes have positive female role models and coaches. Which is why I have enjoyed my time coaching in our girls' program. My goal as the president of the board has been and will continue to be to support the growth of our organization in ways that hold true to our mission.

Beth Atkerson

FOR THE OFFICE OF TREASURER

TERM: 2022-2024



AUSTIN MILLER

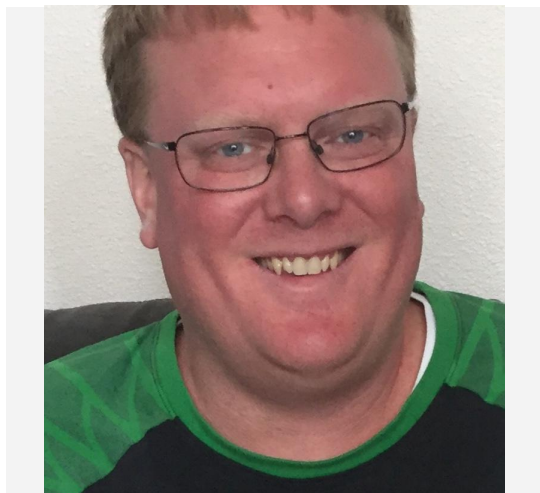
I first learned of Pelada at Alounak's Iranian restaurant in London, England while entertaining a friend's new boyfriend, Joey Garah. Joey spoke passionately about his vision of Pelada, piquing my curiosity in the then nascent organization. Since then, I have wanted to support Pelada but due to my incompetent skills as a footballer, I didn't know how to provide a meaningful contribution. Then I was approached about serving on the board.

For the past four years, I have served as Pelada's treasurer and I look forward to the opportunity to continue doing so for an additional term.

Austin Miller

FOR THE OFFICE OF DIRECTOR AT LARGE

TERM: 2022-2024



JASON ATKERSON

We were introduced to Pelada in 2018 when we were looking for a club soccer home for our boys. We were drawn to the commitment to fundamentals as well as the club's dedication to providing opportunity to all who want to compete. Growing up, soccer provided me with a way to exercise, an extended family and opportunity to continue my education. I have a business background and hope that this knowledge will be helpful to the Pelada organization.

FOR THE OFFICE OF DIRECTOR AT LARGE

TERM: 2022-2024



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 continues to play today. 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 a board member.

FOR THE OFFICE OF DIRECTOR AT LARGE

TERM: 2022-2024



DIERTRA LOMELI

I'm Diertra Lomelí, a mom of two, ages 22 and 9. My 9 year old has 3 years playing soccer with Pelada FA. I'm excited to serve with you all on the Pelada board. The values of PFA align with my view of soccer, education and coaching.

FOR THE OFFICE OF DIRECTOR AT LARGE

TERM: 2022-2024



SEAN RITCHIE

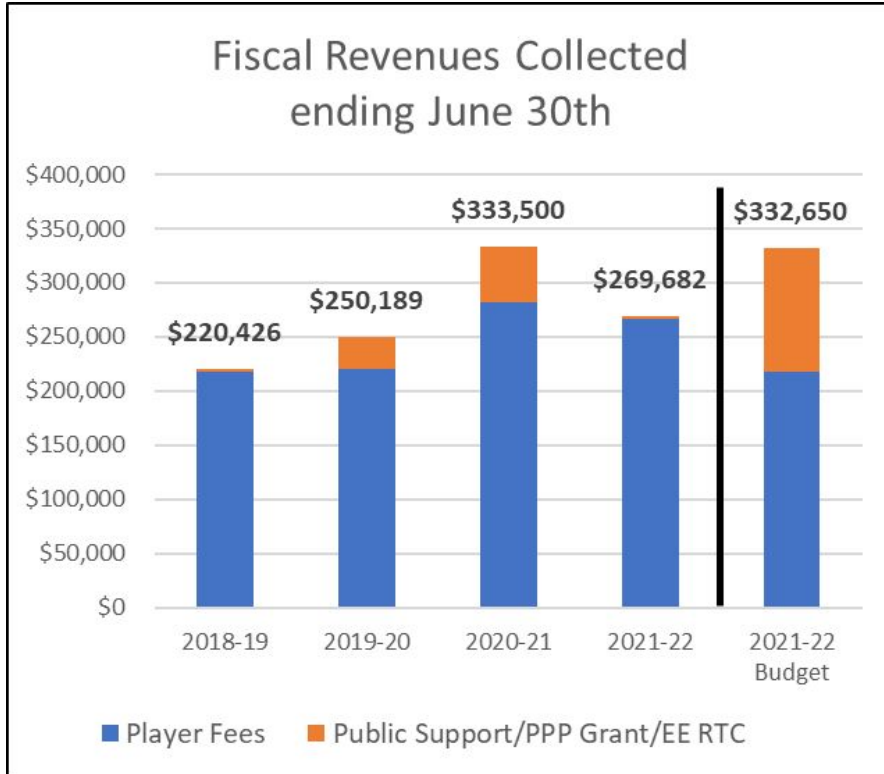
Sean was born and raised in the Eugene community, and has two sons Luca and Roman in the Pelada organization in addition to a daughter Isla that enjoys snack time on the sidelines. Sean and his wife Jillian really align with the values of Pelada and enjoy the competitive element of club soccer as well. They both played club soccer growing up, and Sean was part of the South Eugene state championship team in 1998.

