Outlook

Re: Partnership Proposal

From Joey Giaritelli <joeyg@carolinaelitesc.com>
Date Tue 3/3/2026 9:15 AM
To Richard Hicks <richard.hicks@tobm.org>

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Hi Richard, here is the text of what I sent Collin. Let me know if you would like me to reformat it to you or anyone else at the town. If you have any questions my number is 202-330-2556, and I can be at the council meeting to answer any questions.
Thanks!
Joey

Hi Collin,

I am writing to propose a partnership between Carolina Elite Soccer Academy (CESA) WNC and the Town of Black Mountain (TOBM) to enhance the youth recreational soccer experience and create a pathway for players to reach their individual goals and potential. Eventually (and outside of rec soccer programming) CESA envisions providing regular Academy and Classic level training in the town of Black Mountain. By partnering with TOBM in their recreation soccer program, CESA WNC can not only assist the current staff and volunteers through sharing training platforms and resources, but can additionally offer more playing opportunities and participation in recreation soccer events.

CESA WNC would hold a preseason training clinic for TOBM rec volunteer coaches where we would help coaches create training plans for their seasons, and help educate coaches about some of the common mistakes that often accidentally discourage kids, while offering techniques for coaches that encourage kids and demonstrate how to implement those in training sessions. At the end of the season, we would host another coaching clinic to discuss the season and help identify successes and areas for improvement, and provide coaches with offseason educational materials for those interested.

CESA coaches would conduct three or four skill and training sessions in Black Mountain for players, where all TOBM rec players would join our staff for group training sessions, with skill work and futsal small side training. I am convinced from experience in youth soccer development this training is the missing piece to unlocking the real fun and creative risk taking that makes soccer such a valuable sport for kids, and it is missing from almost all recreation programs. By participating in these sessions and learning individual ways to find achievement and satisfaction playing and practicing soccer, we will help kids ignore the pressure that comes from the competitive environment (often accidentally from coaches and parents), and help them learn lifelong skills about the enjoyment of playing soccer that will translate across many parts of their lives.

Additional opportunities Collin and I can discuss are games against different recreation teams for TOBM rec teams and participation in the CESA rec tournament (the southeast's largest rec

tournament) for teams looking for that additional experience.

To facilitate our partnership, CESA proposes TOBM registers players and forms teams as they are currently registered and managed by Collin, but additionally register them as NCYSA rec players for CESA, at a cost of $8 per player (we pay this to NC Youth Soccer which is the USYS department for NC). This additional registration will allow our staff to host, interact, and offer onsite training and instruction to TOBM players, as well as allowing TOBM players to participate in CESA activities- recreation and other levels (including Junior Academy and advanced teams if those opportunities arise.)

I look forward to talking further and working with Collin (who I have known for a few years now) to help make this rec experience the best it's ever been and build opportunities for kids in Black Mountain. Cost should not be an issue for kids and families and I know how the town supports players with scholarships and CESA has the same approach and mindset, so we will do what it takes to support that effort. Over the next two years, I hope to bring Academy and Classic training to a location in Black Mountain and hope to discuss ways to work with the town to find a location eventually to facilitate this training as well.
Hide quoted text

Best regards,

Joey Giaritelli
CESA WNC (formerly CESA Asheville) Director
202-330-2556

On Tue, Mar 3, 2026, 08:49 Richard Hicks <richard.hicks@tobm.org> wrote:

> Can you send me a copy of the proposed partnership email that you sent to Collin Bugniazet? Trying to get it on the agenda next week before the Council.
>
> Richard N Hicks
> Interim Town Manager
> richard.hicks@tobm.org
> 828-419-9311