

Oregon Youth Soccer Association
Regular Board Meeting
July 11, 2011
Beaverton, Oregon

Meeting called to order by President, Matt Madeira, at 6:35 PM

A quorum was declared by Matt Madeira.

Board members attending:

Matt Madeira, President
Vicki Pounds, District Director
John McCafferty, District Director, via phone
Steve Baker, District Director
Ben Ashley, District Director

Steve Meckel, Vice President, via phone
John Cronkrite, District Director, via phone
Steve Hershberger, District Director
Keith Blackerby, Director at Large
John Thomas, District Director

Others attending:

Chuck Keers, Executive Director
Brian Scott, Member Services Coord.

Mike Smith, Technical Director
Kelly Ward, Admin Director

Minutes

- Minutes from the June Board Meeting were accepted as amended.

Reports

- Board Reports accepted as presented
 - Executive Director's Report (Exhibit A)
 - Member Services' Report (Exhibit B)

New Business

- Name Change
 - The Board does not feel the need to approve changes to the name. This should be handled by Staff. Staff has been directed to check Bylaws and Policies necessary for staff to take action on name change requests. Keers also offered to provide the Board guidelines staff will use when considering name changes.
- Targeted Marketing
 - Steve Baker presented his Targeted Marketing Plan (Exhibit C).
- Salem Site
 - A club registrar is working on acquiring a field site in Salem and looking for guidance from a land use attorney. It was suggested to contact the Oregon Bar.

The Board will hold the next Regular Board Meeting on August 1, 2011 at 6:30 pm. The meeting adjourned at 7:30 pm.

Respectfully submitted,
Kelly Ward, Director of Administrative Services

**Oregon Youth Soccer
Executive Director's Report
June 6, 2011**

US Youth Soccer Far West Regionals – Regionals were held in Boise, Idaho this year from June, 20 through the 26th. We only had four teams advance out of the preliminary rounds to the quarter finals, which is about what we expected given the division of competitive soccer in Oregon this year. Typically we would expect to have between eight and twelve teams advance. The teams that did advance competed pretty well, with three making it to the semi-finals and one (the U19 Boys ESC Liverpool) advancing to the finals. The Liverpool was defeated 2-0 by Arizona. I wrote a daily blog and took pictures. We sent nine referees and one assessor to Far West Regionals and they represented us well, as usual. We were particularly honored when Bennett Savage, Oregon's Young Male Referee of the Year this past year, was selected to represent Region IV at the Annual Awards Gala in Boston in February, 2012 as Region IV's Young Male Referee of the Year. He is now one of four candidates being considered for the National Young Male Referee of the Year.

US Youth Soccer Regional Presidents Cup – Regional Presidents Cup was held in Park City, Utah from June 16th through the 19th. We only sent five teams and two advanced to the quarter finals. While we did not fare very well in the competition, all teams reported that it was a great experience.

Oregon State Fair – We will have a daily presence at the Oregon State Fair in Salem this August. We are partnering with Cascade FC, Keizer SC and Chemeketa Community College as well as possibly 4-H to keep the small grassy area occupied by players and the booth occupied by adults/coaches.

THJSL Coach Training Day – We are working closely with THJSL/Westside Warriors to provide instructors at their first "Coaches Training Day" they have scheduled for August 6th. We are providing facilitators/instructors for their Goal Keeper training, Sports Psychology workshop, Sports Injury and first aid training, Sports Fitness and Agility Training and Team Management workshop. The Portland Timbers will be providing the on-field coach training.

Lake Oswego SC Micro-recreation Registration – LOSC has informed us that they will be registering all of their recreational players with us in the 2011/12 season. For the past several years they have registered their micro/in-house players with US Club Soccer because of the lower membership dues. Keizer SC had been doing the same thing and has also informed us that they will be registering all of their recreational players with us.

Eastside United FC Dual Registration – ESUFC has confirmed with me that their plans are to dual register their competitive players with both OYSA and US Club Soccer for the 2011/12 season. I believe it is their intention to continue to participate in the OPL however they wish to also participate in the US Youth Soccer National Championship Series. (ESUFC Recreational switched their micro player registration from US Club Soccer to OYSA in the 2010/11 season.)

Positive Coaching Alliance - We have established a formal partnership with the PCA to help educate coaches and parents about positive, character-building techniques they can use when interacting with children in the context of youth soccer. Our members will receive discounted access to PCA's popular coach and parent on-line courses and we will also receive a small remuneration from each on-line course that our members view.

US Youth Soccer AGM – Matt and I will be attending the US Youth Soccer AGM/National Council Meeting in Phoenix, Arizona on July 30th. There are a number of other meetings in conjunction with the AGM, including a Region IV Council Meeting and a special President's/Executive Director's meeting to discuss proposed rule changes to the National Championship Series.

Affinity Development Group – We have executed the new agreement with ADG. They have agreed to a very favorable rate for the continued use of their online registration and gaming software.

Federation Remuneration – We received a check in the amount of \$5,483.99 which represents our portion of the gate receipts for the Portland Timbers vs. Ajax game that was held on May 25, 2011.

Portland Timbers – We are still negotiating some deal points with the Timbers on the formal agreement.