BUDGET & ACADEMY FINANCES

FINANCE HIGHLIGHTS

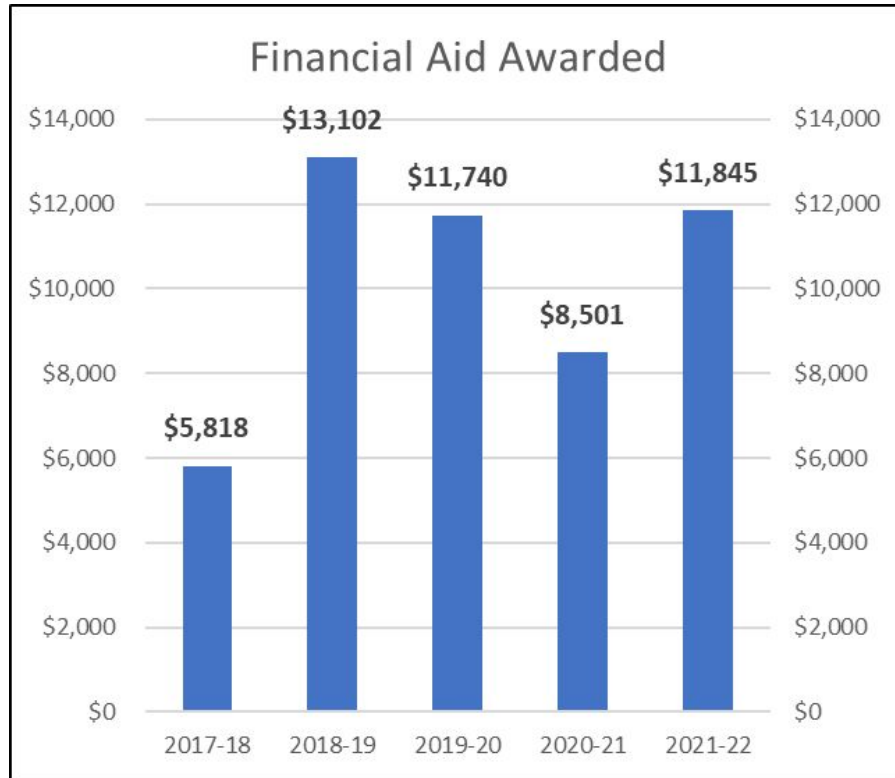
2021 - 2022 FINANCIAL RESULTS
2022 - 2023 FINANCIAL PROJECTIONS

