

Oregon Youth Soccer Association
Regular Board Meeting
January 4, 2010
Beaverton, Oregon

Meeting called to order by President, Ric Listella, at 6:30 PM

A quorum was declared by Ric Listella.

Board members attending:

| | |
|--|---|
| Ric Listella, President | Dan Dieter, Vice-President |
| Al King, Director at Large (via phone) | John Thomas, District Director |
| Steve Meckel, District Director | John Cronkrite, Director at Large (via phone) |
| Steve Hershberger, District Director | Matt Madeira, District Director |
| David Wagner, Treasurer & Secretary | John McCafferty, District Director |

Others attending:

| | |
|---------------------------------|-------------------------------------|
| Chuck Keers, Executive Director | Brian Scott, Member Services Coord. |
| Mike Smith, Technical Director | Kelly Ward, Director Admin |
| Keith Erickson, THJSL | |

The following items were accepted as presented:

- December 2009 Association Minutes
- Vice-President's Report- Attached as Exhibit A
- Executive Director's Report- Attached as Exhibit B
- Member Services Report- Attached as Exhibit C
- Program Services Report- Attached as Exhibit D

New Business:

- SoccerPacific Discussion Draft- Exhibit E
 - Chuck distributed the discussion draft with the Board.
 - This program is being proposed to the Boards of Directors of OYSA, WSYSA and BC Soccer.
 - A motion was made to endorse OYSA's involvement in SoccerPacific in principle. Motion seconded and passed.

The Board entered into Executive Session, the regular board meeting adjourned at 7:00pm.

The next BOD Meeting will be held on January 27, 2010 at 6:30 p.m. in Beaverton at the OYSA Office, conference calling will be available.

Respectfully submitted,

Kelly Ward
Director of Administrative Services

Exhibit A:

Date: December 29, 2009
To: All Board Members
From: Dan Dieter
Vice President, Oregon Youth Soccer Association
Re: Vice President's Report for January 2010 Board Meeting

PROTESTS AND APPEALS

There have been no protests or appeals since my last report.

BOARD DEVELOPMENT COMMITTEE

There is no report from this committee. After being elected into this position in 2007, I was enthusiastic about the possibilities of board recruitment and training. I found that recruiting board members was not as easy as it appeared, and I never really started any type of training mechanism. I wish the best of luck to future board development committee members, and ask every board member to assist in the effort to improve board performance. For a start in this respect, I have attached two evaluation tools to this report. Please give them a look and be prepared to assist the next committee chair in improving board performance.

RISK MANAGEMENT

There are currently no issues in the hopper.

Respectfully submitted,
Dan Dieter
Vice President
Oregon Youth Soccer Association
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503-453-6761 (C)
teamdieter@centurytel.net

NON-PROFIT BOARD SELF-EVALUATION

Source: Alyson Ball, www.BoardsThatExcel.com

DIRECTIONS: Please give us your honest feedback about this board and organization. Below is a list of qualities or traits that are exhibited by well-run boards. First, please rate our board as follows: 5 = agree – this is a strength of ours, 4 = agree – we do a good job of this; 3 = agree – we do a fair job of this, 2 = don't agree; we need to improve here, 1 = this item needs immediate attention. Second, on the back of this sheet, please clarify any responses you wish and make any suggestions you have that can improve our board and organization.

1. The **Mission Statement** is clear to the board and the staff. We know why we are here.
1 2 3 4 5
2. The entire board is involved in the **decision-making** of the Board. It's clear how we make decisions. 1 2 3 4 5
3. Our **board meetings** are well-organized and planned and I feel they are an effective use of my time. 1 2 3 4 5
4. Our **board committees** have clear goals and are effective at accomplishing their objectives.
1 2 3 4 5
5. All board members make a **financial contribution** to the organization and **support other aspects of fundraising.** 1 2 3 4 5
6. The **relationship between the board and the staff** is positive. There is mutual, professional

respect throughout the organization. 1 2 3 4 5

7. **Differences of opinion** are voiced and discussed in a welcoming atmosphere so that we can arrive at the best solution. 1 2 3 4 5

