

Washington Youth Soccer Annual Player Fee Meeting, 1/27/2018

1

2

WASHINGTON YOUTH SOCCER

3

ANNUAL PLAYER FEE MEETING

4

5

6

TRANSCRIPT OF PROCEEDINGS

7

8

9

Held at Hilton Hotel Seattle Airport & Conference Center

10

Horizon/Alpine Room

11

17620 International Boulevard

12

Seattle, Washington

13

9:01 to 11:17 a.m.

14

15

16

17

18

19

20

21

22

23

24

REPORTED BY: Julia Williams, CCR #2307

25

DATE OF MEETING: January 27, 2018

Verb8M Reporting, Inc.

Ph: 206/467-0800 E-mail: info@verb8m.net

1 ROSTER OF ATTENDANTS

2

WASHINGTON YOUTH SOCCER BOARD OF DIRECTORS:

3 Dan Popp, President
Brian Smith, Vice President
4 Bill Hurme, Secretary
Felipe Mendez, Treasurer
5 Jill Christiansen
Leah Gray
6 Jane McGillivray
William Nuttall
7 Greg Rogers

8

WASHINGTON YOUTH SOCCER:

9 Terry Fisher, CEO
Anya Rybnikova, Staff
10 Shaneika Lai, Staff
Briana Aguila, Staff
11 Chuck Porter, Staff

12

GUESTS

13

AFFINITY SPORTS:

14 Daniel Rubin, Technical Account Manager
Isaac Diaz, Technical Account Manager

15

NORTH PUGET SOUND LEAGUE (NPSL):

16 Lisa Getzendaner, SOC and Chairman

17 SHARPER COUNSEL LLC:

James Stewart

18

TACOMA STARS:

19 Tony Roberts

20 WASHINGTON YOUTH SOCCER FOUNDATION:

Hillary Beehler, Executive Director

21

22 ASSOCIATION REPRESENTATIVES

23 AUBURN YOUTH SOCCER ASSOCIATION (AYSA):

Mark Balentine, Vice President

24

COWLITZ YOUTH SOCCER ASSOCIATION (CYSA):

25 Seth Cockrill, President

1 ROSTER OF ATTENDANTS (CONTINUED)
2
3 EASTSIDE YOUTH SOCCER ASSOCIATION (EYSA):
Fred Beuthel, President
4 FEDERAL WAY SOCCER ASSOCIATION (FWSA):
Jammie Hair, President
5 Joshua Cheatham, Vice President
6 GREATER RENTON-TUKWILA YOUTH SOCCER ASSOCIATION (GRTYSA):
Rich Turner, Treasurer
7
8 HIGHLINE SOCCER ASSOCIATION (HSA):
William Fry, President
9 KENT COVINGTON YOUTH SOCCER (KCYSA):
Art King, President
10
11 LAKE WASHINGTON YOUTH SOCCER ASSOCIATION (LWYSA):
Cheryl Manao, Administrator
12 LEWIS COUNTY YOUTH SOCCER ASSOCIATION (LCYSA):
Keith Neeley, Director of Competition
13 Donna Neeley
14 MAPLE VALLEY SOCCER ASSOCIATION (MpVSA):
Sean Mallery, President
15 Carmen Lucero, VP Admin
David Mugambira, Director of Coaching
16
17 NORTH COUNTY YOUTH SOCCER ASSOCIATION (NCYSA):
James Calvert, President
18 NORTHSHORE YOUTH SOCCER ASSOCIATION (NYSA):
Bryan O'Donnell, President
19
20 NORTHWEST SOUND YOUTH SOCCER ASSOCIATION (NSYSA):
Louie Bond, President
Bob Bjornemo, VP of Competition
21
22 OLYMPIC YOUTH SOCCER ASSOCIATION (OYSA):
Tim Tucker, Board Member
23
24
25

1 ROSTER OF ATTENDANTS (CONTINUED)

2

3 PIERCE COUNTY SOCCER ASSOCIATION (PCSA):
Curt Carroll, President
Keith Schembs, 1st Vice President
4 Thomas Kolokithas, 2nd Vice President
Chris Hodson, Treasurer
5 Cheryl Mercuri, Secretary
Dave Miller, Registrar

6

7 SEATTLE YOUTH SOCCER ASSOCIATION (SYSA):
Phil Herold, Member Association Representative

8 SKAGIT VALLEY YOUTH SOCCER ASSOCIATION (SkVYSA):
Chad Burton, President

9

10 SNOHOMISH YOUTH SOCCER ASSOCIATION (SnYSA):
Hal Uderitz

11 SNOQUALMIE VALLEY YOUTH SOCCER ASSOCIATION (SnVYSA):
Bud Raisio

12

13 SOUTH SNOHOMISH COUNTY YOUTH SOCCER ASSOCIATION (SSCYSA):
Sean Hansen, President

14 SOUTHWEST WASHINGTON YOUTH SOCCER ASSOCIATION (SWYSA):
Donna Hunting, Member Association Representative

15

16 SPOKANE SHADOW YOUTH SOCCER ASSOCIATION (SSYSA):
Michael Pellicio, Director of Coaching

17 THURSTON COUNTY YOUTH SOCCER ASSOCIATION (TCYSA):
Ashley Probart, Vice President

18

19 WHATCOM COUNTY YOUTH SOCCER ASSOCIATION (WCYSA):
Marc Ronney, WCYSA Development & WSA Director

20 YAKIMA YOUTH SOCCER ASSOCIATION (YYSA):
Ron Mansfield, Jr., President

21

22

23

24

25

1 SEATTLE, WASHINGTON; SATURDAY, JANUARY 27, 2018

2 (Proceedings began at 9:01 a.m.)

3 MR. POPP: Let's call the meeting to order please.

4 Good morning, everybody. Welcome. Welcome, welcome,
5 welcome. Great to see your smiling faces out there. When I
6 was coming in from the parking garage, as this is a new
7 venue for us, I figured I could follow someone that was in
8 soccer sweats and I would make my way in here, and luckily I
9 got behind Lou and Bob over there.

10 Welcome. Dan Popp, President of Washington Youth
11 Soccer. Thank you for coming to our Annual Player Fee
12 Meeting. Let's go ahead and just dive right in, if you
13 don't mind.

14 First up, Call to Order. Done.

15 Number 2 on the agenda is our Roll Call.

16 Mr. Hurme.

17 MR. HURME: Okay. Good morning, everyone.

18 (Simultaneously group response.)

19 MR. HURME: Scream yes if you're here. North
20 County Youth Soccer?

21 NCYSA: Yes.

22 MR. HURME: Seattle Youth Soccer?

23 MS. MCGILLIVRAY: Phil's in the hallway.

24 UNIDENTIFIED SPEAKER: He's here.

25 MR. HURME: He's here?

1 MS. MCGILLIVRAY: Phil.
2 UNIDENTIFIED SPEAKER: Here.
3 MR. HURME: Skagit Valley Youth Soccer?
4 SkVYSA: Here.
5 MR. HURME: Snohomish Youth Soccer?
6 SnYSA: Here.
7 MR. HURME: South Snohomish Youth Soccer? Whatcom
8 County Youth Soccer?
9 WCYSA: Here.
10 MR. HURME: Whidbey Island Youth Soccer? Eastside
11 Youth Soccer?
12 EYSA: Here.
13 MR. HURME: Lake Washington Youth Soccer?
14 LWYSA: Yes.
15 MR. HURME: Northshore Youth Soccer?
16 NYSA: Yep.
17 MR. HURME: Snoqualmie Valley Youth Soccer?
18 SnVYSA: Yes.
19 MR. HURME: Auburn Youth Soccer?
20 AYSA: Here.
21 MR. HURME: Federal Way Youth Soccer?
22 FWSA: Here.
23 MR. HURME: Greater Renton-Tukwila Youth Soccer?
24 GRTYSA: Here.
25 MR. HURME: Highland Soccer Association --

1 Highline? I'm sorry.
2 HSA: Here.
3 MR. HURME: Kent Covington Youth Soccer?
4 KCYS: Here.
5 MR. HURME: Maple Valley Soccer?
6 MpVSA: Here.
7 MR. HURME: Pierce County Soccer?
8 PCSA: Here.
9 MR. HURME: Northwest Sound Youth Soccer?
10 NSYSA: Here.
11 MR. HURME: Olympic Youth Soccer?
12 OYSA: Here.
13 MR. HURME: Cowlitz Youth Soccer? Southwest
14 Washington Youth Soccer?
15 SWYSA: Here.
16 MR. HURME: Columbia Basin Youth Soccer
17 Association? Spokane Shadow Youth Soccer Association?
18 SSYSA: Here.
19 MR. HURME: Three Rivers Soccer Club? Yakima
20 Youth Soccer Association?
21 YYSAs: Here.
22 MR. HURME: Grays Harbor Foothills Youth Soccer?
23 Lewis County Youth Soccer?
24 LCYSA: Here.
25 MR. HURME: Thurston County Youth Soccer?

1 TCYSA: Here.

2 MR. HURME: Okay. And let's just check the ones
3 that didn't answer and see if they drifted in. South
4 Snohomish Youth Soccer? Whidbey Island? Cowlitz? Three
5 Rivers? Grays Harbor Foothills? Okay.

6 Board of Directors. Dan Popp?

7 MR. POPP: Here.

8 MR. HURME: Brian Smith?

9 MR. SMITH: Here.

10 MR. HURME: Felipe Mendez?

11 MR. MENDEZ: Present.

12 MR. HURME: I'm here. Jill Christiansen?

13 MS. CHRISTIANSEN: Here.

14 MR. HURME: Bill Nuttall?

15 MR. NUTTALL: Here.

16 MR. HURME: Greg Rogers?

17 MR. ROGERS: Here.

18 MR. HURME: Leah Gray?

19 MS. GRAY: Here.

20 MR. HURME: Jane McGillivray?

21 MS. MCGILLIVRAY: Here.

22 MR. HURME: Lane Smith? Okay.

23 Back to you, Mr. President.

24 MR. POPP: Thank you, Bill. And thanks to all
25 again who are attending. We appreciate it.

1 Next on our agenda is Approval for the Minutes of
2 our May 13th, 2017 Annual General Meeting. May I have a
3 motion?

4 UNIDENTIFIED SPEAKER: So moved.

5 (Court reporter requests speakers identify themselves.)

6 MR. POPP: Yeah. Sorry. Let me -- let me just
7 inject there. We do have a -- we have a stenographer that
8 has joined us to keep track of our minutes so that we can
9 have accurate minutes, and with that, if you don't mind
10 please, if you're going to comment or add a comment or make
11 a motion, please say who you are and what association you
12 represent. Thank you.

13 MR. RAISIO: Bud Raisio, Snoqualmie Valley.

14 COURT REPORTER: And then you?

15 MR. RAISIO: Move.

16 COURT REPORTER: Thank you.

17 MR. POPP: Is there a second?

18 MR. BOND: Second, Louie Bond, NSYSA.

19 MR. POPP: Thank you. It's been -- a motion's
20 been made and seconded. All in favor say aye.

21 (Simultaneous group vote.)

22 MR. POPP: Any opposed? Any abstentions?

23 MR. HEROLD: Abstaining because I still haven't
24 found out whether or not the embarrassing title is correct,
25 and so I'm abstaining for that.

1 MR. POPP: Okay.

2 MR. HEROLD: Phil from Seattle Youth Soccer
3 Association.

4 MR. POPP: Thank you. Noted.

5 Number 4 on our -- and thank you. Number 4 on our
6 agenda is a Moment of Remembrance. Terry, would you like to
7 comment?

8 MR. FISHER: This is a time to remember all those
9 that have committed a lifetime in some cases of work to the
10 development of youth through the sport of soccer in the
11 state of Washington. Everyone is important, and probably
12 heading the list is Karl Grosch this year who passed away
13 who was our founder, one of our founders, back in the late
14 sixties, early seventies. So we'd just ask for a moment of
15 remembrance of all those members that have passed in this
16 past year. Thanks.

17 (Moment of silence.)

18 MR. POPP: Thank you very much. In the packet of
19 information is a bio and memorial for Karl Grosch. If you
20 don't know about Karl, here's a good story for you.

21 Thank you, Terry.

22 MR. FISHER: Mm-hmm.

23 MR. POPP: Number 5 on our agenda, Marketing
24 Partnerships. Mr. Fisher.

25 MR. FISHER: In your package is this colorful

1 slide that has all of our current sponsors. In your budget
2 item, when you look at the budget item called sponsorship
3 marketing, these are the people that account for about
4 \$130,000 in revenue not counting the amount that they also
5 give in kind or other services or benefits to Washington
6 Youth Soccer. Some of them are on the walls, and it's a
7 fine balancing act between promoting the brands because they
8 promote us and being sensitive to the membership that you
9 get a lot of mail.

10 So these are the people that support us currently.
11 We're looking to grow the list and enhance the packages for
12 the benefit of Washington Youth Soccer and our members.

13 MR. CARROLL: President Dan, could I ask a
14 question? This is Curt from Pierce County. On Number 3 you
15 had Approval of the Minutes, and I understand making the
16 meeting go quickly, but if we have someone taking notes,
17 don't we need to have a show of hands or something that
18 shows that you actually have numbers instead of pushing it
19 through with one abstention?

20 MR. POPP: I'm not exactly sure what you're
21 meaning in your question, but we had a -- we have a quorum.

22 MR. CARROLL: Okay.

23 MR. POPP: And we had a vote, a verbal vote, of
24 yea, nay and abstentions. There were no -- there were no no
25 votes.

1 MR. CARROLL: Correct. So if we have someone
2 actually taking minutes to clarify what you said, wouldn't
3 you think you would want to know how many are actually
4 approving and how many are nay? So I'd like to know what
5 that number was for approval.

6 MR. POPP: Okay. Well, I don't know how many --
7 what the count is in the room, but --

8 MR. CARROLL: That makes -- that makes two of us.

9 MR. POPP: -- there was one no.

10 MR. CARROLL: Right.

11 MR. ROGERS: No. There was one abstention.

12 MR. POPP: And one abstention. Sorry. One
13 abstention, zero nos.

14 MR. CARROLL: Zero nos. So, again, just to help
15 her since she's asking questions, I don't want to assume
16 anything today.