2021-22 REVENUES

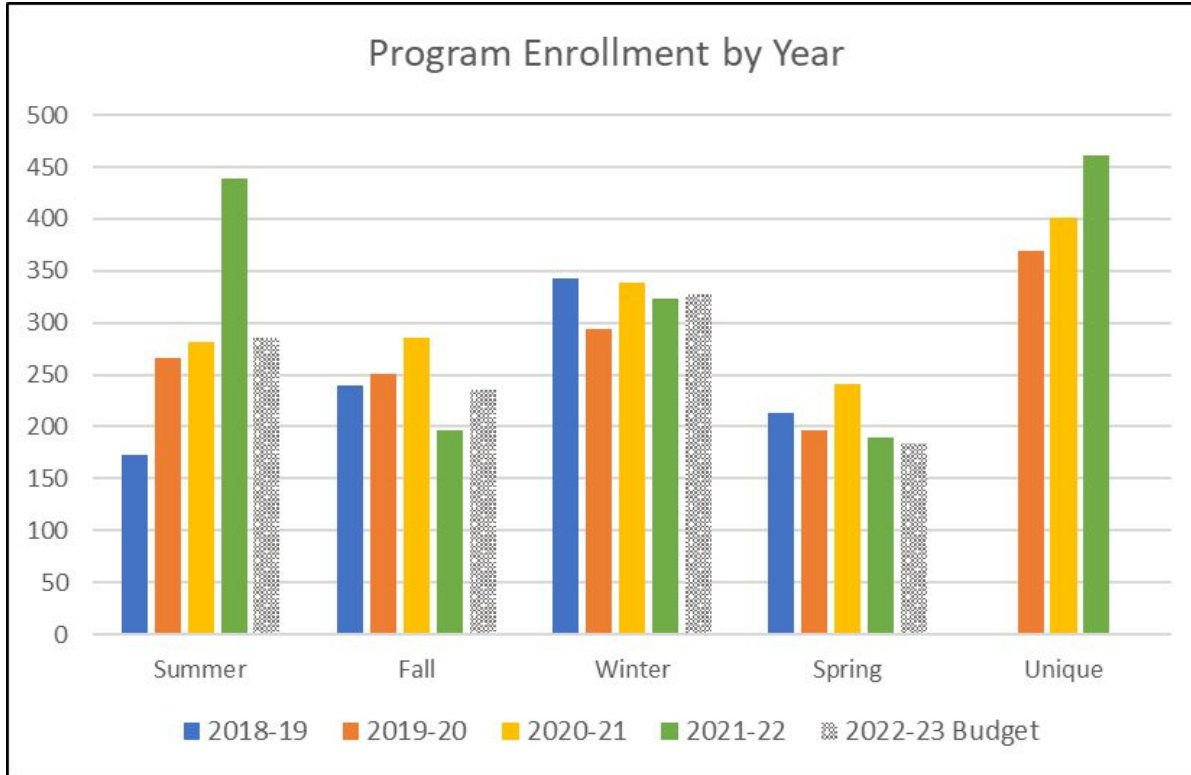


- Revenue is “Cash” basis (i.e. when money received). Collected \$266k in program fees during the year.
 - Fees for 21-22 Programs (incl. Summer) total \$268k
 - Fees for 20-21 Programs total \$250k
- Public Support:
 - Planned EE retention credit. Will come in 2022.
 - Received \$4k in donations/support

