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WASHINGTON YOUTH SOCCER
ANNUAL PLAYER FEE MEETING

TRANSCRIPT OF PROCEEDINGS

Held at Hilton Hotel Seattle Airport & Conference Center
Horizon/Alpine Room
17620 International Boulevard
Seattle, Washington
9:04 a.m. to 1:25 p.m.

REPORTED BY: Julia Williams, CCR #2307
DATE OF MEETING: January 26, 2019

1 ROSTER OF ATTENDANTS
2 WASHINGTON YOUTH SOCCER BOARD OF DIRECTORS:
Rich Austin
3 Jill Christiansen
Leah Gray, Treasurer
4 Jane McGillivray, Secretary
Felipe Mendez, Vice President
5 Lauren Pendergraft
Dan Popp, President
6 Greg Rogers
Lane Smith
7 Chris Stiles

8 WASHINGTON YOUTH SOCCER:
Briana Aguila
9 Judy Andrews
Keli Bitow
10 Terry Fisher, CEO
Shaneika Lai
11 Nicole Peters
Chuck Porter
12 Rachel Wilton
13 WASHINGTON YOUTH SOCCER FOUNDATION:
Hillary Beehler, Executive Director

14
15 GUESTS
16 Matthew Dacey
Chris Moore, US Youth Soccer CEO

17
18 ASSOCIATION REPRESENTATIVES
19 COLUMBIA BASIN YOUTH SOCCER ASSOCIATION (CBYSA):
Mark Sieverkropp, President
20
COWLITZ YOUTH SOCCER ASSOCIATION (CYSA):
21 Morgan Aberle, MAR
22 EASTSIDE YOUTH SOCCER ASSOCIATION (EYSA):
Scott Barbara, EYSA/MIFC
23 Fred Beuthel, President
24 FEDERAL WAY SOCCER ASSOCIATION (FWSA):
Joshua Cheatham, President
25 AJ Otto

1 ROSTER OF ATTENDANTS (CONTINUED)

2 GRAYS HARBOR FOOTHILLS YOUTH SOCCER ASSOCIATION (GHYSA):
Travis Hoppe, President

3 GREATER RENTON-TUKWILA YOUTH SOCCER ASSOCIATION (GRTYSA):
4 James Leeper, Registrar

5 GREATER SPOKANE (SHADOW) YOUTH SOCCER ASSOCIATION (GSYSA):
6 Jason Bellefeuille, Director of Coaching

7 HIGHLINE SOCCER ASSOCIATION (HSA):
8 Chris Braun
9 William Fry, President

10 KENT COVINGTON YOUTH SOCCER (KCYS):
11 Art King, President

12 LAKE WASHINGTON YOUTH SOCCER ASSOCIATION (LWYSA):
13 Cheryl Manao, Administrator

14 LEWIS COUNTY YOUTH SOCCER ASSOCIATION (LCYSA):
15 Keith Neeley, Board Member

16 MAPLE VALLEY SOCCER ASSOCIATION (MpVSA):
17 Dean Aldridge, Executive Director
18 Corrie Morris, Registrar
19 Lance Williams, Director of Soccer Development

20 NORTH COUNTY YOUTH SOCCER ASSOCIATION (NCYSA):
21 Michael Simmons, Treasurer

22 NORTHWEST SOUND YOUTH SOCCER ASSOCIATION (NSYSA):
23 Bob Bjornemo, VP of Competition
24 Darcy Buell, President
Dawn Byron
25 Valerie Corden, MAR

26 PIERCE COUNTY SOCCER ASSOCIATION (PCSA):
27 Curt Carroll, President
28 Chris Hodson, Treasurer
29 Thomas Kolokithas, Vice President
30 Dave Miller, Registrar

31 SEATTLE YOUTH SOCCER ASSOCIATION (SYSA):
32 David Griffiths
33 Phil Herold, President

34

1 ROSTER OF ATTENDANTS (CONTINUED)

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

3

4 SNOHOMISH YOUTH SOCCER ASSOCIATION (SnYSA):
Hal Uderitz, President

5 SNOQUALMIE VALLEY YOUTH SOCCER ASSOCIATION (SnVYSA):
Sophie Harris, SnVYSA/Cascade FC

6 Karen Nieman
Shelly Woodruff

7

8 SOUTH SNOHOMISH COUNTY YOUTH SOCCER ASSOCIATION (SSCYSA)-
GREATER SEATTLE SURF:
Joe Hampson, Executive Director

9 Sean Hansen, President

10 THREE RIVERS SOCCER CLUB (3RSC):
Gabriel Suarez, President

11

12 THURSTON COUNTY YOUTH SOCCER ASSOCIATION (TCYSA):
Candice Bock, President

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

14

15 WHIDBEY ISLAND YOUTH SOCCER ASSOCIATION (WIYSA):
Jaime Montoya, Registrar

16 YAKIMA YOUTH SOCCER ASSOCIATION (YYSA, SOZO):
Todd Lincoln, Executive Director

17 Ron Mansfield, Jr., President
Neiva Rocha, Registrar

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1 SEATTLE, WASHINGTON; SATURDAY, JANUARY 26, 2019

2 (9:04 a.m.)