17 MR. POPP: Okay.

18 MR. CARROLL: So I think it would be nice.

19 MR. POPP: Okay.

20 UNIDENTIFIED SPEAKER: Well, Bill has the count,
21 so.

22 (Court reporter interrupts.)

23 MR. HURME: Okay. The attendance should tell you
24 the name.

25 MR. POPP: Okay. I'm just a little bit confused.

1 Sorry. Do we need --

2 MR. CARROLL: No. Bill has the count. You're
3 exactly right. So that's what I was going to say. I mean
4 if you don't do something and Bill has a count --

5 MR. POPP: Okay.

6 MR. CARROLL: -- for her.

7 MR. POPP: Okay.

8 MR. CARROLL: That's what I'm looking for.

9 MR. POPP: Thank you. Thank you.

10 MR. HURME: So our attending members voted yea
11 except for one abstention.

12 MR. POPP: Yes.

13 MR. CARROLL: Perfect.

14 MR. POPP: Very good. Thank you for the clarity.

15 So Marketing Partnership, the only comment I was
16 going to say is that the -- from a board's perspective, this
17 is an exciting list, great businesses in our community that
18 are stepping up to support youth soccer in our state. The
19 only challenge for this is -- for me is that when I stand in
20 front of the parents to hand out medals at the end of our
21 State Cup Tournaments, I have to list all of them. So it's
22 a -- it's a mouthful, but we give them all they're due
23 because sponsors are always important. I learned a long
24 time ago to honor your sponsors. So I just want to call out
25 once again how thankful we are to have those businesses

1 supporting our programs.

2 MR. O'DONNELL: I have a quick question.

3 MR. POPP: Yes.

4 MR. O'DONNELL: Bryan with Northshore Youth
5 Soccer. We're constantly getting e-mails from Washington
6 Youth Soccer advertising Arena Sports and sign up there. I
7 don't see them on the list, and it's -- what are as an
8 association getting that -- or as a club getting to be
9 selling our e-mail through you guys advertising Arena
10 Sports?

11 MR. FISHER: So to be clear -- this is Terry -- we
12 don't sell your e-mail. We have marketing partners, those
13 that are listed and that are full sponsors, that have rights
14 and benefits.

15 We also have available to any business that
16 qualifies as a legitimate business, i.e., Arena Sports, they
17 can contract with us to -- we e-mail their information for a
18 fee. So it's incremental to any package. They don't want
19 to spend the minimum, but they do want to do some direct
20 marketing, and we have that available to any -- anybody who
21 wants to enter into that agreement with us.

22 I think if you can think about over the year,
23 they're probably very limited. We do a lot of marketing for
24 Dick's. We do a lot of marketing for Tacoma Stars. We do a
25 lot of marketing for in this case in the last few months

1 Arena Sports, and they do pay us for that ability to market.

2 MR. O'DONNELL: And I get that. My only concern
3 is, when we get something from Dick's or we get something
4 from Sounders or Tacoma Stars, there's always like a
5 discount, a coupon, so you feel like, oh, you're -- for
6 Arena Sports we're just marketing their local or their
7 programs as opposed to -- to me it's going to dilute the
8 Washington Youth Soccer e-mails, and people aren't going to
9 open them and --

10 MR. FISHER: I get that response all the time from
11 my media people about how many e-mails we send, and I think
12 we try to be as sensitive as we can, and, Bryan, noted, and
13 we'll take into consideration going forward.

14 MR. O'DONNELL: Thank you.

15 MR. POPP: Any other questions or comments about
16 marketing? Hearing none, I'll proceed.

17 Next item on the agenda, Number 6, is the
18 Washington Youth Soccer Player Fee Proposal and Vote. In
19 your packets on your table is the language for the player
20 fee. As you will probably note, we are not recommending any
21 changes to the current player fee structure. It will
22 remain, and I'll just read it for the record.

23 The current player fee of \$5.00 for recreational
24 players age 10 and under; recreational players age 11 and
25 above a fee of \$10.00 and all competitive players fee of

1 \$12.00 will not change for the 2018-2019 player season --
2 playing season.

3 All right? So I'd like a motion to approve the
4 no-change recommendation for player fees for the 2018-2019
5 season please.

6 MR. CARROLL: Motion to approve. Pierce County.

7 MR. POPP: And a second?

8 MR. RAISIO: Second. Bud Raisio, Snoqualmie
9 Valley.

10 MR. POPP: Thank you. All in favor?

11 (Simultaneous group vote.)

12 MR. POPP: Any opposed? Any abstentions? The
13 motion is passed, unanimous. All right. Thank you for
14 that.

15 Next up on the agenda is our U.S. Soccer
16 Presidential Election. I beg your pardon. I'm recovering
17 from a bit of a cold. It's been a very, very interesting
18 couple of months, actually about four months now.

19 As you all are aware, at the U.S. Soccer
20 Federation level, there's going to be a change of leadership
21 of their Board of Directors. I think what precipitated the
22 most notoriety of this particular election season was the
23 loss of the U.S. Men's National Team in Trinidad and Tobago,
24 which put the U.S. out the World Cup for 2018. Since that
25 time many people have come forward. Not all of them,

1 . frankly, are even running at present, but many more came
2 forward showing their interest to become the new president
3 for the U.S. Federation's Board.

4 From our perspective as a Board of Directors of
5 Washington Youth Soccer, we have a voice. You have a voice
6 in who we want to represent our interests in the
7 Federation's Board as a -- as voting for the president. The
8 last couple months we have heard from all of the candidates
9 that met the requirements. There were a few benchmarks
10 needed for a candidate to be considered for -- as an
11 official candidate.

12 They had to have nominations from member
13 organizations, at least three. They had to pass a
14 background check, et cetera. And in the end eight
15 candidates were qualified under those criteria to -- to run
16 for the board president. And, as I shared with our board
17 last night, some of us have had more direct involvement with
18 that, me of course, Terry as CEO of Washington Youth Soccer.
19 We have heard from these candidates. We have passed their
20 information along and inquiries and platforms along to our
21 board.

22 If you don't know, out on the Washington Youth
23 Soccer website, we've built a forum page that includes links
24 to the bios for those candidates and a survey tool so that
25 our membership across the state can submit their thoughts

1 around who they think might be a good candidate and what --
2 what we think their platform ought to include as it
3 represents our interests here in Washington.

4 It's been very interesting. I would say the
5 toughest part is -- the best part has been the opportunity
6 to connect with and learn from some really great people.
7 There are -- these eight candidates are made up of some
8 really caring, engaged, smart, articulate people who want to
9 do better for United States Soccer. Some more than others
10 have interest in how we develop youth soccer, some more than
11 others. Some more than others had more what we would
12 arguably call business acumen. Some have player status on
13 the national and world stage that give them credibility in
14 the game and what we do. The best -- the best news is that
15 they're -- I think all have at the core -- have some great
16 interest and dedication to the kids playing soccer in the
17 country.

18 My ask of you all and of this board is to provide
19 feedback for us. The election is on February 10th at the
20 U.S. Soccer's Annual General Meeting in Florida. We will be
21 there to cast our vote. And when I say our vote, I mean our
22 vote, not my vote. I -- I have an opinion. It's
23 developing. Frankly, I don't have a -- in my mind there's
24 no candidate leader. There's -- there's a few that have
25 risen to the top in terms of what my opinion would be in

1 terms of their ability not only to run a very complex
2 international organization, but also that meet the agenda
3 that we have here in Washington Youth Soccer for driving the
4 game.

5 I'd love your opinion. I'd love for you to weigh
6 in. You can reach out directly to me or to our board
7 members. You can go onto our website and submit via the
8 survey any comment you choose.

9 In the end I think our plan as a board will be to
10 land probably the top three in a -- in a preferred order, if
11 we can sort that out, because as the voting goes through the
12 process at the AGM in Florida, it could go several rounds,
13 frankly. If you -- if you've looked into the bylaws of the
14 Federation at all, it is basically, you must -- a single
15 candidate must receive 50 percent of the vote plus one
16 minimum. That's it. It -- we don't know what to expect.
17 There hasn't been an election with this many candidates for
18 the recent memory.

19 So it's going to be an interesting experience
20 going through that, but we want to assure that we are
21 representing your interests in our collective vote, our
22 collective vote. (Demonstrating.)

23 So any questions about what we know so far you're
24 welcome to ask. We've got a few minutes to cover it. Any
25 comments? We're open to it.

1 MR. HEROLD: Is it --

2 MR. POPP: Please say your name.

3 MR. HEROLD: Phil from Seattle Youth Soccer. Is
4 it an open roll call vote in alphabetical order?

5 MR. POPP: No. It is a fob, button-pushing
6 electronic vote.

7 MR. HEROLD: (Demonstrating.) Dang.

8 MR. POPP: And it is -- that's part of the
9 complexity of it, Phil, is that you don't know who voted for
10 who.

11 MR. HEROLD: Oh.

12 MR. POPP: Right? There are professional -- the
13 professional leagues and representatives have a high
14 percentage of the vote. Youth soccer in the country has
15 about 25 percent. Adult soccer has about 25 percent. The
16 Athlete's Council has a -- hmm, I'm not going to get into
17 percentages. It's just -- it's very spread out, and there's
18 no -- at this time anyway, in the media or otherwise,
19 there's no clear leading candidate. It's very interesting.

20 MR. FISHER: U.S. Soccer has hired an outside firm
21 to manage the election because of the contentious nature
22 that it could turn into. The credentials verification is
23 different than it's ever been. When Dan says ever -- it's
24 never had eight candidates running for the office, the --
25 the idea that we could have this much interest, some of the

1 candidates are saying the job should be a paid job.

2 Kyle Martino for one has asked for it to be a
3 half-million-dollars-a-year salary, changing it from a
4 volunteer job.

5 And it's very interesting the economics of the
6 people running. Some are independently able to run and not
7 need to be compensated. Some absolutely probably need to be
8 compensated. We have always asked all the candidates what's
9 the pathway to success and winning. Dan will probably
10 mention this. We did get a call from Hope Solo to support
11 her candidacy as a -- and I'll let you speak to that
12 further, but we have -- we originally -- before Sunil
13 withdrew, we had originally voted to support Sunil in a
14 general way because of the continuation with the caveat,
15 don't lose in Trinidad, and a week later they lost in
16 Trinidad, and the game changed. Suddenly it was a new game.

17 I think we've -- in some ways not everything in
18 U.S. Soccer's broken, not everything in U.S. Soccer is
19 perfect, and this debate has opened up an enormous
20 opportunity for us that are involved in the sport to
21 actually make it better, and youth soccer is in the middle
22 of that question, from the academies to the PDIs to, what
23 are we doing to get increased registration, how do we get
24 more kids, how do we actually become the preeminent sport in
25 America. We can't have it when our registrations across the

1 county are flat. We're losing kids to other things. The
2 game has -- is changing.

3 So this opportunity to reinvest the surplus, which
4 may sound like a lot of money, but when you cover a nation,
5 a hundred and fifty million is not a lot of money. It's
6 money, but it's not all the money in the world.

7 But we as a youth organization really do have a
8 voice, so on our website we've had 19 responses. The board
9 I think is planning to reconvene for a discussion about who
10 they might support around the 6th, 5th or 6th of February,
11 so you still have a week to comment, and all of these
12 people, their information is on the website, easy to reach.

13

14 MR. POPP: Comments? Over here first.

15 MR. MILLER: This is Dave from Pierce County
16 Soccer. Where is it at on the website? I'm on there just
17 trying to find it.

18 MR. POPP: I think there's a link in the media
19 part in the first. You know that cycling image that goes
20 through? There's -- I think there's a link in that.

21 MR. FISHER: Where are you now specifically?

22 UNIDENTIFIED SPEAKER: There is, yeah.

23 MS. AGUILA: If you go to our website on our media
24 wall, you can scroll through the stories. It will have
25 Sunil's face in the image, and if you click on that story,

1 it will have it.

2 MR. POPP: Yeah. And we put -- in the next day or
3 two, we'll also update it with individual links to each of
4 the candidate's platforms.

5 The -- the -- each of the candidates have been
6 reaching out. Since the United Soccer Coaches Convention in
7 Philly last weekend, each of them have been reaching out,
8 sending us their platform so we can actually have them
9 individually. We only just got them on Friday or Thursday,
10 so I don't know that they're up on the website, but they
11 will be. In the meantime you can go Google search any one
12 of their names, and there's a plethora of news articles from
13 Sports Illustrated to ESPN FC to soccer blogs, you name it.
14 Every story, every comment, everything is out there about
15 them, so they're easy to -- to do your own research as well.

16 Go ahead.

17 MR. BEUTHEL: Fred Beuthel, Eastside Youth Soccer.
18 Can you give us some sense as to what your priorities are
19 and the things you're looking at for candidates?

20 MR. POPP: Yes. Thanks. That's a great question.
21 As we -- as we focused on each of the candidates and have
22 had dialogue with each of them, you can imagine that the
23 first thing that I ask is, how are you going to help grow
24 soccer in Washington? We've heard comments from -- you'll
25 hear them talk about the pyramid a lot, the soccer pyramid,

1 you know. The foundation is, you know, recreation and youth
2 development, and it goes on up through competitive levels.
3 Then the pinnacle of course would be the national team play
4 for men and women.

5 You know, I've -- and I've actually heard them
6 repeat this, by the way, so I'll -- I'll take credit for
7 this. I said, you should flip that. It's not a pyramid.
8 It's a funnel. And the more kids that we can put into the
9 top of that funnel, growing the recreation game across the
10 country, adding more kids playing soccer, the better we will
11 be at the bottom of that funnel. And I believe that for
12 Washington Youth Soccer as well.

13 As we look at the criteria, some of them -- some
14 of the candidates have a real strong sense of how fractured
15 and challenging the youth soccer environment is in the
16 country. Everything from competitive play to the
17 development of academies to ECNL versus DA for girls, you
18 name it, there's a lot of competition for the player,
19 meaning to get the player, competition for the finances.
20 They all recognize that that is a -- has created an
21 environment where, from a national stand, we haven't been
22 able to define the right funnel, to get those right kids
23 into the national scope.

24 I can tell you from this board's perspective,
25 although that national team discussion is interesting, it's

1 not what we focus on every day. We love to watch them play,
2 and we love to see them win, but it's not what we focus on
3 every day. We're focused on the kids in Washington.

4 So, frankly, Fred, the comment from us has been,
5 What are you going to do in your role as Board President of
6 the Federation to help us grow the game and improve the
7 nature of the game for families and for kids in Washington?

