

Oregon Youth Soccer Association  
Regular Board Meeting  
August 8, 2011  
Beaverton, Oregon

**Meeting called to order by President, Matt Madeira, at 6:27 PM**

**A quorum was declared by Matt Madeira.**

**Board members attending:**

Matt Madeira, President  
Jodi DeMoe, District Director  
Steve Baker, District Director  
Steve Meckel, District Director

Keith Blackerby, Director at Large  
John Thomas, Director at Large  
Ben Ashley, District Director

**Others attending:**

Chuck Keers, Executive Director

Brian Scott, Member Services Coord.

**Minutes**

- Minutes from the July Board Meeting were discussed but not accepted due to the lack of a quorum.

**Reports**

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

**New Business**

- There was a brief discussion about proposed changes to Policies 303-1 and 303-2. The changes propose a less restrictive committee composition.
- Chuck discussed significant conclusions and recommendations found in a February 2011 PowerPoint presentation that was shared with Coaches at the US Youth Soccer Workshop in Louisville, Kentucky. The PowerPoint was entitled "US Youth Soccer Integrated National League Structure – Evolving the US Youth Soccer Elite Level Environment. It contained observations like, "The US Soccer Development Academy was created to overcome inertia...in the boy's youth soccer environment," and "US Youth Soccer is no longer the main conduit for Boy's Youth National Team or top Division I college selections." It noted that the US Club Soccer U14 pre-Academy/National Premier League threatens to further minimize US Youth Soccer's connection to elite level players," and that the "ECNL now threatens to erode US Youth Soccer's role as the preferred soccer environment for elite level girls clubs..."

One of the primary messages of the PowerPoint was that people, coaches in particular, had been asking US Youth Soccer to change for years and their reluctance/slowness to respond was costing them members. It advocated a "vertically integrated" league structure – with the US Youth Soccer National League at the top – but more importantly made the point that today "Professional Club Coaches now drive all significant changes to the Youth Soccer Environment."

US Youth Soccer is responding by making significant changes to the rules of the National Championship Series that will allow more flexible rosters as well as for larger rosters. They also added two new positions of the National Board – "Independent Directors" – with no recent soccer involvement in order to get a fresh business perspective on current challenges and people with significant political and economic influence.

Chuck added that US Youth Soccer approved a budget with a \$1.9 million deficit last year, however completed the year with a deficit of \$600,000. They have substantial cash reserves and

are negotiating with a new sponsor to replace adidas. They appear to be fiscally strong and beginning to make the kind of changes that will help in the new competitive youth soccer industry.

- Old Business
  - Steve Baker and Steve Meckel updated the board on their progress with their marketing enhancements.
  - Steve Baker congratulated OYSA staff for their assistance in last weekend's THJSL Coaches Training Day. Over 150 coaches attended and said it was one of the best coaching events he had ever attended.
  - Chuck shared some pending changes within THPRD regarding enforcement of ratios of in-district/out of district players that clubs could have and still qualify for access to THPRD fields. Steve Baker added that the new changes, as currently announced, would prevent any out of district (or out of the Beaverton School District) players from participating in THJSL clubs.

The Board will hold the next Board Meeting on September 12<sup>th</sup>, 2011 at 6:30 pm. The meeting adjourned at 7:17 pm.

Respectfully submitted,  
Chuck Keers, Executive Director

---

**EXHIBIT A**

To: Oregon Youth Soccer Association Board  
From: Matt Madeira  
Re: President Report – July 2011

1. Chuck and I traveled to Phoenix for the USYS AGM July 28-31. The Region IV meeting included much discussion on the region budget and the future of ODP. At the USYS AGM, it was announced that a union will be formed between USYS and the NCSAA...this union will translate to a unified coaching convention in the future. Finally, throughout the weekend, the talk of 'competition' (Club Soccer, etc) was constant. Please see Chuck's Executive Director Report for more details.

---

**EXHIBIT B**

**Oregon Youth Soccer**

**Executive Director's Report**

**August 8, 2011**

**US Youth Soccer Annual General Meeting** – The US Youth Soccer AGM was held in Phoenix, Arizona in late August in conjunction with the National Championships. It was a very eventful weekend with a number of important changes made to the National Championship Series (NCS) rules. The details will be posted on our website, but the two biggest changes involved the adoption of a "club pass" rather than a fixed roster through each level of the competition and the expansion of the team roster from 18 to 22 at ages U14 and U15.

While there is still a nine (9) player roster continuity requirement - and rosters are "frozen" through State Cup, Far West Regional and the National Championships, respectively - the club pass means that rosters may significantly change from one level of the NCS to the next. We will need to assess how these rule changes our qualifying procedures for State Cup and also

how they might affect the rules of our qualifying leagues and software requirements. We will also widely disseminate the rule changes and conduct trainings to help our clubs understand the new regulations and procedures.