3 (Video playing.)

4 (Applause.)

5 DAN POPP: Good morning, everybody. Good morning
6 and welcome. My name is Dan Popp. If we've not met, I'm
7 the President of the Board of Washington Youth Soccer, and
8 we are so happy to see such a great turnout today. We have
9 been working really hard over the last couple of years to
10 increase and develop our partnerships and our relationships
11 with our member associations. Many of you have seen our
12 board members out visiting with you, or you've heard from
13 them directly. We are, as I like to call us, a working
14 board, and we roll up our sleeves and become part of our
15 community as much as we can. We have all, like you or most
16 of you, have, you know, other jobs that we do on a daily
17 basis or sometimes other, you know, nonprofit commitments
18 and things, but we are a committed board to participate and
19 to engage our members so that we can grow this project
20 together.

21 So thank you for being here. It's really
22 important that you are here because this is our -- this is
23 our association. It's not us sitting at the board. It's
24 not Terry in the office in Tukwila. You, all of us, are our
25 Washington Youth Soccer Association. So thank you for being

1 here.

2 So we're just going to dive right in because we've
3 got several agenda items, and we want to make sure that we
4 are proceeding ahead so we can keep on schedule. We're
5 going to start with the Call to Order and our Roll Call with
6 our secretary, Jane McGillivray.

7 JANE MCGILLIVRAY: Thank you, Dan. Thank you,
8 Dan. This may not be on.

9 TERRY FISHER: Turn it on.

10 JANE MCGILLIVRAY: Is this on?

11 UNIDENTIFIED SPEAKER: Yeah.

12 JANE MCGILLIVRAY: Thank you. Is North County
13 Youth Soccer Association here? Thank you.

14 Seattle Youth Soccer Association?

15 SYSA: Is here.

16 JANE MCGILLIVRAY: Skagit Valley Youth Soccer
17 Association?

18 SkVYSA: Here.

19 JANE MCGILLIVRAY: Thank you. Snohomish Youth
20 Soccer Association?

21 SnYSA: Here.

22 JANE MCGILLIVRAY: South Snohomish Youth Soccer
23 Association?

24 SSCYSA: Here.

25 JANE MCGILLIVRAY: Whatcom County Youth Soccer?

1 WCYSA: Here.

2 JANE MCGILLIVRAY: Whidbey Island Youth Soccer

3 Association?

4 WIYSA: Here.

5 JANE MCGILLIVRAY: Eastside Youth Soccer

6 Association?

7 EYSA: Here.

8 JANE MCGILLIVRAY: Lake Washington Youth Soccer

9 Association?

10 LWYSA: Here.

11 JANE MCGILLIVRAY: Northshore Youth Soccer

12 Association?

13 Snoqualmie Valley?

14 SnVYSA: Here.

15 JANE MCGILLIVRAY: Federal Way?

16 FWYSA: Here.

17 JANE MCGILLIVRAY: Greater Renton-Tukwila?

18 GRTYSA: Here.

19 JANE MCGILLIVRAY: Highline?

20 HSA: Here.

21 JANE MCGILLIVRAY: Kent Covington?

22 KCYS: Here.

23 JANE MCGILLIVRAY: Maple Valley Soccer?

24 MpVSA: Here.

25 JANE MCGILLIVRAY: Pierce County Soccer?

1 PCSA: Here.

2 JANE MCGILLIVRAY: Northwest Sound Youth Soccer?

3 NSYSA: Here.

4 JANE MCGILLIVRAY: Olympic Youth Soccer?

5 Cowlitz Youth Soccer?

6 CYSA: Here.

7 JANE MCGILLIVRAY: Southwest Washington Youth

8 Soccer?

9 Columbia Basin?

10 CBYSA: Here.

11 JANE MCGILLIVRAY: Spokane Shadow?

12 GSYSA: Here.

13 JANE MCGILLIVRAY: Three Rivers Soccer Club?

14 3RSC: Here.