8 MR. FISHER: I'll add that we've asked them for
9 platform mandate to raise registration of children in
10 America playing soccer from the current four million to ten
11 million, get to the moon by the end of the decade. Four
12 million registrations are not enough in the United States.
13 We need to double that.

14 Secondly, we want to cobrand all of the marketing
15 between U.S. Soccer, Major League Soccer, all the pro
16 leagues in all their televisions. We want them to advertise
17 registrations for you in the marketplace like they're doing
18 in football for flag football. There should be multiple
19 minutes of PSAs on those broadcasts every week driving kids
20 to sign up for your programs through a website that Affinity
21 or Blue Star -- sorry to mention it -- somebody captures
22 that data and send it out to you to register kids. We have
23 hundreds of thousands of dollars of media that goes unused,
24 and I see a partnership between pros, the national team and
25 youth soccer.

1 And the last thing is the letter we wrote in
2 December of '16 that's now caused the -- the big stir in the
3 country that talked about, how can we improve the game.
4 It's all about aggregating and fragmentation and
5 aggregating, and we've identified some options. We've had a
6 year and a half worth of talks. The frustration was that
7 Sunil was in the middle of those talks, and now he's not
8 there, and now we have to reorganize -- reorientate a new
9 president, but each one of those has been given all the data
10 that we've had for 15 months on discussions of how to make
11 soccer better in America.

12 The other point is, be more sensitive. The birth
13 year comes up in every meeting. It's an example of
14 something they say U.S. Soccer didn't get the input from the
15 members. It was a -- it was sent down from high without
16 discussion. Talks about PDIs, how they fumbled through some
17 of that.

18 So there's a lot of bashing going on about the
19 staff in U.S. Soccer, which in my view is actually a really
20 pretty good staff, but you can imagine with eight candidates
21 now saying, I'll be a better leader, everything they've done
22 they say can be improved. So it's an opportunity to
23 readdress that. The new president, they're talking about
24 creating a new job underneath the president called General
25 Manager, which would oversee divisions.

1 Bill, how many people are at the Soccer House?

2 How many employees now?

3 MR. HURME: 150 now.

4 MR. FISHER: So 150 people working in U.S. Soccer
5 in Chicago, so it is a -- it is a huge organization, and
6 addressing issues of referees, coaching, growing coaching
7 education. They formed the Integration -- the Integration
8 to Grow Fund. We asked them -- we asked them for
9 \$20 million over five years to put back into youth soccer.
10 That 20 million was turned into a grant for three million
11 spread out for year one, but it will grow. So you will find
12 money that is coming out of U.S. Soccer back to grassroots
13 for projects that are unique for opportunities in places
14 like Yakima, Central Valley or the underserved communities
15 all over the state.

16 So it's because of what you did that caused these
17 people to start thinking about that, so you shouldn't have
18 any -- anything but pride about what this organization did
19 to push the envelope.

20 MR. POPP: Yes. Go ahead.

21 MR. KING: Art King, Kent Covington. Just a
22 suggestion. Maybe this is an opportunity to share this
23 youth e-mail platform to get the word out to the broader
24 members, let them know about some of those points. If you
25 only had 17 people spotted on the website, e-mail would

1 . certainly get a lot more of their attention. I'd say make
2 it front and center. Don't put a sponsor on the top. Put
3 that on the top. Let them know what you guys are looking
4 for. It's a great chance for them to understand what
5 Washington Youth Soccer is looking for and also understand
6 how U.S. Soccer is tied into that.

7 MR. POPP: It's a great point, Art. Thank you. I
8 mean it's been an interesting dynamic. That letter that
9 Terry references from last year that caused a bit of a
10 ripple in US Youth Soccer didn't end at US Youth Soccer.
11 Although -- and I'm not giving us credit. This is credit
12 coming from our colleagues around the country last summer at
13 the AGM for US Youth Soccer -- Washington was credited with
14 starting that conversation that has changed the bylaws of
15 US Youth Soccer.

16 At our last AGM, it was before that time, so I
17 wasn't able to share that, but I will tell you that, as
18 seemingly controversial as that was, it really did change
19 the dynamic of discussion. So many youth soccer state
20 associations came out and said, We're with Washington.
21 We're with Washington. This is not working well. We need
22 to change the structure in US Youth Soccer, while at the
23 same time reaching out to the Federation to say, We agree we
24 need a more direct relationship. We need a more connected
25 Federation to what's happening at the youth landscape.

1 And, frankly, this election has drawn -- at the
2 United Soccer Coaches Convention last week in Philly, we
3 actually had a meeting of all the state youth associations
4 to talk about what candidate we think we should support so
5 we could have a collective interest. That hasn't happened
6 in a long time, where our 55 state associations were in a
7 room talking about leadership and how it can impact what
8 we're doing at the national, state and local level.

9 So I'm not going to -- I'm not going to sit up
10 here and say, you know, as Terry -- as Terry's referenced,
11 we're not the stick that stirs the drink, but we definitely
12 stir the drink. So it's good news. All of it is really
13 good news, and we're happy to represent you as we look
14 forward into that national scope, so.

15 Any questions about the candidates? Happy to take
16 a couple more minutes. Otherwise, we can move on in the
17 agenda, or you can reach out to me separately. I've been
18 very pleased to have personal time with each of them. It's
19 been really good.

20 MR. FISHER: I will say that Wynalda is arriving
21 at our office at ten o'clock on Monday. Let me know if
22 you're going to come because we can only handle like 20
23 people. E-mail me if you want to be there. He'll be there
24 probably for an hour and a half. He's coming up here to
25 talk also to Tim Busch in the adult side, but he will be

1 there.

2 MR. POPP: I mean if that's not indication of
3 their interest in what we are doing here in Washington,
4 nothing is.

5 Carlos Cordeiro has come out. He's the current
6 Vice President of the Federation, also a candidate for
7 president. Came out to visit with us.

8 Obviously Hope Solo is here local. We are
9 supporting Hope as a prodigy of Washington Youth Soccer.
10 You know, frankly, on the table to vote for her if our -- if
11 our broad constituency wanted that.

12 We've had face-to-face conversations with
13 Kathy Carter on several occasions.

14 We've had with Kyle -- Kyle Martino.

15 Steve Gans I've met several -- on several
16 occasions.

17 Paul Caligiuri and I talk on a weekly basis.

18 MR. FISHER: Mike.

19 MR. POPP: Mike Winograd is in that mix.

20 I mean the bottom line is, these people are
21 interested in improving what we do for youth soccer, and
22 they view Washington, among a few states, but they view
23 Washington as a strong vocal proponent of the game for kids.
24 So happy to be representing you all in that discussion.

25 You had a -- Oh, sorry. Yes?

1 MR. BURTON: Chad Burton, Skagit Valley Youth
2 Soccer. You mentioned the recreational side of things and
3 growing that, which I think is great, and one thing that is
4 commonly mentioned in a lot of articles, they talk about the
5 pay-to-play culture that is prevailing these days
6 unfortunately. Have any of the candidates expressed any
7 ideas or goals or thoughts on how to change that culture a
8 little bit and address that issue?

9 MR. POPP: Yeah, there has been. Every one of
10 them have touched on it at some level or another. I think
11 that most of the candidates would probably agree that the
12 multibillion-dollar industry, which is pay-to-play soccer in
13 this county, isn't likely to go away. And, as Terry
14 suggested earlier, even Sunil Gulati says, you know, there's
15 been comments that say, Well, just have the Federation bring
16 that cost to zero for it all. There's not enough money in
17 the Federation to do that.

18 So it's really about -- it's really about working
19 with those various youth organizations -- one of those youth
20 organizations is the Federation when we talk about the
21 development academies, right? They run their own
22 programs -- and having the ability to coordinate better
23 together the various youth soccer programs and, frankly,
24 compete together.

25 So, look, at the Federation's perspective, if

1 you've got two or three national championships in youth
2 soccer, how do you identify the right players that have
3 potential? By the way, that's outside of the DA, right?
4 It's a complicated, diverse field of business and play. So
5 every one of the candidates thinks that consolidation or --
6 What's the word I'm looking for?

7 MS. GRAY: Streamlining?

8 MR. FISHER: Aggregation?

9 MR. POPP: Streamlining, yeah, a vertical
10 aggregation of the game so that they can be recognized.

11 That doesn't mean that, you know, they're going to
12 buy out US Club Soccer or that they're going to eliminate
13 one of those. They don't want to do that. They want to
14 consolidate, if there's any -- if that helps.

15 MR. FISHER: And I would add that all the
16 candidates talk in a circle because the pay-to-play model is
17 not going to disappear. Just put that on the wall. It's
18 not going to disappear. But what we want is that the
19 marketplace is able to compare side by side programs so that
20 if I want T-Mobile or Verizon --

21 MR. POPP: I work for T-Mobile so you get the joke
22 there.

23 MR. FISHER: -- or Sprint, the marketplace can
24 decide what they want to do at whatever fee it costs apples
25 to apples, and our contention has been that with multiple

1 youth associations fragmenting the game, there's no way that
2 the marketplace can decide on what is fair and valuable in
3 the price setting, and I think that they all talk
4 capitalism. People will continue, but I say compare them
5 apples to apples so that when you say you are this, you can
6 look right across and say, that's my equivalent, because at
7 the moment it's a lot of smoke, mirrors, hocus pocus,
8 marketplace confusion.

9 So the candidates, they don't have a solution for
10 it, but this aggregation is a step towards a solution.

11 MR. POPP: And I would submit that all of them
12 recognize that, at least what they verbally said and in
13 their platforms written. They recognize it's a problem that
14 needs addressing.

15 So I would expect that it's not just going to be
16 lip service but, rather, that they will pull together. They
17 don't have any answers in and of themselves, but they'll
18 pull together some smart people. And I would submit that
19 based on our history and our influence, Washington will be
20 involved in that discussion, maybe not leading it but
21 definitely involved in the discussion, because we have a
22 really good case study here in Washington on ways that could
23 be fixed.

24 So I could talk all day about the candidates, but
25 let me just go on record as saying I'm honored to be part of

1 this discussion. A year ago when I took over the presidency
2 of the board, I didn't expect this. It wasn't part of what
3 I expected to be doing, but I'm really -- am honored to be a
4 representative of you all to that organization, so thank you
5 for the opportunity. All right. Well, happy to discuss it
6 further with any of you.

7 Let's go ahead and move forward, and since I have
8 the mic, I'll just move on to the Update of the Washington
9 Youth Soccer Foundation. As mentioned in our budget
10 discussion earlier, last year in September, as you know, we
11 had our 50th Anniversary Gala. The proceeds from that event
12 would be the seed to the endowment for the new Washington
13 Youth Soccer Foundation. We have gone in the last year,
14 moved that organization separate. It started its own
15 501(c)(3). It's got its own staff. A couple of the staff
16 from Washington Youth Soccer moved over to that
17 organization. Hillary Beehler is our Executive Director for
18 the foundation. Rachel Wilton is the Program Director. We
19 have an AmeriCorps volunteer that's helping who's awesome,
20 Sebastian.

21 That program has grown with the -- with the
22 funding on grants from the U.S. Soccer Foundation and some
23 local fundraising. We are going to grow and serve 1,000
24 kids in this annual -- I mean from the -- it's a school-year
25 program, so it's from the fall to the spring, growing that

1 from 800 last year. We're starting new programs for the
2 first time in Central Washington, in the Yakima School
3 District, up north in the -- in the Mukilteo School
4 District, down south in Auburn. We are spreading out
5 geographically, and we're spreading the program in terms of
6 growth.

7 Soccer for Success is currently the only program
8 that the foundation is running frankly because we're still
9 on a bit of a shoestring budget as we grow, and I say we
10 because I serve on the board of that organization, as well
11 as Vice President.

12 I'm really excited about the prospect of it. I'm
13 also a little bit worried about the finances. You know,
14 \$140,000 as an endowment to start a program when you're
15 running and paying for staff can burn through that cash
16 pretty quickly, so we're doing fundraising as part of that.
17 One of those, I'd like you to actually write down in your
18 book May 6th, and if you could please help promote this, I
19 think it's going to be an awesome afternoon. May 6th is the
20 finals day for the Washington State Cup Companionships. At
21 3:00 p.m. on May 6th at Starfire, we're going to have an
22 inaugural competitive game between the University of
23 Washington Men's Team and Seattle University Men's Team as
24 an expedition spring friendly for them.

25 I want to give credit to Jamie Clark, the co --

1 head coach for University of Washington, and to Pete Fewing
2 for bringing the idea forward, but at the end of the day on
3 May 6th, we will have a great soccer game in the stadium at
4 Starfire, and we're going to be asking for a minimum
5 donation for each attendee to help fund the Washington Youth
6 Soccer Foundation, and the primary beneficiary of that of
7 course is the Soccer for Success program.

8 So if you would please get that word out for us,
9 we would really appreciate it. It's going to be a great
10 game obviously. That's some of the best collegiate soccer
11 in our state, and it will be a great opportunity for your
12 players and families to come out and see where they can go
13 in terms of playing soccer in their own state at a
14 collegiate level. So if you have any questions on that,
15 we'll take it. Yes?

16 MR. CARROLL: Dan -- Curt from Pierce County -- do
17 we have a PSA coming out from you all so we can get it on
18 our websites, and when should we expect that?

19 MR. POPP: Yeah, we're still working out the
20 details of it frankly, but I wanted to kind of preempt that
21 since we were in this forum today, but yeah, we will be --
22 the universities have agreed to promote it to their
23 constituents and their membership and their fans. We will
24 get that out from Washington Youth Soccer as well. I don't
25 have a date for it honestly, but it will be coming. We

1 still have three months until the game, so we're going to
2 get ahead of that, but I'm just excited that they thought of
3 it, and I'll give full credit to the coaches, but it's going
4 to be a great game. You know, the last spring game that the
5 two did together last year drew 2400 people just in the
6 Seattle University Stadium, so if we can promote this
7 broadly, we could have a really great attendance, and it
8 could be a really fun afternoon, so.