2021-22 FINANCIAL AID

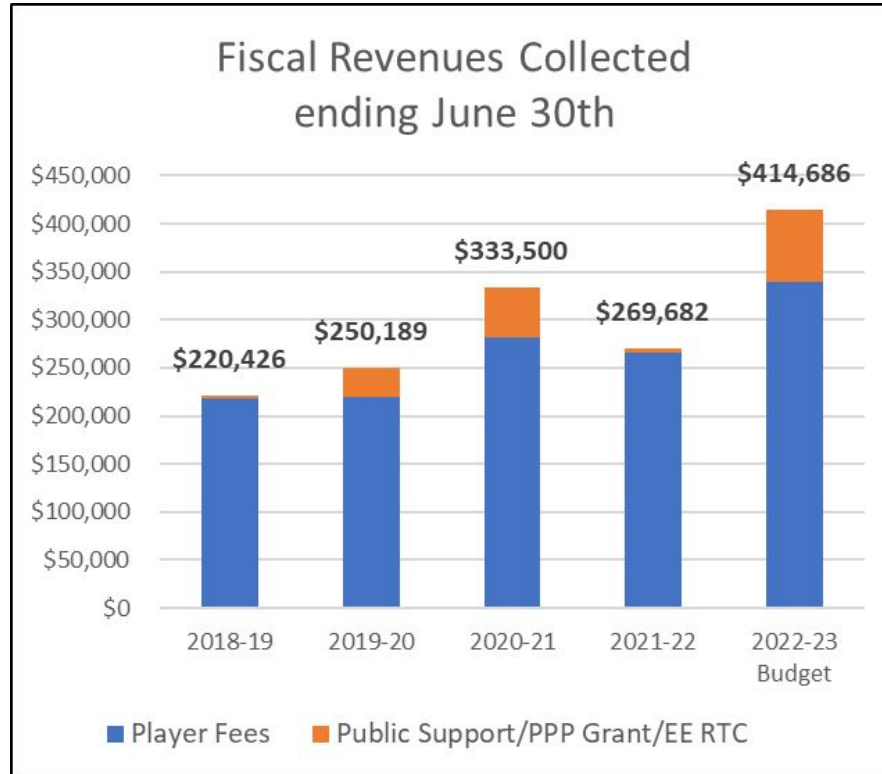


ENROLLMENT By Season



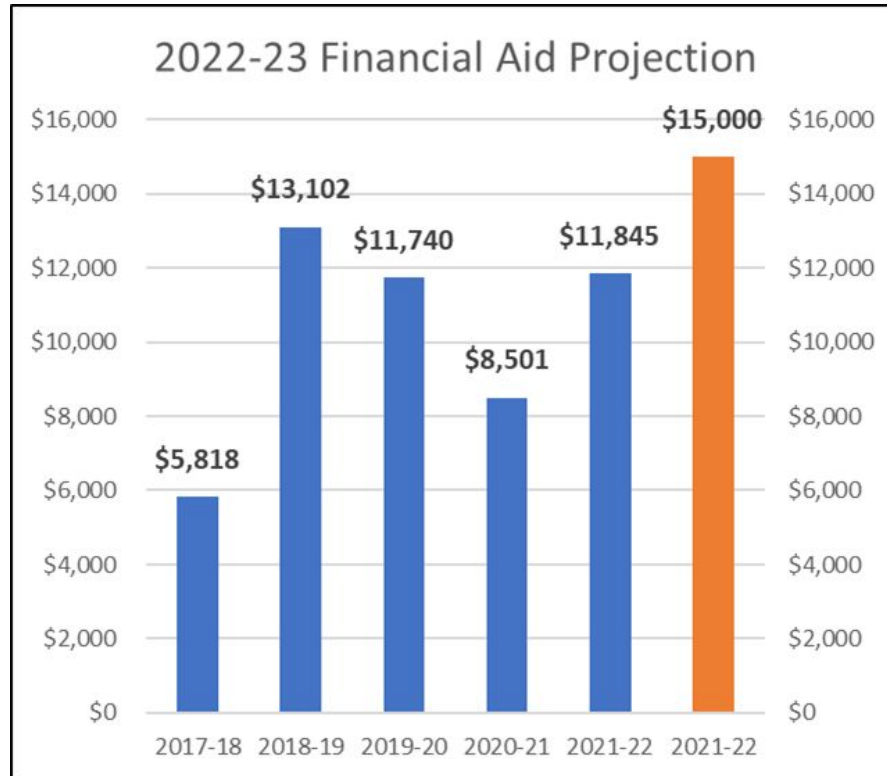
- Summer: 21-22 large increase due to record tournament attendance.
- Fall: 21-22 decrease due to change in format (during early COVID no high school sports).
- Winter: More unique individuals (multiple registration windows in 2020-21).
- Spring: Excludes +100 U15 registered for winter/spring. Record participation when included.