Rent Renewal and Space Reduction – We have reduced the size of the space we lease since we now have fewer staff.

Member Services Report

July 11, 2011

Club Development

La Amistad Soccer Club was provisionally accepted as a member of OYSA at the May board meeting. Since then the club has completed the required documentation that was incomplete at the May meeting. The club has now been set up in our Affinity software and their registrar has had initial training with Desia. The club is registering players and has submitted paperwork to host a summer soccer league.

Oregon City Soccer Club completed its adoption of new bylaws that cured issues with definitions of membership and election of officers and directors. A new group of officers were elected to run the club.

Woodburn United Soccer Club has submitted a formal request for permission to change the name under which it operates to Azul FC. That name is available and is not similar to the operating names of any other OYSA clubs. Upon approval of the Board, Woodburn United will file an Assumed Business Name registration with the Secretary of State to begin use of that name. A copy of the request for name change is attached.

Risk Management

Affinity has completed a risk pass template that can be used to print a risk pass for anyone who has completed a background check. This is ready to be used now. Risk passes are designed to be printed on Avery 5392 card stock.

Notice has been sent to the 490 referees registered with OYSA in the 2010-11 seasonal year to renew registration for the 2011-12 season. More than 70 referee submitted renewal applications within the first 24 hours after the first announcement. Referees have until 8/31/2011 to re-register without having any lapse in risk status.

Leagues and Tournaments

State Cup and Presidents Cup have completed competition for the 2010-11 season. The champions for both tournaments are listed on the OYSA website.

Regional Presidents Cup competition was held June 14th - 19th at the West Jordan Soccer Complex near Salt Lake City, Utah. Oregon had teams at U13 and U14 boys and girls as well as U16 boys. The U13 boys Basin United Veloce and U14 boys CFC Cosmos qualified for the Quarterfinals, but were both knocked out of the competition at that stage. The 2012 Region IV Presidents Cup will be held in Arvada, Colorado, near Denver. Exact location and dates are TBA.

Far West Regionals were held in Boise, Idaho, June 20th - 26th. Oregon had teams at all age groups from U12-U19 for both Boys and Girls. Four teams qualified for the Quarter Finals - U12 Boys CFC Real Madrid, U19 Boys ESUFC Liverpool Red, U17 Girls Oregon Rush 93 Nike, and U19 Girls THUSC Neon. The U12 Boys, U19 Boys, and U17 Girls all advanced to the semifinal round. The U19 Boys won their semifinal but lost in the final.

The National Presidents Cup will be held July 7th - 10th in Des Moines, Iowa. The National Championships will be held July 26th - 31st in Phoenix, Arizona.

Registration is underway for fall 2011-2012. We are seeing teams enter the Portland Metro League. Staff will

continue to market that league to our member clubs up to the registration deadline. The application deadline is July 19th.

TOPSoccer

OYSA TOPSoccer was awarded a \$5,000 grant by the Portland Timbers Community Foundation to be used for TOPSoccer equipment. John Hanna as TOPSoccer Chair represented OYSA at the award ceremony held during halftime of the Timbers match on April 30th. John and OYSA staff are developing a plan for use of the grant funds.

Respectfully submitted,
Brian Scott
Member Services Coordinator

Oregon Youth Soccer Association Recreational Club Development 2011

Goals

- Recreational club reference accounts
 - Clubs that stand up and say Oregon Youth Soccer helped us – and how
 - One per district by 2012 AGM
- Perceived added benefit to membership
 - Targeted sales campaign & collateral
 - Improved communication
- Real time update of information to our members
 - Facebook and/or twitter

Club President Sales Kit

- Contents
 - Risk management
- Including background checks, codes of conduct templates and why they are important
 - Template bylaws
 - Template Financial policies
 - Managing a non-profit board
- Who do they need and what can we offer them to grow/sustain
 - Field development
 - Managing appeals/grievances at the Rec club level
 - Working with your referee organization
- Owners
 - Data gathering – Steve M
 - Data validation – Brian
 - Board review - ????
 - Web page creation – Steve B/Seth

Club Head Coach Sales Kit

- Contents
 - Revamped coaching guide
- Take the resources section and make it easier for a rec coach to understand .
 - How to setup coaching clinics
 - Signing up for player clinics
 - How to setup a Tops Soccer program
 - Setting up a club's minimum coaching requirements
- Including coaches code of conduct
- Owners
 - Data gathering – Steve B
 - Data validation – Mike

- Board review - ????
- Web page creation – Steve B/Seth

Proposed Phased Roll Out

- Phase 1 – July 2011
 - Take existing documents/web pages and create the 2 high level web pages
 - Identify all remaining documents, author(s) and timelines
 - Fix ownership of Facebook page and start wall promotion
- Phase 2 – August 2011
 - District Directors communicate (phone) with Club Presidents and Head Coaches to let them know about the new sites and ask them to review them
 - Leverage friendly Club Presidents & Head Coaches to use, comment and reference these sites to others
 - Use “comment cards” for all State run, Rec. Club organized caching clinics
- Phase 3 – September/October 2011
 - Create web releases using quotes from Rec Clubs
 - Create/Publish benefit card highlighting what is available using Club quotes where possible
 - Continue content updates to web pages and use Facebook friends to notify when new content is added