9 MR. FISHER: So noted to Bri and Shaneika to get
10 that graphic for the May 6th matchup next week if possible.

11 MR. POPP: Yeah, we'll get that out soon.

12 MR. BOND: Are there any other events for the
13 calendar for this foundation or fundraising?

14 MR. POPP: Nothing formal, nothing formal. We're
15 kicking around some ideas. We did a raffle in December
16 raising -- I think we raised about three grand from the
17 raffle tickets for the foundation through the Soccer for
18 Success program -- for the Soccer for Success program.

19 We're talking about maybe summertime doing some
20 three-on-three tournaments, you know, adult or youth. The
21 challenge with that is with a very small staff, organizing
22 big events is difficult. So we're being judicious in how we
23 can do that and still run the programs that are going. The
24 programs run through early May. The summertime is a break
25 from the actual delivery of Soccer for Success.

1 MR. BOND: Louie Bond, NSYSA. I didn't know about
2 the raffle, but the more that we know so that we can be
3 pushing it down into our organizations to continue to help
4 promote this, that's what's going to help grow our sport, so
5 thank you.

6 MR. POPP: Thank you, Louie. Well, as we continue
7 to develop the ideas, we'll share them, so, and it's really
8 this board and supportive of us as Washington Youth Soccer
9 that support the programs at Washington Youth Soccer
10 Foundation, so we appreciate this board's support as well.

11 All right. That's -- so any other questions on
12 the foundation, we can -- you can catch me after the
13 meeting. All right? Thank you.

14 Next up on the agenda, Number 9, is the Washington
15 Youth Soccer RMA Report, and I'll just turn it over to
16 Terry.

17 MR. FISHER: Anya. So our RMA process continues
18 on. Thank you all for being so cooperative. Anya heads up
19 that program in our office, and I'd like to get a really big
20 hand for Anya, who I'm sure --

21 (Applause.)

22 MR. FISHER: She was responsible for this event
23 today along with the staff, but she is a superstar employee.

24 MS. RYBNIKOVA: Hi, everyone. Can you hear me
25 well? Okay. Good. So I wanted to let you know that in the

1 last quarter of last year, we sent out the RMA billings and
2 inform you of some updates that will be coming this year.

3 We plan on sending two invoices to make the
4 digestion of the report much easier, and the format of the
5 report will slightly change as well. We got some feedback
6 from association registrars that they would prefer the
7 breakdown by club and not by timelines and not by month, so
8 it will be much easier hopefully. And that should be coming
9 around June, July. I'll send out an e-mail.

10 Did anyone have any questions in regards to RMA?
11 I ran the report last night, and it looks like from
12 September 1st through yesterday, there are about 3,000
13 people that applied, and just to give you an idea on a
14 yearly basis, we have between 15 and 17 thousand people, so
15 that just gives you an idea. And any questions?

16 MR. NEELEY: (Demonstrating.)

17 MS. RYBNIKOVA: Yes?

18 MR. NEELEY: Keith Neeley with Lewis County Youth
19 Soccer. We seem to have a problem between running through
20 TeamSideline and Bonzi.

21 MR. POPP: Mm-hmm.

22 MR. NEELEY: One club still goes through Bonzi,
23 and they -- we didn't show that they had coaches registered.
24 Was that part of Bonzi that was not generating a report?

25 MS. RYBNIKOVA: Sure. So I can follow up with you

1 after, but just to give you a quick overview, we use
2 Affinity Sports as our RMA, as our risk management platform.

3 MR. NEELEY: Correct.

4 MS. RYBNIKOVA: And if they do not have a profile
5 in Affinity, they cannot be found in Bonzi. Bonzi will not
6 pick up the RMA clearance if none exists in Affinity.

7 So I will touch base with you after just so we
8 don't take up the meeting's time, but we will go over the
9 whole process to make sure that this doesn't happen again.

10 MR. NEELEY: Okay. Thank you.

11 MS. RYBNIKOVA: Yep. Any additional questions?
12 Okay.

13 And then next is Daniel Rubin. He is an account
14 manager from Affinity Sports, and I will get the PowerPoint
15 ready. And Isaac Diaz is here with him as well. He's new
16 in training. So they will be doing the presentation on
17 digital updates and the digital platform. Okay. And let's
18 give them a round of applause.

19 (Applause.)

20 MR. RUBIN: First of all, I want to thank Terry
21 and his staff for a great couple days here. We learned a
22 lot of what you guys want to do and then also help the club
23 registrars and associations. On Thursday night we had about
24 15 associations and registrars there, and so some of the
25 faces I see here, so thanks, guys, for coming out.

1 What I'm going to touch base on is really just
2 what U.S. Soccer wants to do, FIFA wants to do is collect
3 the data and issue ID cards. Isaac, go ahead.

4 So as you can see here, in 2011 they came out with
5 a mandate that they want to start collecting this data, and
6 then in 2015 they announced how they're going to try and do
7 this. As you can see, the pilot was supposed to be
8 December 2017. They're running a little bit late, and now
9 we're into 2018, and they're still running a little bit late
10 on that as well. So it's going to be a gradual process to
11 do it.

12 Eventually National Data Center is going to
13 collect the information, create IDs for the U.S. Soccer and
14 then also for FIFA. So each player will have like their own
15 separate identification numbers, but you guys really won't
16 have to do anything. This will all be done through
17 Affinity. We have APIs that will be going into U.S. Soccer
18 national database that will go to FIFA and then come back
19 into the player's account.

20 How fast that's going to happen, they're still
21 working on it. It could be a 15-minute lag, could be
22 instantly, but that is still a discussion right now with
23 U.S. Soccer and us.

24 As you can see, right here on the little screen
25 here, if you are a Dick's Team HQ with Blue Sombrero, you're

1 automatically going to go into the national database. If
2 you're doing an upload into our system, that will be on the
3 right side, and that will go into another portal, and then,
4 as you can kind of see, it goes into the U.S. Connect and
5 then the National Data Portal and then to the top, and then
6 that stuff will filter down.

7 How all this stuff works, I'm not really a
8 computer person, but this is how they told me it's going to
9 go. Do you guys have any quick questions on that?

10 MR. MILLER: (Demonstrating.)

11 MR. RUBIN: Yes, sir?

12 MR. MILLER: Dave from Pierce County. So as a
13 player who goes through this, how does that affect me,
14 right? So what does this mean to me as a player?

15 MR. RUBIN: Nothing.

16 MR. MILLER: Okay.

17 MR. RUBIN: I mean you -- I mean what will happen
18 maybe if you're an international player -- and there will be
19 some screen shots on that -- that we'll do a clearance on
20 that, but for an American player who doesn't need any
21 international clearance, it's just going to happen
22 automatically. You won't have to -- the registrars won't
23 have to do anything, and it will just be on the player's
24 account for the U.S. National, U.S. Soccer and then for FIFA
25 soccer. Does that answer your question?

1 MR. MILLER: I think part of it is going to be a
2 pushback also wanting to know what information.

3 MR. RUBIN: What information. I'm a club
4 registrar also in San Diego. I'm a referee and a coach. So
5 I -- I see all this stuff.

6 So obviously this is from the 2018. This is what
7 you need to do. For you guys out here, really you need to
8 do nothing because once the players go into our system, we
9 take care of that from you.

10 Also from Terry and the state's association, we
11 take care of that information collected and then brought
12 back into the player's account, so there's no effect for the
13 Washington State Association to do anything.

14 MR. FISHER: So just one point, the FIFA
15 registration number is really an international child labor
16 issue. If you think the United States has problems getting
17 this onboard, think about any third-world country and
18 technology getting this onboard, but they're starting.
19 Check back in some number of years, and we'll let you know
20 how many are compliant.

21 This is a FIFA mandate, so as part of our World
22 Cup bid, we're trying to do everything we can do to get
23 onboard with we're doing our best.

24 MR. RUBIN: Yeah. Thank you, Terry.

25 So how is the data collected? It's just like I

1 was talking about. Once you guys put the uploads in or you
2 register, it's going to be done automatically. It won't
3 affect you guys at all. There may be some billing issues
4 that U.S. Soccer may want to talk to the state associations,
5 but that's going to be up to them, and we have no control
6 over that. We're just the data management.

7 And the state won't have to do any modifications.
8 These are the new questions they're going to be asking, and
9 if you're doing an online registration through our system,
10 you're going to see these questions right there. There's
11 county of -- country of birth, country of citizenship, and
12 play outside of the U.S. So those questions will
13 automatically be in the required fields for all new
14 registration for us and in Blue Sombrero. If you're using
15 another platform, uploads will have that data, and you will
16 just be submitting those into our system.

17 Any questions?

18 MR. HEROLD: (Demonstrating.)

19 MR. RUBIN: Yes, sir?

20 MR. HEROLD: Phil from Seattle Youth Soccer
21 Association. There are going to be families registered with
22 us who would rather not answer that question. If the deal
23 comes back blank, you know, are they going to be -- what
24 sort of expectations can we set? Are there going to be, you
25 know, checks and balances? You know, will it kick it back

1 out if it's blank? Any idea there?

2 MR. RUBIN: Um, if -- like Seattle, they do online
3 registration I believe for maybe the United. I'm not sure
4 what platform, but it's a required field, so what they put
5 in that cell would be up to what the parents would want to
6 put in that cell.

7 MR. HEROLD: Okay. But there's not going to be
8 checking on the back end?

9 MR. RUBIN: I -- I -- I won't know that. I don't
10 know that question.

11 MR. HEROLD: Okay.

12 MR. RUBIN: As long as there's something in that
13 cell, it will let the person continue to the registration
14 process, so if they do anything else, it's up to them.

15 Yes, ma'am?

16 MS. MERCURI: So we're -- Cheryl, Pierce County
17 Soccer -- so we're collecting this data for this year?

18 MR. RUBIN: Yes.

19 MS. MERCURI: Well, because I know we have our
20 registration open to the high school boys, and our
21 registration form was not modified to collect that data.

22 MR. RUBIN: Is that through Affinity, or is that
23 through another form?

24 MS. MERCURI: We use Bonzi.

25 MR. RUBIN: Okay. So I can't speak for Bonzi. I

1 can only speak for Affinity.

2 MS. MERCURI: Okay.

3 MR. RUBIN: But it is for the 18-19 season.

4 MR. FISHER: Bonzi is Blue Star, which is the
5 partner with the Federation to actually drive this entire
6 program, so I would reach back out to your contact at Bonzi.
7 Blue Star is the 20-million-dollar partner with the
8 Federation for this.

9 MS. MERCURI: Right. I just know from
10 Washington -- from Rainier has not modified the form to
11 collect that data.

12 MR. FISHER: I'd check back with Blue Star.

13 MS. MERCURI: Okay.

14 MR. FISHER: Or join Affinity.

15 MS. MERCURI: Quick on your feet.

16 (Simultaneous speaking.)

17 MR. KING: Art King, Kent Covington. So are you
18 planning to actually send this out broadly to all of the
19 different members outside of this group I'm just wondering,
20 or are you expecting it really for the 2018-2019 season to
21 start?

22 MR. RUBIN: It's for the 2018-2019 season. We
23 opened up the 18-19 season here. Anya is going to be
24 sending some information out to the staff about how to open
25 it, and she -- well, we'll have more when I open this

1 PowerPoint presentation. Isaac, go ahead and go to the next
2 page.

3 MR. KING: Another questions on this.

4 MR. RUBIN: Yeah.

5 MR. KING: Are we expecting some kind of
6 verification from the association on that additional data?

7 MR. FISHER: I'm sorry, Art. I didn't hear the
8 question.

9 MR. KING: Are we expecting some kind of
10 certification or verification process like we would for
11 birth -- birth years from different clubs?

12 MR. FISHER: I'm not expecting any
13 verification/certification. It's data that is being
14 mandated by U.S. Soccer for us to receive and send forward.
15 They've assured everybody it's not for marketing, it's not
16 for anything, it's for the FIFA project. And this is about
17 a year behind where it was supposed to be, so stay tuned,
18 and just put yourself in the position of the 209th country
19 in the world getting up to speed on this. So we will be
20 somewhere between first and 209th, and we'll do our best.
21 So it's a process, so.

22 MR. RUBIN: So as you can see right here, if
23 someone is going to -- well, this is if you were going to
24 register. You go to the player's account, and these are the
25 three questions right here that we have to answer. The

1 bottom one's the FIFA ID and the USSF ID. Those will
2 automatically autopopulate. You won't be able to re-create
3 those. They do that automatically through the API. So as
4 registrars you guys would see that, or your registrar would
5 see that.

6 Yes, sir?

7 MR. CARROLL: Curt from Pierce County. Didn't we
8 just have a registrars' meeting on Thursday?

9 MR. RUBIN: Yes.

10 MR. CARROLL: And we didn't expose it there; we're
11 just hearing it now; is that correct?

12 MR. RUBIN: That would be correct.

13 MR. CARROLL: Okay. So question -- and, again,
14 sorry. I put a lot of stuff back to the state since you're
15 a partner -- I hope that's coming down whatever the bullet
16 points are so we can get it to our registrars since we just
17 had -- take it to our registrars would have been helpful.
18 So something streamlining what needs presenting here, just
19 the bullet points, maybe the four-field something, just a
20 quick with a website click so they can be educated because
21 that sure would help us in your club association down below,
22 so anything you have would be great. Thank you very much.
23 I'm sorry we missed it on Thursday.

24 MR. BOND: Will some of the families and parents
25 be concerned with answering some of the questions?

1 Louie Bond with NSYSA. Say it was asking a kid played, you
2 know, military kid comes back from Italy or Germany or
3 whatever. Are they going to be concerned that they put yes
4 in those boxes as opposed to no? I mean what's this data
5 going to be used for?

6 MR. RUBIN: I really can't answer what the data's
7 going to be used for. I mean this is just required from
8 FIFA to U.S. Soccer, so Terry -- Terry can --

9 MR. FISHER: I can tell you what they've told us
10 the data is for, is to track international players coming
11 and going out of the country because of child labor. It
12 isn't to drive marketing dollars or add -- you know, taking
13 the material and advertising. Don't know that. That's not
14 what they've said. This is for player movement
15 internationally, a huge issue in the rest of the world.

16 And we'd like to know when players come here. You
17 know, if they were registered in a -- any country in the
18 world, they would have a FIFA ID number. Bang, you put it
19 in, and it goes to a computer, and there you are. This kid
20 came from "X", and he's here, and that's easy. So that's
21 the goal.

22 It is -- you can imagine how huge a project this
23 is in nonsophisticated countries. We can't even get a
24 player transfer let alone talk about registering all
25 players.