2022-23 REVENUES

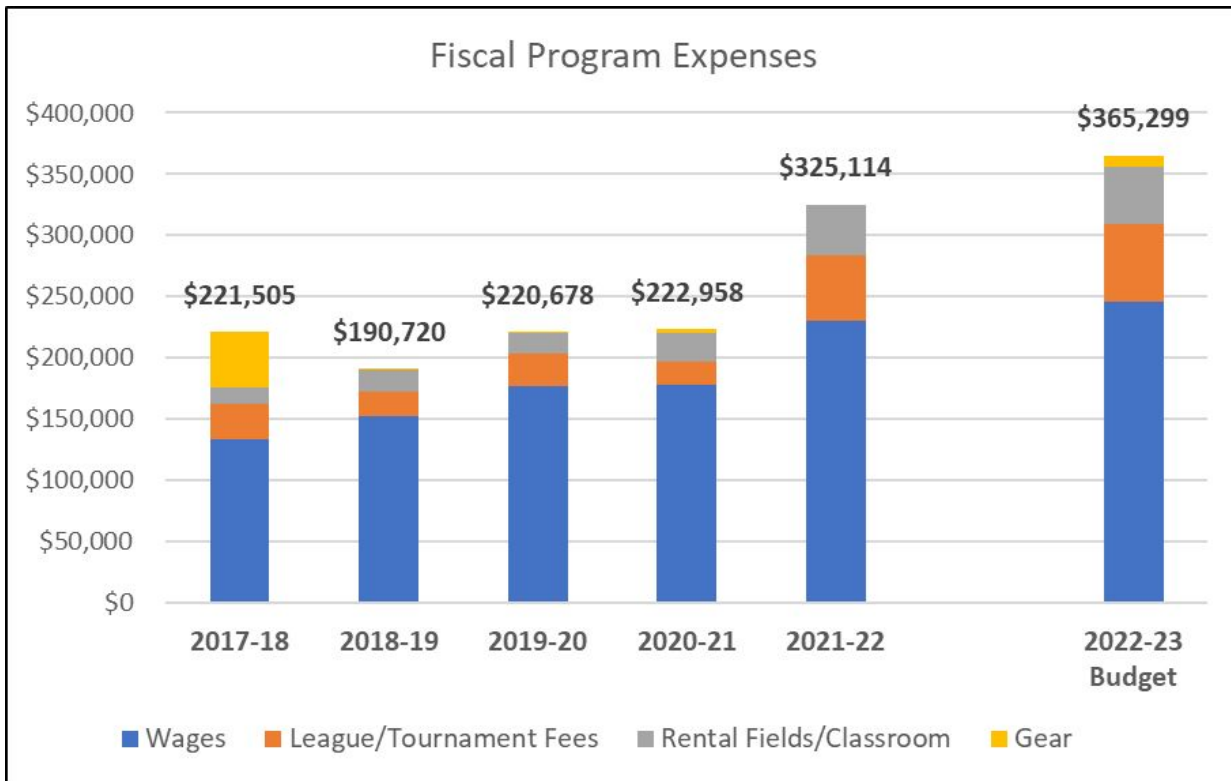


- Public Support - Employee Retention Credit: Ready to submit ~\$70k this month

2022-23 FINANCIAL AID



2022-23 PROGRAM EXPENSES



Payroll shows large increase:

- 20-21 reduced due to federal workshare program
- 21-22 starts paying coaches for prep work (\$12k annual impact)
- 22-23 increased minimum wage
- Includes reimbursements (21-23)

PUTTING IT ALL TOGETHER

	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23
Player Fees (Collected)	219,990	217,890	220,130	281,593	265,935	339,686
Public Support/Other	5,115	2,536	30,059	51,908	3,746	75,000
Total Revenues	\$225,105	\$220,426	\$250,189	\$333,500	\$269,682	\$414,686
	56%	75%	77%	80%	69%	64%
	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23
Wages and Licensing*	133,024	152,319	176,413	177,950	230,400	246,089
Rental Fields/Classroom	13,576	17,228	16,027	23,403	40,963	47,499
League/Tournament Fees	28,691	20,455	27,497	18,526	53,751	62,577
Gear	46,214	718	741	3,078	0	9,134
Program Costs	\$221,505	\$190,720	\$220,678	\$231,258	\$325,114	\$365,299
	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23
Business Costs	\$17,499	\$11,343	\$7,721	\$1,059	\$10,851	\$17,000
Total Profit	(\$13,899)	\$18,363	\$21,791	\$101,184	(\$66,284)	\$32,387

*Includes reimbursements (i.e. mileage)

- 20-21 benefited from timing of payments and Federal Support
- 21-22 lost money (cash basis) as no federal support and increased wages
- 22-23 increased wages off-set by Federal EE retention credit.

ACADEMY PROGRAMS OVERVIEW

2022-23 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 MODEL

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.

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

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

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 HIGHLIGHTS

COACHES

COACH EDUCATION: 21-22 was an excellent year for coach education, with most of our head coaches and many of our assistant coaches leveling up in the course of the year!

10 coaches earned the **OYSA Futsal 1 & 2 Diplomas**

5 coaches earned the **USSF D License**

3 coaches earned the **USSF C License**

1 coach earned the **USSF B License**

We are currently investing in **goalkeeper coach education** to improve our service to goalkeepers throughout the Academy. Several of our coaches will be attending the United Soccer Coaches Goalkeeping Level 1 & 2 diplomas in Portland at the end of August.