8. The **board evaluates both itself and the executive director** on an annual basis. This is a thorough and honest process. 1 2 3 4 5

9. Board members understand **budgets and financial reports** so that they can make good fiscal decisions. 1 2 3 4 5

10. The board and staff have a sense of the **future** and where we want to be in 3 years. 1 2 3 4 5

11. I am **satisfied with all aspects of this organization, this board and my role in it.** 1 2 3 4 5

For me, the best thing about being on this board is:

We may have forgotten something. Please add other comments/feedback here:

BOARD SELF-EVALUATION DISCUSSION QUESTIONS

DIRECTIONS: The Board Development Committee is responsible for conducting an annual board self-evaluation. These questions can be used to lead a board discussion at a board meeting or a board retreat. Start by asking each board member to write down their answers to these questions. Then discuss your answers – seeking agreement about where you are and where you are headed. Add other questions that address specific concerns of your organization or board.

1. What is our Mission?

2. Based on this organization today, what is the best use of the board's time and talent?

a. What 3-5 operational statistics does the staff need to provide us so that we can track progress and provide OVERSIGHT?

b. What SUPPORT should we be providing? (Are we implementing or building?)

3. How effective is the organization's fundraising and how can it be improved?

a. What role does the staff play in fundraising?

b. What role does the board play in fundraising?

4. Where is the organization headed and what do we need to do to help prepare it?

a. How will the organization evolve?

b. How can the board support the evolution of the organization?

c. What talents will we need on the board in the future?

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**Executive Director's Report
January 4, 2010**

Current Budget Review/Revision – Staff have made adjustments to the current budget to reflect actual revenue and expenses to that were in significant variance to the budget during the first six months of the fiscal year. We are still projecting a balanced budget and will present the detailed changes to the Finance Committee in the next few weeks.

FY 10/11 Dues Structure – Staff have prepared a number of projections reflecting different dues options, along with organizational impact estimates. This work has guided board discussions and will be instrumental in the development of next year's budget.

Portland Timbers and ODP – Discussions continue with the Portland Timbers, however key personnel have been out of town for the Holidays. There is strong mutual agreement that a single elite youth development program in Oregon would be the preferred model.

Affinity Development Group – Staff met all day with representatives of Affinity regarding enhancements to the system. During the meeting we were able to negotiate a reduced per player rate for the balance of the current contract (early 2011).

GotSoccer – Staff also met with representatives of GotSoccer to review their online business solutions system.

AGM/Awards Dinner – Staff have been organizing and making arrangements for our Annual General Meeting and Awards Dinner. Attendance appears to be down slightly from previous years, however will still have a good turnout. Larry Monaco, President of US Youth Soccer will be our Keynote Speaker and Jolene Nielson; Director of Region IV, will be our Master of Ceremonies.

Washington County Visitors Association – Staff met with representatives of the Washington County Visitor's Association to discuss joint applications with the City of Hillsboro and Tualatin Hills Parks and Recreation Departments to offset costs related to new soccer tournaments.

MLS Youth Soccer Summit – Ric and I attended the third MLS Youth Soccer Summit in December. It was held in Vancouver, British Columbia and was hosted by BC Soccer. We have begun to develop firm deliverables from this effort – the first being an elite soccer tournament that will rotate among our three geographic regions. The tournament will also include a player and coach development component. The other project involves working with local theaters to show World Cup Games and also provide a venue/vehicle for marketing our consortium of MLS/Youth Soccer Associations.

Winter League – The schedules for the Winter League and the remainder of the Fall League will be/were posted on Wednesday, December 30th. We are pleased to be able to get schedules out almost an entire month before the league starts.

Member Services Report

January 4, 2010

Club Development

Three Rivers Soccer has filed Articles of Incorporation with the Corporation Division. I have been advised that the corporation's officers have been in touch with WYSA and have received general approval of their plan for becoming the TOPSoccer services provider for Willamette District clubs. As of the date of this report, however, the group has not submitted an application to become a member club of Oregon Youth Soccer.

Staff continues to review clubs for compliance with corporate filing and reporting requirements with the State of Oregon, the IRS, and with OYSA's online registration requirements.