1 MR. RUBIN: So this again just talks about how
2 we're going to collect the data, send it to -- oh.

3 UNIDENTIFIED SPEAKER: I think we have a question
4 in the front.

5 MR. RUBIN: Sorry.

6 MR. CHEATHAM: Josh Cheatham with Federal Way.
7 Just when we roll this out, can we just make sure that it's
8 clear that the registrars are not going to be required to
9 validate the country of birth, because I think that's --
10 that's going to be -- that's going to be the first question?
11 Do I got to see a birth certificate or validate where they
12 were born at, or if they just put it in, are they done? So
13 make sure that that's clear because that's going to be the
14 number one question I'm going to get from our folks.

15 MR. MENDEZ: Just for some clarification in that
16 regard, because I'm also a parent in an association, I'm
17 also a coach in an association, and I have a child in the
18 RCL as well. So I feel like I'm in all three realms here
19 pretty entrenched, and as a parent this sounds to me like
20 it's an issue between my registration of my own kid with the
21 system and not necessarily my association Kent Covington and
22 their registrar and me, right, I mean?

23 So I -- the point is well taken, but from a parent
24 standpoint this is really me saying, What do I want to put
25 in that field, and if somebody has a question about what I

1 put in the field, come talk to me as a parent, but --

2 MR. CHEATHAM: And that's fine. I'm just saying
3 make sure it's clear to the registrar because they're going
4 to go back --

5 MR. MENDEZ: Right.

6 MR. CHEATHAM: -- and look, and they -- just --
7 just put it in writing. That's all I'm saying.

8 MR. MENDEZ: Yeah, no. I agree with you from the
9 context of I think -- I think from the registrar's
10 standpoint, that group needs to know that. I don't know
11 that we need to make a large statement to the community or
12 to parents or to families that says that.

13 MR. CHEATHAM: No, no, no, just the registrars.

14 MR. MENDEZ: Yeah, yeah, I'm with ya.

15 MR. CHEATHAM: Because they're the ones that are
16 going to be checking to make sure all the stuff is on point.

17 MR. MENDEZ: Yeah, I'm with ya.

18 MR. RUBIN: Any other questions on that part?

19 As you can see, we're talking about the ITC, which
20 is the international clearance that Terry touched base on.
21 Once the data gets in and gets back to you and there's an
22 issue, then they will contact the data office about a
23 player, they will contact the club, and then you guys can do
24 your discovery on the player who's going to be an
25 international player.

1 Next. So, like I said, they're running a bit
2 behind on all the testing, the sandbox, all the fun stuff.
3 Now it's supposed to be April for all this data to go into
4 the National Data Center. Again, they've been trying to
5 implement this for almost two years, and this is where we're
6 at. So it could be a little bit longer, but we're getting
7 there. It's baby steps it seems like, but we're getting
8 there, where it should be live in April, and we'll be
9 keeping you guys posted as the state association as well.

10 International clearance process I'm going to touch
11 base on. If the player needs clearance, they'll go to the
12 state, the state will contact you guys, and that's how it
13 would work. Any questions on international clearance? It's
14 a very small amount of people. It's not a lot of kids.

15 FAQs. We'll -- we'll have this out in the handout
16 to you guys, but this is just a quick little thing. Doesn't
17 affect you guys at all.

18 MR. BEUTHEL: Excuse me?

19 MR. RUBIN: Yes, sir?

20 MR. BEUTHEL: Fred Beuthel, EYSA. Can you go back
21 to the international player things once again because
22 that's -- that's going to actually come back to the same
23 issue or question that we were just talking about here if
24 parents choose to declare that their child has been born out
25 of the United States?

1 MR. RUBIN: That's going to really be, like he
2 said, up to the parent in what they want to put down --

3 MR. BEUTHEL: Yeah, exactly.

4 MR. RUBIN: -- and the discussion between the --
5 them.

6 MR. MILLER: Dave from Pierce County. So then if
7 the parent does declare that they're born in a foreign
8 county, military family or whatever, does that automatically
9 flag them so that they have to go through the screening
10 process? I mean that's -- that's -- as a registrar, that's
11 one of the things we're going to want to know is, how often
12 are we going to -- you know, I know it's a small percentage,
13 but is that a 1 percent or a 10 percent because of the
14 military families that we have come through our state?

15 MR. FISHER: It's a question I'll put forward to
16 Member Services in Chicago and back to Blue Star and get the
17 answer to that question because certainly -- certainly
18 they're trying to identify children that are in that
19 situation. We're not looking to make work. We're just
20 making sure that the children are here in the right way, but
21 that's a question I'll send to Chicago.

22 MS. GETZENDANER: So Lisa Getzendaner, NPSL. I --
23 the military's actually pretty easy to deal with. It's our
24 undocumented kids that we don't want to deny access to
25 soccer. So I'll -- I'll name the elephant in the room here.

1 We all know we have undocumented kids playing soccer that
2 are not in this country legally. You know, I don't want to
3 become a tool to put those families in jeopardy of not being
4 able to play soccer.

5 MR. FISHER: You have a U.S. Soccer organization
6 who's governed by a national governing body, by federal
7 laws, by various, you know, Sherman Acts. So believe me,
8 we're all in the same boat with this for data collection
9 just like DMV and the State a week or so ago. I'll refer it
10 to Chicago and get some clarification, which we will post
11 our response directly to the members.

12 MR. MENDEZ: I would just add that in this context
13 too, again, remember, it's me as the parent that's entering
14 this information. It's not the registrar that's entering
15 this information.

16 MS. GETZENDANER: I'm -- I'm just worried that it
17 will drive certain families away from participation
18 entirely.

19 MR. MENDEZ: No, I -- I appreciate that. I -- I
20 don't have the same worry --

21 MS. GETZENDANER: I hope not. I really hope not.

22 MR. MENDEZ: -- but I appreciate -- I appreciate
23 the sentiment.

24 UNIDENTIFIED SPEAKER: Valid concern.

25 MR. BEUTHEL: All right. Thank you.

1 MR. MENDEZ: Thank you, sir.

2 MR. RUBIN: And then these are just FAQs. You
3 know, if you -- how the player's gonna get there, what is it
4 going to be for you guys, what kind of work are you going to
5 have to do, but I think it's pretty much as normal except
6 for those three questions that are mandated by U.S. Soccer,
7 and that's our only goal to do, is collect the data.

8 Yes?

9 MS. MCGILLIVRAY: So it's Jane McGillivray on the
10 board. Is there any plan to make it transparent to the NCAA
11 recruiting or make that college recruiting process easier as
12 a parent with a kid?

13 MR. FISHER: No.

14 (Simultaneous speaking.)

15 MR. FISHER: It's just a really big no.

16 MS. MCGILLIVRAY: Thanks, Terry.

17 UNIDENTIFIED SPEAKER: All capped.

18 MS. MCGILLIVRAY: All capped.

19 MR. RUBIN: Any other questions?

20 MS. MCGILLIVRAY: Apples and oranges.

21 MR. BEUTHEL: I would assume in this case if we
22 have players who register in both, for example, a US Club
23 club and Washington Youth Soccer-affiliated club, we might
24 see conflicts coming back if there's multiple submissions
25 here?

1 MR. FISHER: My understanding is that once they've
2 registered at one, their player ID transfers to whatever
3 association that they would be in the database, so there
4 won't be multiple numbers for the same kid. So that's --

5 MR. BEUTHEL: That makes sense.

6 MR. FISHER: From an ID point of view, we will
7 have one number no matter where you're playing within the
8 system.

9 MR. RUBIN: On the second question, it just talks
10 about a deduping like where it could be, like you're talking
11 about, two organizations.

12 MR. BEUTHEL: Two organizations?

13 MR. RUBIN: Yeah.

14 MR. BEUTHEL: Two organizations submit the same
15 player, they identify that?

16 MR. RUBIN: They're just going to get the same
17 number, correct.

18 MR. BEUTHEL: Okay. Do we -- will the clubs that
19 have a player that's double-registered actually be notified
20 that they've got a player that's registered in multiple
21 clubs?

22 MR. FISHER: I don't think that it's talking about
23 a registration, a playing season. This is talking about a
24 player registered to a national database, and I am not -- I
25 don't believe they're thinking about they're going to notify

1 you that this kid's in multiple associations. That's my
2 understanding.

3 MR. BEUTHEL: Okay.

4 MR. FISHER: All they care about is, he has a
5 player ID.

6 MR. RUBIN: So like if they register at Affinity
7 and we get our player in first and US Club gets theirs and
8 it's the same data, Oh, this guy already has an ID, then
9 it's going to go right back into US Club with the same ID
10 number that he has in Affinity.

11 MR. BEUTHEL: Okay.

12 MR. RUBIN: So it really won't --

13 MR. BEUTHEL: It's just an ID. We won't actually
14 be informed that we've got players who are registered in
15 multiple?

16 MR. POPP: No, probably not, Fred.

17 MR. BEUTHEL: Okay.

18 MR. POPP: And at this stage those programs
19 operate independently.

20 MR. BEUTHEL: Yep.

21 MR. POPP: And I don't see the Federation being
22 the joiner of that. Although, you know, it's --

23 MR. BEUTHEL: Okay. They're putting themselves in
24 that position.

25 MR. POPP: I mean it's on the -- it's -- you talk

1 about, as we talked about earlier, the Federation
2 consolidating the game.

3 MR. BEUTHEL: The Federation consolidates the
4 game.

5 MR. POPP: Arguably this is one of the ways that
6 they might do that in terms of the national registration
7 database.

8 MR. BEUTHEL: Thank you.

9 MR. RUBIN: So if you were one of the associations
10 or clubs down below, you see where it goes to the National
11 Data Center? That's what they'll do, the deduping testing,
12 and then they'll come down, and then it will populate like
13 if they did Affinity first and got the number, when US Club
14 submits their upload or however they get it, they'll say,
15 Oh, this guy already has an ID number, and it will give you
16 the same ID number. That's how it's going to work. They're
17 all going to come from the top, the National Data Center.

18 MR. BEUTHEL: Yep.

19 MR. RUBIN: Great. Thank you very much for your
20 time, guys. Have a great day.

21 UNIDENTIFIED SPEAKER: Thanks. You too.

22 (Applause.)

23 MR. POPP: That you, Daniel, and Isaac. Thank
24 you, Isaac, for being here. It's been recommended we might
25 take a ten-minute break. We've been in the room for an

1 hour, hour plus for those of us who sat in on the budget
2 discussion. So it's 10:10 at the moment. Let's rejoin at
3 10:20 please.

4 (Break from 10:09 to 10:26 a.m.)

5 MR. POPP: All right. Thanks, everyone. Thanks
6 for coming back to attention here. Appreciate that. I got
7 my cup of coffee. I'm good.

8 All right. Well, let's just dive back into the
9 agenda, if we could please. Next up on the agenda is
10 Number 10, our Respect Campaign. I just want to reiterate
11 that we are still fully committed to this campaign. We've
12 been doing some really -- what I think are some pretty cool
13 things around -- around the state of Washington to drive
14 respect into the game at all levels.

15 You know, it is a -- it's once again a unique
16 proposition that Washington Youth Soccer has been focusing
17 on an area of our programs to be able to raise the level of
18 positive, and I'm going to talk a little bit more about the
19 Positive Coaching Alliance here later in our agenda, but
20 raise the positive nature of the game for our kids.

21 I had the unique opportunity of sitting on the
22 plane flying go Philadelphia -- just happened to sit next to
23 Sandy Hunt, who's one of our best-known referee experts in
24 Washington State, and we chatted about both the challenge
25 and the opportunity in front of us for improving the

1 sideline behavior and the on-field behavior of players,
2 parents, coaches and referees. And I would argue probably
3 the recipient of most of that negative commentary is -- are
4 the referees.

5 And we all know that for us to be able to grow our
6 game and to improve the quality of the game for our kids, we
7 need quality refereeing, and when our youth players, for
8 example, our youth referees go out there and get abused by
9 parents and coaches, it ends their career pretty quickly.

10 So we're pretty adamant about continuing to drive
11 the message of respect for all levels and from all
12 participants in the youth game. We encourage parents to be
13 the example for their players on the field, and I'm -- by
14 that I mean a positive example. We encourage our players to
15 be respectful of the referees in the game and other players,
16 and particularly we encourage parents -- again, reiterate
17 parents -- to be the appropriate role models for -- for all.
18 And it takes some effort, right?

19 I'm sorry. I'm blanking on the three-lines motto
20 that we put in place for that, Terry. Can you help me?
21 Everywhere, every field, all the time, something I want to
22 say.

23 So I just want you to know, I won't take a lot
24 more time on this other than to say that we're continuing in
25 that campaign. We're just adamant about how it can change

1 the environment for our kids. So we encourage you to
2 support that campaign on your local level.

3 Yes?

4 MR. MILLER: This is Dave from Pierce County. So
5 on that lines, as a referee signer and a referee myself who
6 knows exactly how little referees we have, as we grow our
7 membership to have more games and we need more referees, how
8 is Washington Youth Soccer partnering with the Washington
9 State Referee Committee to help grow the referees as well
10 because I haven't seen anything coming from Washington Youth
11 Soccer talking about, This is where you go to talk about
12 referee things?

13 MR. POPP: I'll let Terry take that.

14 MR. FISHER: We are parters with the Referee
15 Committee. If you talk to Jim Kritzberg, I'm on the phone
16 every week with Jim Kritzberg. I work very closely with
17 Will Niccolls, with Ben Oakley, with Dee White. We support
18 all of their in their coaching -- or their referee clinics.
19 We certainly can do more, and if it's about recruiting, so
20 we're in recruiting, retention, retraining, retaining.
21 That's our role.

22 So you are absolutely right. We can do more to
23 ask more people to become referees, which ties right back
24 into, if I get a 14-year-old person to referee, that I don't
25 lose them after week one and they go home crying because

1 they were abused.

2 So we can do more, but we are totally in. We had
3 a full-time SYRA paid, full-time for four or five years. We
4 had Ben Oakley come on and do it after that. So we've --
5 we're the number one proponents in the region supporting
6 referees for their stipends, for their growth, for their
7 education. We can do more. So I guess that question is
8 what --

9 MR. MILLER: Yeah, and my thing isn't that you
10 aren't doing that. It's just that what I haven't seen is
11 like you guys have a larger database for the players to
12 access than the referee community does, and so seeing an
13 e-mail from Washington Youth Soccer when you send out your
14 newsletter saying, Hey, by the way, become a referee, here's
15 the link to referee, you know, just a little simple like
16 that.