2021-22 HIGHLIGHTS

FOUNDATIONS ACADEMY

U8 FOUNDATIONS ACADEMY: We achieved one of our long term goals in establishing a program for players under seven years of age and creating a pathway into our U9-U10 Valley Academy League teams.

38 players age 3-7 participated in the new U4-U8 program format

Summer and **Winter** programming

Program fees are set below cost, at just **\$50-75 per season**

The Foundations Academy represents an important first link in our program chain. It will help us cultivate a new branch of the Pelada community, identify and integrate players earlier, and provide vital resources for building our first competitive teams at the U8-U10 age groups. **Feedback so far for Summer 2022 has been overwhelmingly positive!**

2021-22 HIGHLIGHTS

PLAYERS & PROGRAMS

RECORD PLAYER PARTICIPATION: 21-22 set an all time high for number of unique registrations across all programs.

WINTER U15+ TEAMS: 21-22 also set an all time high for number of teams participating in the high school age groups.

CUP & TOURNAMENT PARTICIPATION: For the first time, all of our teams age U11 and older participated in postseason cups. Summer tournament attendance also hit an all time high.

461 different players participated in our programs in 2021-22 (**369** players in pre-pandemic 2019-20 season)

113 players rostered on our U15+ Winter/Spring teams (**56** in 2019-20 season)

110 players participated in our Futsal Academy (**72** in 2019-20 season)

16 teams participated in OYSA's postseason cups (**3** in 2019-20 season)

12 teams participated in summer tournaments (**3** in 2019-20 season)

2022-23 UPDATES

CDA

COACH DEVELOPMENT ACADEMY: After putting our youth coaching program on hold during the pandemic, we are very happy to finally reintegrate our youth coaches with our U8 and U10 programs! We have returned with a revised format, reducing the total training contact hours and maximizing the time spent on field mentoring younger players.

28 youth coach Candidates enrolled so far in 2022-23

7 senior staff coaches contributing as **CDA instructors**



Participation and feedback from our Coach Development Academy families has been excellent. The youth coaches are making tremendous contributions to our summer Foundations Academy, allowing us to boast a 1-to-1 coach-to-player ratio and a super kid-friendly environment!

2022-23 UPDATES

NEW UNIFORMS

HUMMEL KITS & DIRECT KICK PARTNERSHIP: We have signed an agreement with the Hummel brand to supply our uniforms for the next 4+ years and partnered with local soccer shop Direct Kick (now located in South Eugene) for ordering and printing services.

All garments, including extras like hoodies, jackets, and pants will be available to try on and purchase at Direct Kick, meaning more accurate sizing and quicker production.

Direct Kick Soccer Shop is located at 354 E 40th Ave in the shopping center at 40th and Donald in south Eugene.



2022-23 UPDATES

VEO CAMERAS

MATCH VIDEO & ANALYSIS: We have purchased two Veo cameras and subscriptions to match analysis software. The platform is very impressive and will allow us to provide match footage, highlights, and additional learning resources for ALL of our players and families!



2022-23 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

2022-23 PROGRAM CHANGES AND GOALS

	PROGRAM CHANGES	GOALS
U8 & Younger	<ul style="list-style-type: none"> Expand connection between Foundations Academy and Coach Development Academy 	<ul style="list-style-type: none"> Expand age specific curriculum Explore game options
U9-U10	<ul style="list-style-type: none"> Leadership transition to OYSA league structure Capital FC Timbers to rejoin league Increase cost from \$275 to \$300 	<ul style="list-style-type: none"> Grow the program (target 4-6 teams per season) Establish pathway from Foundations to U9-10 teams Establish transitional process for players moving to U11
U11-U15 Fall	<ul style="list-style-type: none"> Regionalized league structure (Eugene-Salem-Bend) Incorporate Veo video analysis tools Increase cost from \$450 to \$500 	<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"> Incorporate Veo video analysis tools 	<ul style="list-style-type: none"> Expand age specific curriculum Grow participation, especially girls side
CDA	<ul style="list-style-type: none"> Re-establish formal curriculum (post-pandemic) 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



Questions?

Thank you
for attending!