Risk Management

No new issues have arisen in this area. Staff continues to work with Affinity to reduce the issue of duplicate registrations. This remains primarily a matter of registrar training.

Members of the Recreational Advisory Committee are in agreement with requiring all adults to have printed member passes. There is disagreement whether all players should be required to have printed member passes. The members in opposition to requiring player passes believe that it puts too much of a burden on the administrative resources of the club to manage distribution and lamination of the member passes and train recreational referees to check cards and rosters. They also believe that their internal controls are sufficient to prevent unregistered players from participating in sanctioned activities. This topic will be discussed at the Recreational Forum of the AGM.

Staff is continuing work on a disciplinary manual to combine procedural aspects of risk management review, disqualifications, and appeals with procedures for hearings and appeals in disciplinary matters.

TOPSoccer

Shriners Hospital has followed up on our recent involvement in their resource fair to request assistance in providing a soccer clinic for the children that they serve. John Hanna was able to secure time at the Tualatin Indoor Soccer Center for a soccer clinic on May 22, 2010. Mike Smith and John Hanna will work with them to present the event. There is a possibility that this one day event will expand to a more regular recurring program.

Respectfully submitted,
Brian Scott
Member Services Coordinator

Leagues and Tournament Report

December, 2009

Submitted by Scott Enyart, Director, Leagues and Tournaments

Winter League:

Registration for this event closed on December 8th, we have 148 teams signed up to play U15 through U19 during January, February and March.

2011 USYS National Championship Finals bid:

After a review of the NCS Request for Proposal, it was agreed that we would not be pursuing this event.

Region IV President's Cup Regional tournament 2010:

Based upon information from Region IV, 90 teams should be in attendance at the June regional tournament in Medford. Hotels are reporting that they have already begun seeing reservations. We still need to work out with Region IV details regarding the referees for the event.

2010 President's Cup Finals:

USYS has awarded Mursfreeboro, Tennessee with the finals. Bids for the 2011 event are due by Jan 10, 2010. OYSA will be submitting a bid in cooperation with either the Washington County Visitors Association and THPRD or the City of Medford.

Fall League: (2nd season)

The schedules for the balance of the fall season will be posted with the Winter league. December 30 was our target date

Referee Development:

As part of the AGM, the ORC is partnering with us to offer an Assignor's Course and a grade 8 referee class. In addition we will offer 12 to 13 classes at a facility to be announced. It is the request of the ORC that we have the classes at a site that has a field nearby so that the training can be complete in a weekend session. Staff is working to accommodate this request.

*SoccerPacific**

- 1. Introduction: Developing a Regional Alliance**
- 2. Our Landscape**
- 3. Our Foundation**
- 4. Our Framework**
- 5. Our Identity**
- 6. Our Priorities**
- 7. Next Steps**

DISCUSSION DRAFT 1 – January 4th, 2010

*Proposed to the Boards of Directors of the Oregon Youth Soccer Association,
Washington State Youth Soccer Association and BC Soccer*

** Identity proposed for discussion purposes only.*

SoccerPacific - Bringing Together the Best of Soccer in the Pacific Northwest*

DISCUSSION DRAFT – January 4th, 2010

1. Introduction: Developing a Regional Alliance

Leading representatives of the three governing bodies for soccer in the Pacific Northwest – *Oregon Youth Soccer Association*, *Washington State Youth Soccer Association* and *BC Soccer* – have spent the better part of nine months exploring ways in which the organizations could work together to ensure the best conditions for the growth and development of soccer in our region.

Two workshop-style meetings in Seattle and one in Vancouver were convened in 2009 to examine the merits of a simple partnership protocol in support of the game of soccer in the states of Oregon and Washington and the province of British Columbia.

The discussions were inspired by the March 2009 launch of the Seattle Sounders FC of Major League Soccer as the 15th franchise in the top tier of professional soccer in North America and the announcement that Vancouver and Portland would be awarded the 17th and 18th franchises in MLS in 2011.