17 MR. FISHER: Yeah, so I -- we will -- we'll frame
18 that, and we'll put a campaign together and put that on our
19 social media piece, and we will tie that together with,
20 become a referee, assist, because it also ties into, it's
21 part of volunteerism. In the case of volunteerism, you're
22 actually getting paid albeit you have to measure the amount
23 you get paid versus the abuse.

24 So what we're trying to do is eliminate the abuse,
25 but a good point, Dave, and we'll do that.

1 MR. POPP: Yeah. And on my note, I was fortunate
2 enough to travel with Jim back to Chicago in the fall to go
3 through the Federation's new rollout or proposed rollout for
4 changing assigning rules across the country, and I learned a
5 ton from Jim in that short two-day trip to Chicago about
6 what we do here in Washington as well as his perspective on
7 what's happening on the national scale. And I would say --
8 he can speak for himself, but I think he was in support of
9 what they were suggesting on the national scale,
10 particularly around technology.

11 Yes, but I think that ties in very nicely with our
12 Respect Campaign, frankly, is that the help on the
13 postcertification of a referee to make that experience good
14 but also get more kids into the game, and adults into the
15 game, as referees. Thank you.

16 MR. PROBART: Ashley Probart, Thurston County
17 Youth Soccer Association. As we're approaching spring
18 season, we've already moved towards actually having kind of
19 unmarked field marshals at our games, especially the first
20 two or three weeks, to help monitor parents as well as give
21 the referees a little bit of relief on that front, but one
22 thing I would ask just as we had talked about encouragement,
23 if you at WYSA would send out an e-mail saying, We're paying
24 special attention to that this year, that would give us at
25 the association level even that much more background to send

1 home to the parents, Behave, be on your best behavior, et
2 cetera.

3 The other thing that we tried a couple years ago,
4 and it stalled out, but we started doing Silent Saturday
5 two-thirds of the way through the rec season so that the
6 parents had to just only clap, and we found that to be very
7 beneficial for the youngest referees. We made a point of
8 scheduling them on that day so they could focus on being a
9 referee and not being criticized.

10 MR. POPP: How did that --

11 MR. PROBART: Actually, the least attraction we
12 had was with the most vocal coaches. Conversely, it was
13 about two-to-one in the e-mails for those parents that were
14 saying, Thank, God, I actually get to watch my kid play and
15 not listen to my other neighbor, and about one-third were
16 behave --

17 MR. POPP: Was it --

18 MR. PROBART: -- able to cheer, so.

19 MR. POPP: Yeah. What -- sorry to interrupt you.
20 Was it -- was it via e-mail was the primary message
21 delivery, or did you actually go out on the field before
22 games and say, Here's what we're doing today, or?

23 MR. PROBART: It was presented at the beginning of
24 each season at each club level that the -- like the sixth
25 week we're going to do this, and it was decided to do it I

1 think at U11 and up and not U8 or U9s because you still need
2 a lot more engagement with the kids at that age.

3 MR. POPP: It's a great idea.

4 MR. PROBART: So it's been done elsewhere in the
5 county, but, like I said, it's about a two-to-one, and it's
6 interesting how many people said, It was nice just to get to
7 watch my own kid.

8 MR. POPP: Yeah. Awesome. Thanks for sharing
9 that. That's a great idea. We should capture that as a
10 suggestion. Maybe we could start a -- is there a national
11 Silent Saturdays?

12 MR. PROBART: Well, actually, the way I found out
13 about it is through cousins in Sacramento that have been
14 doing it in their area for several years.

15 MS. MCGILLIVRAY: It's actually a PCA. They
16 recommend it.

17 MR. POPP: Okay. Well, fantastic.

18 MS. MCGILLIVRAY: So it's actually a perfect
19 segue.

20 MR. POPP: It is. It is. On that note, let's
21 roll into Item Number 11 with our Positive Coaching
22 Alliance, and with that, our Positive Coaching Alliance
23 expert, Jane McGillivray.

24 MS. MCGILLIVRAY: Thank you. You have a packet in
25 your -- or little part of your packet. I'm not going to

1 speak to it. This is for reference only. It's for you to
2 take with you. It's an example of how Seattle Youth Soccer
3 has rolled out their Positive Coaching Alliance pilot over
4 the last year and the last two years.

5 There's also a little shout-out here -- and I
6 don't know where Bill went, but Highline has also been doing
7 Positive Coaching Alliance work for quite some time.

8 And I want to tell you my embarrassing story. My
9 embarrassing story is the fact that I did used to be that
10 parent on the sideline who was coaching their kid, you know,
11 acting like it was the World Cup goal even though it was U6,
12 and -- right? Little hypercompetitive. I was a former
13 athlete in high school but nothing with a ball.

14 So then I start coaching my kid's soccer team,
15 right, and I'm all about the scoreboard. It's competitive.
16 I want to win. I'm coaching from this -- you know, yelling
17 at the kids.

18 The most embarrassing moment I think I had was
19 when one parent actually asked me to stop yelling and I
20 said, no, I'm actually coaching, but no, I wasn't coaching.

21 So fast-forward to the spring of that year, and I
22 get a Positive Coaching Alliance book from Ballard Little
23 League. Thank God I read it, and it changed my whole
24 philosophy on coaching. I started paying attention to the
25 kids' development, having fun during every practice, every

1 game.

2 What -- Positive Coaching Alliance defines winning
3 as not what the scoreboard says, but did the child give it
4 their best effort, did they learn something, and can they
5 bounce back from mistakes? Are they respecting the rules?
6 Are they respecting the officials? Are they respecting
7 their opponent even when their opponent's crushing them
8 because it's making them better, right? It's teaching them
9 to deal with adversity -- adversity -- adversity -- I can
10 say it -- as well as their teammates and themselves.

11 So it's really all about self-respect, team
12 respect, community respect, and the most important
13 philosophy that Positive Coaching Alliance has, which is
14 actually borne out in neurological studies, is the
15 five-to-one magic ratio of filling emotional tanks and
16 really approaching kids with positive messages before you
17 give them any constructive messages so that they're not
18 defensive, they can hear it.

19 And studies have been done. This is true for
20 adults. This is true for kids. We all want to have -- we
21 all do our best when we are in a positive environment. Even
22 the military now is only breaking people down in boot camp.
23 Other than that, they do all Positive Coaching Alliance
24 stuff. They've been doing PCA training within the military
25 as well.

1 So thank God I read the book. My practices became
2 more fun. The games became more fun. The girls started
3 having more fun, and I didn't lose a single player.
4 Throughout my six years of coaching rec, I never lost a
5 player. And all the parents would say, We love that you're
6 coaching. We love how you're treating these girls. We love
7 the role model that you are. And there are a million moms
8 just like me.

9 All the sports I played never involved a ball. I
10 didn't know how to coach soccer. We talked about coaches'
11 training earlier, and I know that that was more related to
12 the technical training, but this is just as important.

13 One of my son's RCL coach, he's a former U.S.
14 Men's National Team player, played a year for the Sounders,
15 phenomenal on his technical, terrible in his Positive
16 Coaching Alliance, and the parents had a big issue with him,
17 and even the kids didn't really engage with him. Had he
18 been able to fill their emotional tanks, he would have
19 connected with them and had more of an opportunity to make
20 them better. He made them better, but he could have had
21 more of an impact. And not all of the kids were really that
22 happy on the team.

23 So our goal within Washington Youth Soccer and
24 with all of our associations across the state -- and I don't
25 really stop at soccer or at Washington or at the United

1 States, quite frankly -- is to create that positive space so
2 that we can maximize human potential and create the best
3 society, and of course I also want to win a World's Cup
4 someday.

5 So take this with you. There are -- we signed an
6 agreement with Washington -- or with Positive Coaching
7 Alliance that we will be sponsoring some workshops, and we
8 are here to support you in those workshops. We want to
9 encourage you to schedule these workshops. We have 36 per
10 year?

11 MR. FISHER: We've signed up a two-year agreement
12 for 36 sessions a year. So we have 29 associations, so that
13 means at least everybody can have one.

14 MS. MCGILLIVRAY: Mm-hmm.

15 MR. FISHER: It's use them or lose them, so we're
16 gonna use them, and those that come forward first, we'll
17 talk about some criteria. We pay the fee, not a small fee.
18 We'll provide the books, not a small fee. But it's our
19 commitment to walk the walk that we talk --

20 MS. MCGILLIVRAY: Mm-hmm.

21 MR. FISHER: -- and reinvest back in the
22 membership. So to Lisa's point earlier about helping coach
23 education, we can help by making our sidelines better and
24 put forward to the membership some actual help.

25 So your job will be to fill the room with numbers

1 of people required to do the session and then have willing
2 people come and attend and get the benefit. So this is the
3 after PCA. (Indicating Ms. McGillivray.)

4 MS. MCGILLIVRAY: And I'll give you one other
5 little anecdote with the after PCA. So I did -- my team
6 last year, they all kind of went -- a lot went to Select,
7 others went to different teams, and I didn't coach this last
8 year, but two of my players went to another team, and I ran
9 into the mom at Trader Joe's, and she said to me -- she was
10 like elated, and she was beaming, and she said the girls
11 were having the best year. The coach had come to her and
12 said she had taken the PCA training and they were -- and she
13 was using the principles at every practice, at every game,
14 and that they were just having the best time. And I was
15 like, you've completely made my day. That -- that is what
16 it's about right there, the girls having fun, and then
17 they'll keep playing, and we can grow our numbers, which is
18 important to all of us. So thank you.

19 MR. FISHER: Any comments?

20 MR. POPP: Any questions, comments?

21 MS. HUNTING: Donna Hunting, Southwest Washington
22 Youth Soccer Association. We started a PCA also. Are you
23 going to cut back any of the associations that have paid for
24 their PCA contracts on their own since we already started
25 that, or how can you support us, which -- you know, we have

1 a hard time getting coaches to go to our -- our meetings and
2 whatnot. I -- I don't know how we can, you know.

3 MR. FISHER: Our goal is to partner with you. If
4 you've already instituted a PCA program and you're midstream
5 and helpful, it is not at all to say, Great, that's
6 something that you can give me any details, and we're
7 looking as an organization, if you look at our budget,
8 there's no line item in there that talks to that number.

9 MS. HUNTING: Yeah.

10 MR. FISHER: So I've got to go out and fund it,
11 and I'm going to do that because it's the right thing to do
12 for you. So if you're midstream, tell me the details. We
13 can see how we can help and support. It's not to punish you
14 because you've been proactive. I know Seattle Youth
15 Soccer's way down the trail on that, so they're probably not
16 done because it's 14,000 members, so --

17 MS. HUNTING: Yeah.

18 MR. FISHER: -- so probably got more work to do,
19 so I would help you get the word out to fill the session
20 because it's no good to spend the money and no one show up,
21 burning dollars.

22 MS. HUNTING: We had ten coaches at our last one.

23 MS. MCGILLIVRAY: It's really a great question,
24 and one of the things that I've always put forth is at the
25 fall coaches' meetings where they do have to come and get

1 their equipment and learn what they're doing, we will speak
2 about it there and talk about how it's not just good for you
3 and your team. It will help you in your personal
4 relationships. It will help you as a manager at work or
5 whatever team you're on at work. There is Positive Coaching
6 Alliance principles that I've brought into my teams at work.
7 And so I talk about the what's in it for them --

8 MS. HUNTING: Yeah.

9 MS. MCGILLIVRAY: -- and then you get more focus
10 there.

11 MS. HUNTING: It's difficult.

12 MS. MCGILLIVRAY: It is difficult.

13 MS. HUNTING: You know, we sign up. We use -- we
14 have them pay for a registration fee, but then we reimburse
15 them once they attend. That's the, you know --

16 MR. POPP: So there's even a financial incentive.

17 MS. HUNTING: Yeah.

18 MR. POPP: Yeah.

19 MS. HUNTING: You know, we -- we do not charge
20 them anything except for our fee to use the credit card.

21 MS. MCGILLIVRAY: Mm-hmm.

22 MS. HUNTING: So we reimburse them once they
23 attend, so we thought that would be a good incentive. I
24 just am trying to figure out how to get our coaches and
25 people to attend.

1 MS. MCGILLIVRAY: Yeah. And I know when I was on
2 the SYSA Board, what we did is, the association on year one
3 bore the cost of it, and year two we were wanting to partner
4 more with the clubs --

5 MS. HUNTING: Yeah.

6 MS. MCGILLIVRAY: -- within the neighborhoods to
7 have them bear more of the cost --

8 MS. HUNTING: Right, and that's what we're doing.

9 MS. MCGILLIVRAY: -- and some of the clubs were
10 more able to than others, so the real goal is, how do we get
11 those clubs that are not engaged more engaged. Some of that
12 is, we're partnering with PCA to provide some coaches who
13 speak Spanish so that we can get them trained to run some
14 PCA trainings in Spanish for those communities that are --
15 have a barrier because of language.

16 MS. HUNTING: Yeah, that's always an issue too,
17 so.

18 MS. MCGILLIVRAY: Yeah.

19 MR. POPP: Bryan.

20 MR. O'DONNELL: Bryan, Northshore Youth Soccer
21 Association. What is the minimum number you need to hold it
22 and a maximum number, and what's the time frame for the
23 class? Like how long does it last?

24 MS. MCGILLIVRAY: The class is usually a two-hour
25 block each morning. However, PCA will say that they can do

1 it -- they'll make it fit whenever. Their ideal is two
2 hours. They have run trainings field-side right after a
3 game. They will do whatever because their goal is to create
4 that positive space for kids to play soccer and have fun or
5 play sports, whatever it is. They work with all the sports,
6 but of course we're interested in soccer.

7 So they'll -- they'll come and figure it out.
8 They don't need a screen. They don't need a PowerPoint.
9 They can make it work however. They've got really great
10 trainers.

11 MR. O'DONNELL: So I just ask about the minimums
12 because all of our coaches are required to obtain in-house
13 U6, U7 through U10s training, so I just figure if we can add
14 it to that, what is the minimum they can hold it, and what's
15 the maximum?