15 JANE MCGILLIVRAY: Yakima Youth Soccer?

16 YYSAs: Here.

17 JANE MCGILLIVRAY: Gray Harbors Football --

18 Foothills?

19 GHYSA: Here.

20 JANE MCGILLIVRAY: Sorry.

21 Lewis County Youth Soccer?

22 LCYSA: Here.

23 JANE MCGILLIVRAY: Thank you.

24 And Thurston County Youth Soccer?

25 TCYSA: Here.

1 JANE MCGILLIVRAY: Thank you.
2 TERRY FISHER: You have to do the board in the
3 back.
4 JANE MCGILLIVRAY: Oh. President Dan Popp?
5 DAN POPP: Here.
6 JANE MCGILLIVRAY: Vice President Felipe Mendez?
7 FELIPE MENDEZ: Here.
8 JANE MCGILLIVRAY: Leah Gray, Treasurer?
9 LEAH GRAY: Here.
10 JANE MCGILLIVRAY: Jill Christiansen?
11 JILL CHRISTIANSEN: Here.
12 JANE MCGILLIVRAY: Brian Smith will be absent.
13 Greg Rogers?
14 GREG ROGERS: Here.
15 JANE MCGILLIVRAY: Rich Austin?
16 RICH AUSTIN: Here.
17 JANE MCGILLIVRAY: Lauren Pendergraft?
18 LAUREN PENDERGRAFT: Here.
19 JANE MCGILLIVRAY: Chris Stiles?
20 CHRIS STILES: Here.
21 JANE MCGILLIVRAY: Lane Smith?
22 LANE SMITH: Here.
23 JANE MCGILLIVRAY: Thank you.
24 Meeting is called to order.
25 DAN POPP: Thank you, Jane.

1 Next on our agenda we'd like to take a moment and
2 remember those who have contributed to Washington Youth
3 Soccer and to the soccer community in general.

4 As many of you know, our esteemed Sigi Schmid
5 passed away in December, and he had a pivotal role in soccer
6 in the country, not only as an obviously prominent coach but
7 as a player, as an advocate for soccer, and particularly for
8 youth soccer. So we want to take a moment to remember Sigi,
9 and if there's anyone else in the room who would like to
10 recall someone, glad to be open to it.

11 Yeah, Phil.

12 PHIL HEROLD: Yeah. Seattle Youth Soccer
13 Association would like to note the passing of Bob Sigley.
14 Dr. Robert Sigley had a luminary career as a vascular
15 surgeon, did pioneering work in hemodialysis access, and
16 after retiring from the medical profession at a -- at a
17 relatively young age, he embarked in a second career, which
18 was serving as a 30-hour-a-week super volunteer for Seattle
19 Youth Soccer Association, something he did for over 15 years
20 as the association's VP operations and the association's
21 head registrar.

22 He brought us out of the era of in-person
23 registration and -- and paper forms to online and relational
24 databases, but probably his lasting legacy is the emphasis
25 that he always placed on respect for the principles and the

1 ethics of recreational soccer.

2 And for the benefit of our stenographer, I would
3 like to note it's spelled S-i-g-l-e-y.

4 COURT REPORTER: Thank you.

5 DAN POPP: Thank you, Phil.

6 GREG ROGERS: Dan Popp?

7 DAN POPP: Yes, sir, Greg.

8 GREG ROGERS: I have an announcement from a friend
9 of mine from Kitsap, if any of you know Craig Dean. He was
10 a referee. He served on the Kitsap Peninsula Referees
11 Association for over 20 years. He was a District 4 referee
12 representative. And it's my honor to mention his name
13 during this meeting. He probably influenced thousands of
14 referees, but he passed away last night from cancer at
15 six o'clock.

16 DAN POPP: Thank you, Greg.

17 UNIDENTIFIED SPEAKER: One over here.

18 DAN POPP: Yes, sir.

19 UNIDENTIFIED SPEAKER: So I'd like to -- North
20 County would like to recognize Dr. Art Grossman. He was
21 probably 40 plus years supporting youth soccer, especially
22 at the rec level. He was also a long-term referee. He also
23 supported -- went to the -- he also supported the Y in
24 training and everything. He contracted ALS, and he
25 continued to do coaching and training right up until a week

1 before he passed. Fantastic supporter for youth soccer.

2 DAN POPP: Thank you for recognizing. Anyone
3 else? All right. Ladies and gentlemen, thank you.

4 Those -- those people and those in this room are
5 contributors, and we want to take a minute to recognize
6 that, so thanks for that.