The three organizations share not only their geographic proximity and natural regional identity, but a long history of friendly relations in soccer development. The arrival of MLS in Seattle and plans for Vancouver and Portland provided a natural impetus to bring the Oregon, Washington State and BC soccer organizations more closely together to maximize effective collaboration, efficient cooperation and shared leadership in the Pacific Northwest.

It is proposed that the Boards of Directors of Oregon, Washington State and BC consider a proposal to create such a formal alliance between the three organizations and approve in principle a basic partnership protocol in early 2010 so as to make the most of the 15 months before Vancouver and Portland join Seattle in MLS.

The simple notion is that the game of soccer will benefit from high levels of regional cooperation *and* competition, shared best practices and economies of scale; especially given the promotional and developmental opportunities punctuated by the arrival of three Major League Soccer franchises within a 330-mile corridor linking Portland, Seattle and Vancouver, B.C.

Representatives of Oregon, Washington State and BC have called for a strategic approach to regional collaboration facilitated by a regional alliance to be launched in 2010 and developed over the next five years, with a view to making the Pacific Northwest the leading regional hub for soccer development in North America.

** Identity proposed for discussion purposes only.*

2. Our Landscape

The landscape within which Oregon Youth Soccer Association, Washington State Youth Soccer Association and BC Soccer operate is shaped in large part by our own soccer infrastructure, including our membership. The single biggest change to our landscape in the coming years will be the arrival of MLS expansion franchises in Portland and Vancouver to join Seattle Sounders FC.

Oregon Youth Soccer Association: A non-profit youth organization that administers, supports and grows soccer across the state of Oregon (**and membership**).

Washington State Youth Soccer Association: A non-profit youth organization that administers, supports and grows soccer across the state of Washington (**and membership**).

BC Soccer: The professional not-for-profit society and provincial sport governing body responsible for the promotion and development of the game of soccer in British Columbia (**and membership**).

US Youth Soccer: The youth governing body for OYSA and WSYSA.

US Soccer Federation: The governing body for soccer in the United States, of which both OYSA and WSYSA are members.

Canadian Soccer Association: The governing body for soccer in Canada, of which BC Soccer is a provincial member.

CONCACAF: The federation of national soccer associations in North and Central America which includes the Canadian Soccer Association and US Soccer.

FIFA: The international soccer federation.

Elementary School Soccer associations: In Oregon, Washington State and British Columbia.

High School Soccer associations: In Oregon, Washington State and BC.

College and universities: In Oregon, Washington State and BC, including NCAA and NAIA in the United States and CIS and CCAA in Canada (Note: Simon Fraser University of Burnaby, B.C., will be joining NCAA Division II play in 2011).

Portland Timbers FC, Seattle Sounders FC and Vancouver Whitecaps FC

Major League Soccer: The top tier of professional soccer in North America.

Oregon Youth Sports association, Washington State Youth Sports association and Sport BC

Other state and provincial multi-sport organizations in Oregon, Washington State and B.C.

Proposed: A new regional alliance comprised of Oregon, Washington State and BC.

3. Our Foundation

The “foundation” for our regional alliance and partnership protocols will be shaped by a simple series of foundational statements designed to be entirely compatible with and complementary to the vision and mission of each of the three founding partners. The foundation must be and will be conducive to strong and dynamic relationships with the new Major League Soccer franchises in Portland, Seattle and Vancouver.

The regional alliance will be designed to support and complement the existing missions of the three founding partners:

Oregon

To foster an environment that promotes physical, mental and emotional development of Oregon’s youth through the sport of soccer.

Washington State: *Come Join Our Team!*

To foster the physical, mental and emotional development of the State of Washington’s youth through the sport of soccer at all levels of age and competition.

British Columbia: *Global Game. Universal Passion.*

To develop the game by inspiring British Columbians to lifelong active, inclusive and team play.

BC Soccer's vision is to pursue Canada's foremost integrated soccer development system built upon club, school, varsity and professional team excellence.

Proposed: That the regional alliance be defined by the following foundational statements:

Role: The development of regional initiatives designed to strengthen (i) programs, resources and services; (ii) tournaments, competitions and exchanges; and (iii) marketing, communications and merchandising in Oregon, Washington State and British Columbia.