16 MS. MCGILLIVRAY: Mm-hmm.

17 MR. FISHER: I'll get back to you, Bryan, and I'm
18 actually reading the agreement.

19 MR. O'DONNELL: Okay.

20 MR. FISHER: We did discuss it, and it's
21 absolutely brand new, but I'll get back to everybody with
22 all the details about the offerings, how you sign up. Jane
23 is a board liaison, we'll have a staff person, and I'll get
24 you the details.

25 MR. O'DONNELL: Thank you.

1 MR. POPP: Yeah, we'd love to tie into your
2 existing curriculum.

3 MR. O'DONNELL: Yeah, to me it's just easy because
4 all our coaches have to do it, so.

5 MR. POPP: Yeah. Awesome. What's another
6 question? Louie?

7 MR. BOND: I have the same exact. That's how we
8 would implement it. I'd ask every club that is having
9 mandatory coach education, especially starting with the
10 newest and youngest, to tie that in, and it would be just
11 part of that curriculum.

12 MS. MCGILLIVRAY: Yeah. And I'm not sure -- Phil,
13 I'm going to -- I'm going to volunteer you, and I'm going to
14 volunteer Bill because he's not here either. The Highline
15 and Seattle Youth Soccer, they've been running this and
16 working with PCA for a while, so they might -- you know,
17 we're all collaborators here. We could do some peer
18 coaching and see how other associations are doing it and get
19 help from each other, and I'm always here to help too.

20 MR. HEROLD: I can tell you that we started with
21 giving the -- giving the workshop to all of the club
22 commissioners and anyone who wanted to attend at our Annual
23 General Meeting last May. There was a lot of interest in
24 it. We rolled it out to our Executive Director, and a lot
25 of you don't have an Executive Director, that luxury, but

1 Ed, our Executive Director, is taking it on. In the
2 meantime our two largest clubs took it on on their own and
3 started rolling it out to their coaches.

4 So that's -- that's where we're at. The largest
5 clubs who had the wherewithal to do it and had a critical
6 mass of coaches did it for themselves, and then we're
7 circling around within the rest of the -- at an association
8 level to cover the smaller clubs. So that's the -- that's
9 the model that we're worked on.

10 Just as an editorial comment, the coaching
11 licenses give you a -- give you a grounding in tactics and
12 some technical stuff, but they don't teach you the emotional
13 side, and really that's where the reward comes from, the
14 coaching at the recreational level. And this gives you a
15 formula for some of what a recreational coach, as a parent
16 knows intrinsically on their own, but it gives you a
17 framework on which to execute it, and at the end of the day,
18 you can feel good about a coach. Even if you finish on the
19 bottom of the league, you're still providing a positive
20 experience.

21 So as an adjunct to the other coaching offerings,
22 I think it is very valuable, especially for a volunteer
23 coach.

24 That being said, Seattle United has also --

25 (Court reporter interrupts.)

1 MR. HEROLD: -- Seattle United has "drank the
2 Kool-Aid." I'm Phil from Seattle Youth Soccer Association.

3 MS. MCGILLIVRAY: Not just Seattle United but
4 Eastside FC, Pac Northwest and the Seattle Sounders, all of
5 them.

6 MR. HEROLD: Yeah.

7 MS. MCGILLIVRAY: I -- and me. I've drank the
8 Kool-Aid.

9 MR. HEROLD: Yeah, but I think that there's -- I
10 think that there's a lot to be said even though these big
11 clubs are doing it, you know, there's -- it rewards a
12 recreational coach for a job well done at being a
13 recreational coach. I think that's the bigger value.

14 MS. MCGILLIVRAY: And what Phil's referring to in
15 terms of that framework, it's great for rec coaches, and the
16 coach I was referring to, who's the U.S. Men's National Team
17 and Rookie of the Year for the Sounders, one of the things
18 that I helped him with was, PCA has a parent meeting agenda,
19 and it is a brilliant tool to cover everything you need to
20 cover with a parent at the beginning of the season to set
21 the expectations. The biggest complaint that we always get
22 is playing time, right? So it helps to set those kinds of
23 expectations.

24 There's a parent pledge, which is really kind of
25 the opposite of what we have in our Code of Conduct, but

1 it's all framed positively, like, I'm not going to yell at
2 the ref. I'm not going to disparage my coach in front of
3 the child because that takes away from the child's
4 appearance. There's a lot of these -- I'm going to get my
5 child to practice on time because that makes for the best
6 experience. There's a lot -- there's like five items in the
7 parent pledge. They make a really big difference, and when
8 the parents sign it and then they start yelling at the ref,
9 you've got something to go back to and say, Hey, remember we
10 signed that?

11 And one of the things we've been talking about
12 here at the board is, when you do have a disciplinary
13 infraction with a coach or a parent, we have some online
14 training that's available to us through this contract. That
15 can be our first course of action with someone is to have
16 them take the class because obviously they have a lot to
17 offer. I had a lot to offer, but I was a jerk on the
18 sideline. Thank God I changed, and so can other people as
19 well if we give them a chance.

20 MR. POPP: All right. Jane, thank you very much.
21 We're excited about our new partnership with PCA, and I hope
22 you will take advantage of it in your local memberships.
23 Thank you.

24 (Applause.)

25 MR. POPP: So I just want to add a little clarity

1 to our agenda. Next up is Good of the Game, and it says
2 Adjournment, but I want to be super clear -- I see
3 James Stewart sitting in the back of the room nodding --
4 that the last bullet point or the last number of Strategic
5 Plan with James is very -- a very important part of our
6 discussion today. As we roll out our strategic plan, we
7 want your input and feedback so that we're doing this as a
8 collective.

9 So please don't -- please don't read Adjournment
10 as good-bye, but, rather, it's -- really all it notates is
11 the end of a need for a stenographer for our discussions.
12 So at the Adjournment of Number 14, we will definitely be
13 continuing on in a discussion for our strategic planning,
14 and it's really important that you stay and help us with
15 that, if you would.

16 All right. So on that note, I'll breeze through a
17 couple of items for Good of the Game, and we are happy to
18 take others as it comes, but just in general I want you to
19 know what else we're doing here on the board.

20 The first one is, in your table in front of you,
21 last evening at our Board Member Meeting, we passed a new
22 policy, and I won't bother reading it, but you can read for
23 yourself, but the gist of it is that as we go forward and
24 continue, as we have in the past, to help fund field
25 development in your state -- and there are several projects

1 we can point to over the last several years where we've
2 provided loans to local clubs and associations to develop
3 fields -- we're going to add into that a requirement that
4 field safety and the evaluation of the artificial turf
5 infield -- infill be evaluated and we get some reporting
6 back from the recipient of those funding dollars that
7 they're -- they're creating a field that's safe.

8 So one of our good friends and partners,
9 Amy Allmann, who's the 22-year goalkeeping coach at the
10 University of Washington Women's Team, recently this last
11 weekend inducted into the U.S. Youth Soccer Hall of Fame,
12 has been a proponent of safety in artificial turf for
13 several years. We -- she recommended, we recommended that
14 we put this policy in place.

15 All that really means is that we're going to be
16 paying attention to what goes into the fields that we help
17 fund. If you have any questions on that, feel free to reach
18 out. We encourage that. And, by the way, if you have
19 field-development projects in the offing yourselves, let us
20 know. We don't have an enormous reserve fund, but what we
21 do have and what we're continuing to rebuild with surplus
22 profits, if we can call it that for a nonprofit --

23 MR. HEROLD: Retained earnings.

24 MR. POPP: Retained earnings. Thank you, Phil --
25 that we're going to continue to support field development

1 because from our perspective that's one of the biggest
2 challenges, one of the biggest challenges we have, in
3 developing the game is facilities for the kids to play.

4 So on that -- yes?

5 MR. PROBART: Well, I just had one question.
6 Obviously we all support the policy, but in my negotiations
7 at multiple carpet companies, they all give us some sort of
8 statement that they were baked internally in term of saying
9 their product is safe, everything that they use is safe. So
10 is there some sort of metric that WYSA or at a national
11 level that we can look to that's independent of the carpet
12 companies so that we can have something to judge against?
13 Because we certainly care about safety, but, on the other
14 hand, like I said, in my experiences I get a document this
15 thick saying, Our product is absolutely safe, and I'm not a
16 technical expert, so how do I even have a metric to judge or
17 push back on?

18 MR. FISHER: We are not going to be the clearing
19 agency, but we are going to hold it up to the highest
20 standards available in the FDA, in the United States
21 government, in the CDC. We'll be there as a partner, and
22 all we really want to be is there with you by your side
23 talking about what is best practice and what's available.

24 MS. GETZENDANER: There is some scientific
25 research in this, actually scientifically and not

1 . anecdotally, that is available I think on the NIH web --
2 National Institute of Health website and variety of other
3 places. You can go out and Google that. So I would be very
4 cautious that the anecdotes are actually supported by
5 scientific research.

6 MR. FISHER: So this policy, Lisa, was put in
7 place because of all of the unscientific anecdote because we
8 have to CYA, by the way, and we are engaged. Our board was
9 engaged. We attended the same meetings you are, and we all
10 want to be totally as transparent as we can that we are
11 concerned. That's our job.

12 MR. PROBART: I had a follow-up question on the
13 revolving fund or loan fund, which I think's fantastic, but
14 my experience has been, we're in Thurston County, and when
15 we look at what we can charge for rent and our ability to
16 match other funds, sometimes the payback period between the
17 carpet companies or even the program you offer is shorter
18 than what our budget allows.

19 So what I'm trying to say is, we can only charge
20 field rents for this much, and a lot of times we need like a
21 nine- or ten-year payoff to recapture what we estimate our
22 field's worth financially even with granting amounts. So I
23 would encourage if there's a way to grow that fund or look
24 at maybe some one-time assessments or things like that, that
25 may be a better or more affordable way than that, that could

1 be a difference-maker, and then I've shared this and I've
2 had this discussion with Eastern Washington clubs as well.

3 MR. POPP: Well as I've gotten into this role and
4 met several of my peers around the country, the board
5 director and presidents of different youth associations,
6 they have a variety of ways that they do fundraising in
7 their own states that are specifically earmarked for field
8 development and facility development. So would love
9 feedback from this audience on how we do that.

10 I know each of your organizations probably wonder
11 and work on the same challenges on a local level. Would
12 love to know what we could do as a collective, and we've
13 done several things in partnership with the Sounders and
14 others, but clearly it is a big challenge for all of us.

15 MR. FISHER: So Utah as an example has added \$40
16 per player for five years each year to a field fund, so let
17 us know when that can be advanced to you guys.

18 MR. POPP: Yeah. I mean we're -- that was just
19 last weekend we were having a conversation with our Utah
20 peers, and the -- I think the good news for that is, all of
21 the funds gathered from that collective player fee
22 adjustment will be earmarked for the local associations'
23 fields, right? So if Draper, Utah kids are contributing to
24 that fund, then the field development would go back into
25 Draper, Utah.

1 So I'm not proposing that, by the way, for us,
2 but -- but I am interested in dialogue around what we can do
3 at a state level, not only for what we can do in your local
4 market but what we can do collectively for markets that are
5 under-represented in this room, so to get other kids playing
6 who don't have a local association that can help them or
7 support them. So that's our interest at a state level.

8 Question, Art.

9 MR. KING: Art King, Kent Covington. I'd suggest
10 that if Washington Youth Soccer can help facilitate, I mean
11 we've certainly seen several clubs and associations take
12 advantage of. I think there are some best practices to
13 share for those that are interested. Many of us have
14 already learned like what does it take to actually be able
15 to repay those things and keep on those short time frames,
16 not to mention realizing the long-term commitment beyond
17 that initial investment. There's a lot of planning that has
18 to go into it. I think there's enough best practices. We
19 just need to get that out. Maybe that's something we can
20 help facilitate through Washington Youth Soccer.

21 MR. POPP: Well, there's some great examples out
22 there, public-private partnerships, working with -- in
23 tandem with school districts for codevelopment. There's
24 some great examples in the marketplace.

25 MR. PROBART: I think what he's getting at is, so

1 you want to get an artificial turf field? What do you got
2 to know?

3 (Simultaneous speaking.)

4 MR. POPP: Yeah. Great. Well, thank you for
5 that, and always looking for feedback and support in that
6 area.

7 Next on the Good of the Game, I just want to
8 reiterate one of the items for the soccer presidents for the
9 Federation that we are interested in and supporting is the
10 World Cup 2026 bid. It's really above my paygrade, but we
11 appreciate and recognize that for the national scope of
12 soccer, particularly from a very important financial game
13 from hosting those games in the U.S. that will, if you'll
14 pardon the term, trickle down into the state, into the youth
15 soccer game, we are definitely interested.

16 Seattle, you may know, was one of the 18-venue
17 cities -- I think it's 18 -- that were approved
18 preliminarily, which would be super exciting obviously to
19 have some World Cup games here. You saw the success of the
20 Copa America games the summer before last, and it was a
21 brilliant success, and it was a huge amount of revenue
22 driven. Sunil Gulati said in his discussion of the reserve
23 fund at the Federation that 60 million of the 150 million
24 came from the success of those games, so you can imagine
25 what a World Cup's stage would look like.

1 If you haven't been paying attention, the bid is
2 going to be a three-country bid between the U.S., Mexico and
3 Canada. The U.S. probably would have two-thirds of those
4 games in terms of venues. Want to add anything, Coach?

5 MR. FISHER: Nope.

6 MR. POPP: So we are definitely supporting that.
7 I would submit, and we've said this to -- and I think they
8 agree -- each of the presidential candidates that what ought
9 to be in their first hundred days is a very specific focus
10 on winning the bid for the 2026. And, frankly, it's an
11 uphill challenge for them to do that, for the U.S. to do
12 that.

13 The environment of not making the World Cup this
14 time has an impact. There are many, many influences in the
15 country and around the world that, as I've talked with
16 several of those candidates, they would say, There are a lot
17 of countries that aren't bidding but would prefer that the
18 U.S. not get it. So we have some work to do on the
19 international stage I think as a country, as a soccer
20 country, to earn the right to host that event here and in
21 Mexico and Canada, so. Anyway, enough about that. Small
22 thing.

23 Last thing -- well, second to last thing -- sorry.
24 I've got several -- Terry mentioned the Innovate to Grow,
25 Innovate to Grow, ITG, Campaign out of the Federation. If

1 you don't know, you should know that Washington Youth Soccer
2 was one of the first recipients of a grant from that fund to
3 do something here.