7 Moving on into our agenda, Item Number 4 is the
8 Approval of the Minutes. Can I have a motion please to
9 approve the minutes of our Annual General Meeting from
10 May 18th of 2018?

11 PHIL HEROLD: Seattle will so move.

12 GREG ROGERS: Rogers. Second.

13 DAN POPP: Any discussion? All in favor?

14 (Simultaneous vote.)

15 DAN POPP: Opposed? Very good. Thank you for
16 that.

17 We don't have -- we don't have Old Business, any
18 Old Business, on the agenda per se. We've got some great
19 new stuff that is coming up, and we want to share that. If
20 there are any topics you want to cover, we can cover it at
21 the end in Good of the Game related to anything that's open.

22 So with that, it's moving on to Agenda Item
23 Number 6. It is my pleasure to introduce to you all one of
24 our esteemed guests from today. Chris Moore sitting next to
25 me is the CEO of the US Youth Soccer Association. He is the

1 head of our national body. He runs the organization. And
2 we -- we are as Washington State a -- I've been trying to
3 think of how to articulate this. Everyone in this room
4 knows that a couple of years ago we were in more interesting
5 conversations with US Youth Soccer around the direction,
6 around the support that we need at our state association,
7 and we made that statement, but I can tell you this:

8 From the moment that I sat with Chris in January
9 of 2017 in Phoenix and we talked about how we can be better
10 partners, it has been a significant improvement in our
11 partnership ever since that day to the extent where in the
12 last special session that we had in Chicago for US Youth
13 Soccer where all 55 states were -- were present, you know,
14 we supported the growth and the funding, improved funding,
15 for US Youth Soccer because it's a significant part of what
16 happens in this country with millions of kids playing under
17 the banner of US Youth Soccer.

18 So we are really happy to have Chris here.

19 Thank you for being here, Chris.

20 He's got a few minutes to share with -- with us
21 the future of US Youth Soccer. Let's give Chris a round of
22 applause.

23 (Applause.)

24 CHRIS MOORE: I have to let you in on a little
25 secret. I woke up in the middle of the night, and I had one

1 of these -- I had a crazy nightmare. You ever see the TV
2 commercial where the rock band and, you know, they're
3 performing, and then the guy says, Good night, Detroit, and
4 he was in Cleveland? Well, I -- I dreamt that I did that
5 today.

6 So good morning, Washington Youth Soccer.

7 (Applause.)

8 CHRIS MOORE: Okay. Now I can sleep good tonight.
9 Thank you for having me here today. I want to thank --
10 extend a special thanks to Dan and Terry for inviting me.
11 I've been to Seattle numerous times in my broader career,
12 but this is the first time in the four years since becoming
13 CEO of US Youth Soccer that I've had the occasion to come
14 and address your membership and speak directly with you.

15 I'm excited because we have a lot of exciting
16 things happening nationally, and Washington Youth Soccer is
17 a big part of those things. So really happy about our
18 future.

19 I like to start with not who we are, not what we
20 do, but start with our why, like why do we exist. And it
21 seems like such a, you know, not trivial, but it just seems
22 like a basic fundamental question that people rarely take
23 the time to focus on. We do what we do because of the kids.
24 We are here each and every day, you are here each and every
25 day, to transform the lives of America's youth through the

1 sport of soccer.

2 JANE MCGILLIVRAY: Mm-hmm.

3 CHRIS MOORE: And, again, it seems basic, but we
4 have to remind ourselves that it's not about us. It's not
5 about the organizations that we represent. It's not about
6 the coaches. It's not about the referees. It's not about
7 the moms and the dads and the volunteers. It's about the
8 kids, and if you focus singularly through that lens, it sort
9 of crystalizes everything that we try to do. So that's --
10 that's why we exist. We're here to positively and
11 profoundly impact the lives of kids.

12 We are US Youth Soccer. You are US Youth Soccer.
13 You are your local member associations and clubs and leagues
14 and teams, but we are one family. We are US Youth Soccer,
15 and that's the spirit of why I'm here today. We're the
16 largest youth sports organization in the country, and when I
17 joined the organization, I was shocked by how many people
18 approached me to say, We are the 900-pound gorilla that
19 either no one knows about or cares about because we have
20 become irrelevant in some regards, and we need to change
21 that.

22 We're the largest member of the Federation. We
23 are akin to a national governing body. We just don't really
24 wield the authority and the power that we have as a strong
25 membership body, and I think we -- we can do that. We have

1 formed -- we can be formidable in the face of some of our
2 competitors. We're the leader in the game. Our 55-member
3 state associations, Washington Youth Soccer being among the
4 largest, have an unmatched potential. It can really drive
5 impact based on your size and your scale. We have more
6 highly qualified expert professionals than all other soccer
7 providers in America. I mean we are the 900-pound gorilla.