Mission: To promote (the physical, mental and social benefits of) the game of soccer at all levels of play throughout the Pacific Northwest through best practices, teamwork and cooperation among all stakeholders.

Vision: The leading regional hub of soccer development, promotion and innovation in North America.

Guiding principles: Professional Leadership, Passionate Service and Progressive Collaboration.

Values: Authenticity, unity and integrity.

4. Our Framework

The development of a regional alliance comprised of the founding partners of the Oregon Youth Soccer Association, Washington State Youth Soccer Association and BC Soccer will build upon the current governance infrastructure of the three organizations and will fully respect all aspects of the societies' existing constitutions, charters and by-laws.

It is contemplated that a partnership protocol will be defined by:

- (i) Mission, Vision and Values of the proposed regional alliance;
- (ii) A simple umbrella governance model;

And

- (iii) A basic strategic plan and commitment to annual goals and objectives within a specified set of shared regional initiatives.

Proposed: That the regional alliance adopt a regional mission statement (as per section 3), a simple regional governance model and an annual plan of shared regional initiatives.

Governance model:

Three representatives from each organization (recommended as two board members and one staff member).

Annually rotating chair leadership (it is recommended that current Washington State Youth Soccer President Doug Andreassen serve as founding chair from April 1, 2010 through March 31, 2011 TBA, followed by the Board representative of Oregon Youth in 2011-2012 and BC Soccer in 2012-2013. The two vice-chairs will come from the other two organizations each year).

Limitations (the scope and powers of the regional alliance will be very specific and will always be superseded by the existing constitutions of the organizations and the governance of US Youth Soccer, US Soccer Federation and the Canadian Soccer Association).

Four-year strategic plan (2010-2014) and annual tactical plan (to be developed by March 31st, 2010 and based upon general consensus of start-up shared ventures and initiatives discussed in Vancouver in December of 2009).

5. Our Identity

The natural regional identity of the Pacific Northwest is a strong starting point for a series of options as possible names for the proposed regional alliance between Oregon, Washington State and British Columbia.

Suggested options:

Pacific Northwest (Soccer)

Cascadia (Soccer)

Pacific (Soccer) Pacific

Proposed:

It is recommended that the founding partners consider the name *SoccerPacific* as the identity for the proposed regional alliance, based on the following rationale and merits:

(i) Simplicity (two words, five syllables; with the option of presenting the identity as a single, conjoined word – as above);

(ii) Internet domain availability (www.SoccerPacific.com is available and has been reserved on behalf of the founding partners, along with www.SoccerPacific.net);

(iii) Differentiation and distinguishing from existing regional sports and soccer leagues carrying the moniker “Pacific Northwest”;

(iv) Inclusivity and growth potential (the founding regional hub of Oregon, Washington State and British Columbia could be eventually expanded to include the state of California and MLS franchises in San Jose and Los Angeles);

(v) Merchandising (it is suggested that the generic term SoccerPacific is conducive to merchandising and regional sponsorship opportunities for business development in the years to come).

6. Our Priorities

Proposed:

Due diligence is currently underway on the three to five major potential initiatives for 2010, including a shared, regional celebration of the 2010 FIFA World Cup. It is recommended that the annual tactical plan for 2010-2011 be derived from the discussions tabled in Vancouver in December of 2009.

7. Our Next Steps

Proposed:

(i) Endorsement and approval in principle by Board of Directors of Oregon Youth Soccer Association – January 4th, 2010;

(ii) Endorsement and approval in principle by Board of Directors of Washington State Youth Soccer Association – January TBA, 2010;

(iii) Endorsement and approval in principle by Board of Directors of BC Soccer – January TBA, 2010;

(iv) Development of simple strategic plan for 2010-2014 (requisite approvals by March 31st, 2010);

(v) Development of simple annual tactical plan for 2010-2011 (approvals by March 31st, 2010);

(vi) Selection and approval of name and identity for regional alliance (approvals by March 31st, 2010);

(vii) Meeting to approve strategic plan, tactical plan and identity.