4 We actually submitted for two grants. We won one.
5 I'm confident in the next round of grant-writing we'll get
6 the second one, but the one that we were awarded was a
7 program that we're launching this spring under the guidance
8 of Tom Byers, the first American to play in the J-League.
9 Tomsan, as he's known in Japan, has created a program called
10 Soccer Starts at Home. His books are available online.

11 We're basically taking the concept that soccer
12 starts at home, which is -- which is two-to-four --
13 two-to-five-year-olds learning the game in their living
14 rooms. So it's as much a parent education program as it is
15 a player education program.

16 The Federation is going to pilot that program here
17 in Washington State. We are very pleased to be part of
18 that, and we're going to kick off this pilot in conjunction
19 with the Sounders and the RAVE Foundation in the spring.
20 We're going to bring the program out to some local schools
21 in the local Seattle market, underserved communities, and
22 then the plan is broadly to expand that out statewide,
23 encouraging parents to get soccer balls into their house, to
24 let their kids play and give some guidance in that. And
25 it's not, as you hear on most five-year-olds' soccer fields,

1 kick it, kick it. It's not that. It's really about
2 control, keeping the ball rather than giving it away.

3 So you can look up his books online. You can --
4 there's videos out of Tom Byer demonstrating it. He's been
5 all over Japan and now has been actually hired by the
6 Federal Republic of China to bring that program to every
7 elementary in China. So which country do you think wants to
8 win the World Cup? (Demonstrating.) And it's a great
9 program, so we're proud to be partnering with Tom and the
10 Sounders and the RAVE Foundation to roll that program out
11 this spring, so watch more for that.

12 MR. BALENTINE: Mark Balentine, Auburn Youth
13 Association. Is there any thought on stuff like that? I
14 know you're saying Seattle Sounders is part of it, but how
15 soon do you move out to the other places? Could we -- like
16 there's a lot of smaller organizations here, and you might
17 see a bigger increase in numbers. You might be able to tell
18 if those programs are working a little bit quicker than the
19 Federal Ways, the Auburn, the Kents. I mean we have
20 underserved schools and --

21 MR. POPP: Yeah.

22 MR. BALENTINE: -- as well.

23 MR. POPP: Yep.

24 MR. BALENTINE: I mean are we going to wait five
25 years before we see that coming on, or can we invest in the

1 smaller communities or Eastern Washington or any of those
2 places?

3 MR. FISHER: Very appropriate. At the break the
4 phone rang, and it was Sunil Gulati asking me about when
5 Tom Byers is coming back here. So this was Sunil's project
6 from December a year ago at the World Championships. It's
7 Sunil's project. He wanted us to be the pilot, to do a
8 prototype with a youth professional and a professional club
9 so the pilot could be transferable across the country.

10 So the idea that it will go very quickly across
11 the state because once we approve the pilot and what it
12 involves, in this case it's the Sounders giving 10,000
13 soccer balls. So, a, there's the ball in your house.

14 The second part is the -- is the one of a
15 game-changer. It's not about kick it. It's about keep it,
16 because if you could imagine, Tommy's children grew up in a
17 Japanese apartment the size of this table right here, so it
18 was all about kicking it, five principles of control, so
19 that a two-year-old that learned to love the ball would be a
20 better entry-level having more fun at five because he had
21 some skills. So it's a culture thing.

22 Tommy had the advantage of being on Japanese TV
23 seven days a week for 15 years. We don't exactly have that,
24 but every place in the state will be available because it
25 really doesn't require much. Once you understand the

1 program it's easily transferable, and we are in the process
2 now of developing a website where it's instructional where
3 you can actually just do it locally.

4 So getting a soccer ball in the house, making
5 parents understand that they're not going to kick it through
6 their front window, right? They can do it. Felipe's child
7 did it. We did a demonstration. He has a four-year-old boy
8 who loves the game, and it's real simple, but it's a
9 process.

10 So it will be available everywhere. Has nothing
11 to do with the -- the pilot will be just a test model so
12 that we're sure that it works, and then we'll transfer.

13 MR. POPP: It's really -- it's really about
14 helping create a cultural shift towards soccer in the
15 country. You know, as we all know, if the example of
16 4 million registered players out of -- I don't know -- 80
17 million kids in the country, it's not a representative
18 sampling of the kids that are out there. So we think by
19 creating an environment in the home with parents' support
20 that those kids will be more likely to, as Terry suggested,
21 love the game. It's part of that filling the funnel that I
22 referenced earlier, so we're really excited to be in that
23 partnership.

24 Let's talk about getting --

25 MR. VALENTINE: My point is, how do you quantify

1 its success? I mean it's harder when the pool is deeper --

2 MR. POPP: Yeah, yeah.

3 MR. BALENTINE: -- but this increase --

4 MR. POPP: Soccer balls in the house. There's a
5 few metrics. We -- we haven't really defined all those
6 metrics --

7 MR. BALENTINE: Yeah.

8 MR. POPP: -- as being just a pilot program, but I
9 can tell you that the Federation wants metrics because
10 they're funding it, right, so they want to know that
11 they're --

12 MR. FISHER: This is --

13 MR. POPP: -- all --

14 MR. FISHER: This is a big problem for the
15 coaches --

16 MR. POPP: Yeah.

17 MR. FISHER: -- around the world with a metric.

18 Well, if it's part of -- if it's part of a cultural shift
19 and we suddenly have a soccer ball in everybody's house and
20 kids are, in fact, manipulating the ball and keeping it, the
21 metric is that kids enter three or four years later with
22 more technical-type holding skills. That's a metric that is
23 very confusing to our technical people in Chicago because
24 they want the metric today to prove it, and I say it's a
25 cultural shift.

1 MR. POPP: Yep.

2 MR. FISHER: You know, this is -- we don't have 15
3 years of every morning five minutes on Japanese TV where the
4 kid looks at the cartoon and there's Tomsan. We don't have
5 that. If we had that, it would accelerate.

6 So the metrics are difficult because it's more
7 philosophical than it is a metric. You'll know it as a
8 five-year-old or a six-year-old kid that goes to a field, my
9 God, over ten years kids are better with the ball. What
10 have they been doing? Well, you could perhaps point back
11 to, in China it's take those 10 million children at school
12 and teach them how to turn, control, push back, go this way,
13 and out of 10 million, you're going to produce 12 or 13 good
14 soccer players for the Chinese team.

15 In our case there is a cultural shift.

16 MR. POPP: Except it's 500 million.

17 MR. FISHER: Yeah. In a cultural shift it's that
18 problem that we have.

19 So first we have to get it in the houses, then we
20 have to tell five things that a mom or dad could do to help
21 their child manipulate the ball, and that will translate to
22 more fun.

23 MR. POPP: And the Sounders brand obviously is an
24 important element of that, right, and having them supporting
25 it. You know, we have hopes of getting some of the players

1 on the Sounders to bring their three-year-olds out and show
2 that and, you know. So it's a process, but it's really fun.
3 It's going to be fun for the kids, which is -- frankly, if
4 that's all we get out of it, then that's a win as well. So
5 it's just a -- it's just a cool thing, so.

6 MR. MENDEZ: I would just add in that regard that
7 as a parent I don't -- I don't see this as a project that
8 happens in isolation. Being a member of Kent Covington, I
9 know that in our rec programs on Saturdays, we have a
10 program for coaches and the students before our games where
11 we do, you know, programming with other coaches that helps
12 both the players and the coach, and I see this as sort of,
13 you know, another block in a continuum of things that we're
14 doing both as associations and, you know, at the state and
15 national level to plug in components that help us learn both
16 as coaches and parents and communities that, you know, it's
17 not -- you don't do one component of soccer in isolation.
18 There's this vision. There's this growth. There's this
19 programming.

20 So from my perspective I see it fitting in as a
21 block for this age group, but then we're at, you know,
22 U12-13 and we're doing our soccer Saturdays and we make that
23 connection either as coach or a parent saying, Oh, well,
24 that's -- this makes complete sense why when my kid was
25 three he was doing this, and now that he's eight he's doing

1 this, right, so that -- so that it all flows together more.

2 And I think it will take time, the metrics are hard, but

3 it's the right thing to do and makes complete sense.

4 MR. HEROLD: (Demonstrating.)

5 MR. POPP: Yeah, Curt.

6 MR. HEROLD: Yeah, just real quick. Social
7 media's out there, and YouTube's something that's kind of
8 new to the older person maybe, but the new kids are using
9 it, and it will keep getting better for these other kids.
10 Our social media team should be taking YouTube videos with
11 the Sounder who has his kid, putting it on the Washington
12 Youth Soccer website. Now we're connected. Now you're
13 actually learning something that's free.

14 MR. POPP: Yeah.

15 MR. HEROLD: So we just need about half the
16 Sounders to give us a guy that's got a child or whoever, put
17 it up there, and then keep changing it weekly with a player
18 so people can watch their favorite player. That way a
19 Sounder gets you to it or Washington Youth Soccer, or you
20 can get hits on our own website with YouTube --

21 MR. POPP: Yeah, it's definitely --

22 MR. HEROLD: And it's free.

23 MR. FISHER: So, Curt, where we are right now with
24 the Federation -- so you have to understand this is a
25 Federation project funded by them, hosted by us, coordinated

1 with the Sounders -- we're now in the process of deciding
2 will the website have Adidas or Nike on it because they're
3 different. And you are right in the game because we said,
4 hey, it's all free. So we're -- we're right there. So
5 coming soon.

6 MR. POPP: Yeah. Let me just jump to the last
7 one, and I don't want to open up a big discussion on this,
8 but I just want to reach out around the idea of boundaries
9 for your association. We've heard from a few of you and a
10 few clubs in the area asking about whether or not the
11 boundaries that we have for the associations having been
12 developed 40, 50 plus years ago are still relevant. And, as
13 you know, we haven't changed boundaries for a long time, not
14 in my tenure, not in any time that I'm familiar with. Yet,
15 the communities and urban development have changed the
16 landscape of how -- particularly in Western Washington how
17 that looks.

18 So I want to not open it up for dialogue
19 necessarily because we could be probably a couple hours into
20 that, but I want to open it up in terms of concept to
21 whether or not you as association members feel like there
22 needs to be a review of association boundaries.

23 In the last decade alone, there's been development
24 of many clubs. Some are youth -- Washington Youth Soccer.
25 Some are US Club. You know, we get feedback from

1 . associations about and clubs of associations saying, You
2 know, that club's poaching in my neighborhood, but it
3 doesn't make sense. You know, we have kids driving
4 through -- from one association driving through the middle
5 of another association to get to club play for the
6 association that's attached somehow to the other side of the
7 other association, and there's a lot of changes happening in
8 the landscape of both population, urban and suburban
9 development, and clubs.

10 So I just kind of want to say, where are we? Are
11 we good? Do we need to focus on change? Do you have
12 certain circumstances that you want us to review? I just
13 wanted to say that we are open to the membership and
14 whatever you want to do.

15 MR. FISHER: I will have it on the website for
16 people to have input because we don't need to answer this
17 question today. It's just been something that's been thrown
18 to our desk, and we just want input. There's nothing --
19 there's no discussions. There's no change. There's no
20 meetings. James Calvert always says, Is there a meeting?
21 There's no meeting. There's not a meeting. We're not
22 giving away North Seattle. That ain't happening.

23 We just want to be a conduit for gathering
24 information because one of the things someone in Spokane
25 told me about three or four years ago when we were going

1 through redesign out there, they were going to start making
2 every decision based on what's good for the family, and I
3 think that's probably a good idea. So if we put the family
4 first, everything may or may not be possible. No change,
5 some change, tweak it, don't tweak it. This board isn't
6 looking for work. We're looking for the ideas of, is there
7 something that's better, because if something hasn't changed
8 in 50 years, maybe we were real lucky and created the
9 perfect mousetrap. Just saying.

10 MR. POPP: Yeah.

11 MR. FISHER: And traffic in Seattle is horrific,
12 and if you're a parent driving, maybe there's something
13 better.

14 So I'll put something up on the website out to you
15 all as leaders for comments, and if nothing comes of it,
16 I'll share it with everybody so there's no -- no unknown
17 agenda. Is that fair?

18 MR. POPP: All right. Thank you. That was all
19 for me. Anything else from the board, Good of the Game?
20 From the audience? Sounds like that's good.

21 So moving on, just a reminder, we're going to kick
22 right straight into our Strategic Plan discussion. Thank
23 you for hanging out for that.

24 (Court reporter dismissed. Off the record briefly.)

25 MR. HEROLD: Need a motion to adjourn.

1 MR. FISHER: Yeah.

2 MR. POPP: Actually, yes.

3 MR. HEROLD: So from Seattle.

4 (Court reporter interrupts.)

5 MR. POPP: Would you like to propose said motion?

6 MR. HEROLD: Consider said motion made.

7 MR. POPP: Okay. Thank you.

8 (Court reporter interrupts.)

9 MR. HEROLD: Phil Herold, Seattle Youth Soccer.

10 COURT REPORTER: Thank you.

11 MR. HEROLD: That's H-E-R-O-L-D, and I have my
12 driver's license to prove it.

13 COURT REPORTER: I'll need to see it.

14 MR. POPP: Fill in the required field on the
15 Affinity page. Is there a second? The second?

16 MR. BEUTHEL: Second, Fred Beuthel, Eastside Youth
17 Soccer.

18 MR. POPP: Thank you, Fred. All in favor?

19 (Simultaneous group vote.)

20 MR. POPP: Opposed? We are adjourned.

21 (At 11:17 a.m. the business portion of the
22 proceedings concluded, and the court reporter
23 was dismissed for the day.)

24

25

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

C E R T I F I C A T E

STATE OF WASHINGTON -- COUNTY OF KING

I, the undersigned officer of the Court, under my commission as a Notary Public in and for the State of Washington, hereby certify that the foregoing proceedings were taken stenographically before me and thereafter transcribed under my direction; that the transcript of the proceedings is a full, true and correct transcript of the proceedings taken to the best of my ability; that I am neither attorney for, nor a relative or employee of any of the parties or participants; and that I am not financially interested in the said action or outcome thereof.

IN WITNESS WHEREOF, I have hereunto set my hand and seal this 5th day of February 2018.

NOTARY PUBLIC in and for the State
of Washington, residing at Seattle.
My commission expires 06/22/2018.