8 (Presenting PowerPoint.)

9 This is somewhat of an eye chart, but I'll just
10 make a couple statements about it. This is our DNA. This
11 is our mission, our vision and our core values. We are here
12 to make soccer the best -- or the word we use is
13 preeminent -- youth sport in the United States. And, again,
14 I'll talk about what preeminent means on the next slide, but
15 we want to be the game for all kids. We offer a bevy of
16 programs and attract all kids from recreational play all the
17 way up to the highest levels of competitive, and many of you
18 do that work each and every day. Our core values focus on
19 respect, integrity, teamwork, and we strive for excellence
20 in everything we do.

21 So this -- this is -- this is the page out of the
22 playbook. If we do this and we do it well, then we're going
23 to impact literally millions of kids in a positive way every
24 day.

25 So what does preeminent mean? First of all,

1 preeminent in everyday parlance, nobody really uses that
2 word. Kids certainly don't use that word. U.S. Soccer
3 really coined this phrase in terms of their desire to be
4 excellent in everything they do, but preeminent means simply
5 being the best and giving kids the best experience that we
6 can possibly provide. And it means putting players first,
7 so thinking about the players first in everything we do,
8 providing the best possible playing environments. It means
9 driving participation or having the most participation,
10 increasing our number of -- attracting more participants to
11 the game. It means being the most inclusive and diverse,
12 ensuring access to soccer for kids of all ages and
13 abilities, open to all genders, races, demographics, special
14 needs and the like. And it's -- it's all about being the
15 most accessible and making it easy for kids to play and
16 register and stay involved. So that's how we define
17 preeminent.

18 And at US Youth Soccer I mean we go through a
19 strategic planning process. We probably have spent less
20 time on planning over the last couple of years than we
21 should have, but this is really what we're trying to do.
22 Our mission guides are to support and serve our members,
23 serve the player and/or the athlete.

24 Objectives: Increase and grow participation;
25 improve player environments, as I just talked about; enhance

1 member environments, so make life better for our membership,
2 making it, you know, easier for our members to be
3 successful; improve competitive environments; and align with
4 development pathway.

5 And how do we go about doing that? Well, we've
6 got to provide tools and resources. We've got to provide
7 training. We've got to provide support to our membership,
8 and that will enable us to deliver on the mission of being
9 the preeminent youth soccer organization.

10 I won't read through all of this, but the
11 sentiment here is that US Youth Soccer has evolved, and we
12 are still in an evolution process. One of the things Dan
13 referenced is the, I like to call it, disagreement, friendly
14 disagreement, we had with Washington Youth Soccer two years
15 ago. I would submit here today that that experience, that
16 ordeal, was a function of taking our eye off the ball, bad
17 governance, not really focused on our membership the way we
18 should have been, and I think the rallying cry there was,
19 Hey, what are you guys doing to support us? We strive to be
20 a member-centric organization, and we weren't really
21 delivering in that regard. We weren't a nimble
22 organization.

23 In fact, I would argue that in some respects we
24 operated like a government agency, like a federal agency,
25 really slow to respond. And there are reasons for that of

1 course, but I would characterize that two years ago as that.

2 Well, in July of 2017 I think Washington was
3 the -- no different than some of what our other members had
4 to say as well. They agree. They said, We need change. We
5 want the organization to represent us in a more robust way.

6 So they came together in July of 2017, changed
7 our -- they agreed to change our bylaws. We made some what
8 I would consider earth-shattering changes to how we do
9 business every day.

10 Without going into a lot of detail, we, as you all
11 know, were divided into four regions in the country. We
12 used to refer to them as Regions 1, 2, 3 and 4. Now we
13 refer to them by their geography. We had individuals who
14 ran each region almost like its own wholly owned subsidiary
15 cut off from the national. That was bad governance, and
16 that affected our relationship with our members, which
17 affected their relationship with you, their members, and it
18 was a -- it fostered a highly dysfunction organization.

19 Well, that's changed. We now have -- we've
20 professionalized the organization. I'm always careful.
21 People say, Chris, don't use the word professional because
22 it sounds like the people who were there weren't
23 professional. Well, some of the people who were there
24 weren't professional. And so we've hired people who report
25 to me. So I am now accountable for how this big ship

1 functions. And we still have four regions. That's
2 important to funnel competition and other benefits. But
3 instead of being run by a voluntary-led chair of the region,
4 it's run by a general manager, who has formed relationships
5 with each state. They speak with each of their members, you
6 know, weekly. And it's just provided a much better
7 operating environment.