On other subjects:

- The annual US Youth Soccer Workshop and Coaches Convention will be held at the same time and place as the annual NSCAA workshop beginning in 2013.
- Term limits for National Council Members were approved, and then tabled indefinitely because the membership was unclear on how this would affect incumbents. Presumably this will come up again in the future when an implementation plan is developed.
- There were a number of elections, but incumbents won them all. The only contested election was for Vice President and Evelyn Gill defeated Sid Bloom 68% to 32%.
- Two “Independent Director” positions were added to the National Council. These individuals will serve as elected volunteer members of the Board of Directors but will not be Officers of the Association. An Independent Director may not have been, nor any family member been, employed or held any volunteer governance position within the last five years with US Youth Soccer, an Organization Member of US Youth Soccer, a member of an Organization Member, a sponsor or a vendor of US Youth Soccer. The idea is to have some “outside and influential” perspectives on the board to help US Youth Soccer consider policy and governance issues with a fresh perspective.
- US Youth Soccer’s FY 2010/11 budget had a projected \$1,976,000 deficit; however they finished the year with a deficit of “only” \$600,000. They have over \$9,000,000 in reserves and anticipate a new sponsor to replace adidas, though at a much lower level.

Overview: US Youth Soccer is financially strong and seems to be weathering the roughly \$4,000,000 loss from adidas very well. They have heard their membership ask for operational and governance changes and seem to be responding.

**US Youth Soccer Region IV Meeting** – A Region IV Council Meeting was held the morning of the US Youth Soccer AGM. Ron Cooke was re-elected as one of the two Deputy Directors and Greg Falk was re-elected as Treasurer. The majority of the meeting was dedicated to a discussion about how to potentially restructure ODP. ODP comprises over 75% of the Regional Budget. Jolene Neilson, Region IV Director worked with outside professionals and her ODP staff and presented a recommendation that basically eliminated full teams from attending ODP Camp and instead relied on State/Club Director of Coaching recommendations and recruiting events to be the avenue for Regional Staff to invite ODP players to Regional Camp. The recommendation was essentially ignored and a special committee established comprised of three state DOCs, three State Executive Directors and three State Presidents (each representative of small, medium and large states), chaired by one of the two Deputy Directors, to recommend a revised ODP structure to be considered at the Region IV Planning Meeting in October.

**Portland Timbers** – I met with representatives from the Portland Timbers and believe we have agreed on all of the remaining deal points that have prevented execution of a formal agreement/partnership with our Boy’s ODP Program. I expect to sign an agreement this week. We also discussed the next steps in establishing a similar agreement/partnership with our Girl’s ODP Program.

**Portland Metro League (PML)** – We have 66 Oregon teams registered for the PML and a similar number of teams from Washington so we have significantly more teams in this league than we did last year. The PML begins on September 10<sup>th</sup>.

**Kohl’s Cup** – The Kohl’s Cup will be on October 15<sup>th</sup> and 16<sup>th</sup> at the Cascade Futbol Club field complex in Salem.

**League Champions Cup** – The new League Champions Cup for the top teams in each of our four sanctioned or sponsored fall leagues will be on November 19<sup>th</sup> and 20<sup>th</sup> in Eugene.

# Member Services Report

August 8, 2011

## Club Development

Woodburn United has provided a copy of their assumed business name filing. Their ongoing operations will use the name Azul FC. Our two newest clubs - FC El Tri and La Amistad - are busy registering their players. Both clubs have entered teams into the Portland Metro League. We continue to work with member clubs on their club documentation issues for registration and league hosting. Reminders from our registrar have been productive in obtaining compliance with league sanctioning requirements.

## Leagues and Tournaments

We currently have 64 Oregon teams registered for the PML and a similar number from Washington. The number of teams is a significant increase over last year. Schedules will be completed the week of August 22<sup>nd</sup>. League play will begin September 10<sup>th</sup>.

We have assisted Keizer Soccer Club to distribute information about their sanctioned regional competitive league. Registration remains open for all of our regional league partners. We will have a better idea of the total number of competitive teams by next month.

Dates and location have been set for the Kohl's Cup. It will be in Salem October 15-16. An announcement about that tournament has been sent to all eligible players, their coaches, and clubs.

We are looking forward to guidance from US Youth Soccer about implementing the recently adopted changes to the National Championship Series and its effects on all USYS sanctioned competitive soccer.

## Risk Management

Club admins and referees continue to register at a steady pace. There has been a slight uptick in the volume of registrations as clubs begin recreational team practice. There are no issues with the process at this time.

## TOPSoccer

OYSA has received a grant that will assist in supporting program directors' attendance at the Region IV TOPSoccer symposium.

Preparations are well along for TOPSoccer night at the Timbers in September. Details will be posted on our website.

Brian Scott  
Member Services Coordinator