

Carolina Crew FC Incorporated

Board of Directors Meeting Minutes

Date: Sunday, January 4, 2026

Time: 8:00 pm EST

Location: Virtual

Attendees

- Shetina James (President)
- Alfonso Smith (Secretary)
- Dustin Lee (Co-Owner)
- Mauriel Vega (Co-Owner / Assistant General Manager)
- Jay Burbee (Member)
- Ashley Blake (Member)

A quorum was present.

1. Call to Order

The meeting was called to order at **8:00 pm EST** by President **Shetina James**.

2. Discussion Topics

A. MLS GO Program Planning & Implementation

The Board discussed the upcoming launch of the **MLS GO youth soccer program**, scheduled for **March 2026**, following the signed partnership agreement with Major League Soccer.

Discussion topics included:

- Program structure and age group offerings
- Facility usage and scheduling
- Staffing, coaching, and operational needs
- Community outreach and enrollment strategy

The Board emphasized the importance of ensuring a high-quality rollout aligned with MLS standards.

B. Fundraising Strategy & Revenue Development

The Board discussed fundraising initiatives to support operational growth, programming, and facility-related expenses.

Topics included:

- Community fundraising events
- Corporate sponsorships and partnerships
- Donor engagement strategies
- Long-term revenue sustainability planning

The Board agreed to continue developing a diversified fundraising strategy to support short- and long-term goals.

C. Segra Stadium Match Opportunities

The Board discussed the potential opportunity for **Carolina Crew FC to host matches at Segra Stadium** in Fayetteville, NC.

Key discussion points included:

- Facility availability and scheduling
- Costs and logistical considerations
- Fan experience and community engagement
- Marketing and visibility benefits

Further discussions and negotiations will be explored to assess feasibility.

D. Marketing Strategy, Funding Support & Organizational Growth

The Board reviewed marketing initiatives designed to support funding efforts, brand visibility, and organizational growth.

Discussion areas included:

- Digital marketing and social media expansion
- Community partnerships and outreach
- Brand positioning to support sponsorships and grants
- Storytelling, media exposure, and documentary projects

The Board agreed that marketing efforts should align closely with fundraising and growth objectives.

E. Board Structure Review & Governance Changes

The Board continued discussions regarding potential board changes to strengthen leadership, governance, and strategic oversight.

Topics included:

- Board composition and skill alignment
- Role clarity and accountability
- Committee development to support fundraising, governance, and programming

Recommendations will be reviewed at future meetings.

F. Grant Opportunities & Funding Expansion

The Board discussed pursuing additional **local, state, and national grant opportunities** to support programming, facilities, and community initiatives.

Topics included:

- Identifying grant cycles and eligibility
- Aligning programs with funding priorities
- Strengthening documentation and reporting processes

Grant development efforts will remain a priority in 2026.

3. Adjournment

With no further business to discuss, the meeting was adjourned at **9:05 pm EST** by President **Shetina James**.

Minutes prepared by:

Dustin Lee

Co-Owner

Carolina Crew FC Incorporated