8 Now versus 2017, all administrative programmatic
9 financial decisions flow through that general manager up to
10 me, whereas before that wasn't the case. We've now aligned
11 all of the systems, the processes. We have consistency
12 across the four regions in how we operate. It's just a
13 completely different organization.

14 And just recently, two weeks ago in Chicago, our
15 national council convened a special meeting to talk about
16 the funding, and US Youth Soccer's National Council agreed
17 to a funding proposal presented by our board and myself to
18 increase our player registration fee, which had been
19 stagnant for 15 years, by \$1.25, \$1.25 per player. I know
20 we'll talk about that later, but that is a seismic change in
21 the organization, and what -- by that I mean it's incumbent
22 on us now to demonstrate growth in terms of how we're going
23 to really drive participation and get more kids into the
24 sport and make the environment better for our players and
25 for our members. So I'm going to talk to you a little bit

1 about how we intend to do that.

2 Should -- I can't really have a presentation
3 without talking about our relationship with U.S. Soccer,
4 which over the years was extremely tenuous. I'm happy to
5 report that our -- we are fully aligned with U.S. Soccer and
6 where it makes sense. On some cases we agree to disagree
7 with them, but they are the national governing body for the
8 sport. Our relationship has improved with them not only at
9 the board level. We have two members of our board of
10 directors, our chair and vice chair, serve on their board,
11 and then at the staff level.

12 And we have identified ways to work together
13 around education, technical standards, ODP, and certainly
14 player safety. And when Carlos Cordeiro took over as
15 President of U.S. Soccer and convened this Youth Task Force,
16 they landed on six work groups: Membership Growth,
17 diversity and inclusion, standards and certification,
18 referee development, coaching education, and risk
19 management. I'm happy to report that US Youth Soccer serves
20 on a few of these committees, and so we get to shape the
21 agenda for how the youth system is going to improve based on
22 these six areas that they've identified in their task force.

23 So there will be more -- you'll hear more about
24 these going forward, but I just wanted to talk about the
25 fact that our relationship -- it's really important. Just

1 as our relationship with you needs to be nurtured, our
2 relationship with the Federation has to -- has to really
3 function as well.

4 So let me change gears and talk about
5 organizational growth. The reason why the fee increase was
6 necessary is, as I talked about a few minutes ago, to be a
7 relevant, forward-looking organization that invests in its
8 people, in its assets, in its -- how it communicates with
9 membership, in its players, we have to have a well oiled,
10 well capitalized organization to really make a difference.
11 We unfortunately compete with organizations who outspend us
12 by a multiple of 10 x to 1, and they do a really good job of
13 making their program the place to be, or that's the
14 perception that many have.

15 And so our focus has been on four areas. It's
16 been on membership. I've talked about membership growth and
17 how that's important. We've been at three million players
18 or just south of three million players for many years, and
19 there is no reason why we can't in five years from now have
20 four million players because the players are there. There
21 are programs, as I -- where's Chris? Ah, there he is. We
22 talked about grassroots efforts, affiliation with other
23 organizations who are not part of U.S. Soccer. There are
24 players there. There's upwards -- depending on whose data
25 you look at, there's about seven or eight million players

1 out there. US Youth Soccer has 3 million. US Club Soccer
2 has about half a million. AYSO has 428,000 players in my
3 last count. Where are the rest of the players? They're
4 there. U.S. Soccer is not reaching those players.

5 So we have to be focused on growth. We have to
6 use marketing as a way to drive our growth, and you can't
7 effectively market if you don't have money to market, and
8 that's what -- why that fee increase. That's a big part of
9 the -- what we're going to invest in programs. We have to
10 have a reason for parents, for coaches, for players to want
11 to play with us versus our competition, and a lot of that
12 has to do with how we communicate and support them.

13 And then we have to have the people. We have to
14 have the right people on the bus in order to drive it.

15 So let me talk about marketing. My background is
16 marketing. I have a corporate background and spent 12 years
17 working in global business development for a few for-profit
18 companies. I spent time working on the NFL Play 60
19 Campaign. In the NFL there's not a lack of marketing money
20 and muscle behind what they do. US -- there's no reason why
21 we can't be leaders in the area of marketing and really
22 talking about what we do and better telling our story.
23 We're going to start doing that now. We're going to be
24 thinking about, you know, we can't spend what the NFL spends
25 or anything close to that, but one of the ways we're going

1 to do this is, we're going to, again, have -- make sure we
2 have the right team in place. We're going to make funds
3 available through the fee increase so that our member state
4 associations can tap into this marketing fund to help
5 support their local marketing efforts.

6 I just sent out a survey to all of our members
7 asking what level of support they need from us. Some of it
8 was financial. Some of it was, Hey, we need social media
9 help. Some people said, We need help with public relations.
10 We need help with sponsorship sales.

11 So marketing will be a big part of what we offer
12 to our membership, but I'm really excited to talk about the
13 relaunch of the US Youth Soccer brand. Our brand according
14 to the research, our agency that we commissioned, the key
15 insight from the research was, our brand is very juvenile,
16 very youthful. And those are kind words. There are people
17 who had some unpleasant things to say as well, and I'm going
18 to show you. I'm just going to ask that you not take any
19 photos of what I'm going to show you because there are still
20 some tweaks we're making. We're doing trademarks, search
21 process, but I really wanted to show you where we're going
22 directionally, you know, from a creative standpoint, and
23 it's going to do a much better job of representing who we
24 are, but here's some -- just some broad goals.

25 We want to elevate our brand to what I'm

1 describing as its rightful position in the landscape. We
2 are the largest youth soccer organization. You are part of
3 us. We are the 900-pound gorilla, and our brand needs to
4 say that creatively. We're going to reassert our standing
5 as the preeminent youth sport organization in the country.
6 No one should be outmarketing us. We are -- I'm going do
7 say this a million times. We are the best, we are the
8 largest, and you are part of us. We're going to roll out a
9 campaign that supports this brand, and we're in the process
10 of putting that -- a timeline in place for that and
11 identifying all the variables that will be included, and
12 that's going -- you're going to be part of that. We're
13 going to reinforce all those values that I talked about,
14 promote our programs around the cohesive new brand identity
15 and architecture.

16 I'm going to show you a fresh, clean, modern look
17 to this new brand, and, again, it's going to be supported by
18 communications and public relations. So we're going to do
19 that this spring, and it's going to coincide with the launch
20 of our regional and national events.

21 So put your camera phones away. This is what --
22 who we are today. This is the depiction of US Youth Soccer
23 in the marketplace. And, again, it served us well for 43
24 years. Stickley --

25 TERRY FISHER: Rest in peace.

1 CHRIS MOORE: -- Stickley is Stickley. I don't
2 want to say anything disparaging because I still talk to the
3 people who created it. So we're going to go from this to --

4 PHIL HEROLD: Drum roll.

5 CHRIS MOORE: Drum roll please.

6 (Descriptive sounds.)

7 CHRIS MOORE: This is the primary mark of US Youth
8 Soccer. Again, designwise, the ball may look a little bit
9 different. We started with a star ball, but, you know, I
10 don't want to be sued by US Club Champions League. This
11 will be the secondary mark, so we're going to -- many refer
12 to us as USYS, so we're going to have a USYS execution. And
13 then, you know, for tee shirts or whatever, you know, we
14 have two. We have a vertical and a horizontal USYS. So
15 that's really where we're going.

16 (Applause.)

17 CHRIS MOORE: Thank you. From a competition and
18 events standpoint, we'll have dedicated event logos. That's
19 an example what they're going to look like. And, again,
20 this will be represented in apparel, letterhead. We'd love
21 to see them on our state association jerseys and tee shirts.

22 So what -- so what will -- what's the real value
23 proposition in terms of what we're trying to communicate to
24 the market? That we're relevant. It -- modern,
25 professional. We're consistent. We're trusted. We stand

1 for both recreation and competitive. We want to communicate
2 loyalty, differentiation, a sense of community, stewardship,
3 accessibility, leadership. And we want that connection,
4 that experiential connection, to our membership and to the
5 players. And we are the future of the game.

6 I mean all of these cues are what we're trying to
7 communicate through this rebranding effort. We're going to
8 rely heavily on our sponsors to help tell our story. I just
9 talked to one potential sponsor a couple days ago, and we're
10 going to really approach sponsorships in a different way
11 than we have before.

12 Unfortunately for us -- well, I'll say it this
13 way: It's been -- the good thing about our marketing
14 efforts over the past few years is that we've had these
15 great sponsors. The bad thing about these sponsorships is
16 that we've been living off of our sponsorships, which is why
17 revenue generation through our membership is really
18 important. We can't live off sponsor dollars. But we're
19 partnering with the likes of Target and Dick's and others,
20 and I think they're great partners to work with, but we're
21 going to be asking them to help tell our story because they
22 have a lot more followers and a lot more people that they
23 reach, and so we're going to have them work a lot harder on
24 our behalf.

25 So let me continue on with organizational growth

1 beyond marketing, and a few months ago we started this
2 Organizational Growth Committee, and it was started by our
3 new board chair, Pete Zopfi, and it's really aimed at doing
4 a couple of different things, helping the board and our
5 operational staff and enhancing the quality and increasing
6 the diversity to grow the game. And they're tasked with
7 incubating or innovating new ideas to help move the sport
8 forward.

9 We have good ideas. We have robust thinkers, but
10 this massive organization called US Youth Soccer requires --
11 we can't do it alone. It requires people who outside of the
12 organize -- some of whom were outside of our organization
13 and then, you know, married with ideas from those who are
14 within, and I'm happy that Dan Popp is on this
15 Organizational Growth Committee in terms of helping us come
16 up with new ideas to really profoundly move the organization
17 forward.

18 We're going to be investing with this increase in
19 more outreach programs, as I talked about. That includes an
20 in-school program that we are working on. We are going to
21 be announcing a partnership with an organization that
22 reaches all the PE teachers in schools to make soccer a
23 prominent part of what they deliver to kids. Obviously, I
24 mean selfishly we want soccer to be in school in PE every
25 day, but they rotate programs and sports. We're -- but the

1 important thing is that we're going to be in the school
2 building and after school. And we're also making available
3 to our membership as part of this, this investment in our
4 future, the opportunity to tap into recreational grants to,
5 you know, grow the game locally and in the grassroots in our
6 state associations, and those grants can be used for Soccer
7 Across America or TOPSoccer and for other rec programs.

8 And we're going to continue delivering the Target
9 United Cup. Target United Cup, I don't have any graphics
10 here for it, but it is the mother of all recreational
11 tournaments. Target, as you probably read, is spending,
12 investing, millions in growing the game at the grassroots,
13 and we're excited. I wish I brought a video to show you
14 what this looks like.

15 I know Terry has been working with Target to bring
16 a Target United Cup here. They have taken a recreational
17 event and just really put it on steroids. The amount of
18 engagement by the players, the siblings of the players, the
19 families. Target brings in their vendor partners, so you
20 might have a P&G that's, you know, providing products, the
21 Banana Boat suntan company. I mean they bring in their
22 vendors. It's just an amazing, amazing experience.

23 ODP is an area that we're going to be investing in
24 as well. Talked a lot to a lot of you guys about ODP, and
25 we formed a task force. The task force has been in

1 existence for a few months now, and it's really just
2 redefined where ODP is going. U.S. Soccer doesn't seem to
3 have an interest in really defining it and supporting it, so
4 that onus is on us. And so we're looking at new
5 opportunities with national -- for national identification
6 and development, and we're looking to formally position ODP
7 on the elite player pathway.

8 One of the ways that we're going to be supporting
9 it is through the creation of a national ODP training camp
10 to provide an environment for the continued development and
11 identification of top talent, and we're talking to the MLS
12 about being part of that. And, again, we're working with
13 U.S. Soccer. In fact, a representative from U.S. Soccer
14 sits on that ODP task force.

15 So next steps on that, we have a board meeting in
16 Scottsdale in February. We're going to present some
17 recommendations to our board, and depending upon how that
18 goes, we'll have something to announce, but I'm really
19 excited about the future of ODP.

20 If you look closely enough, you'll see
21 President Dan Popp there standing there. Training and
22 development is so important to an organization like ours,
23 making sure that we have -- that we invest in education and
24 development curriculum that really positions us as leaders
25 in this space, and we touch so many kids every day through

1 coaching and referees and administrators. It's important
2 that we have the expertise, that we bring in experts to lead
3 sessions.

4 So US Youth Soccer hosts through our partnership
5 with Dick's a leadership summit where we bring in people who
6 help train us on how to sell sponsors, how to grow the
7 business side of what we do, how to communicate better with
8 our members, how to deal with a ferocious media, news media,
9 environment, how to deal with safety issues on the field and
10 off the field.

11 So ongoing, providing ongoing training and
12 leadership development is something that we're going to be
13 investing a little bit more in as well. We've been doing it
14 for the last couple years, but we're going to continue to
15 offer this to our membership because it's going to help them
16 better provide services to you.

17 Risk management is a hot topic, as you well know,
18 and US Youth Soccer has just rolled out what we call AIM,
19 which is our Athlete Incident Management System, and we
20 partnered with an organization called InjureFree. We
21 partner with the Mayo Clinic, the leading health
22 professional organization in the country, and U.S. Center
23 for SafeSport. And really what this system does is, it
24 tracks injuries. It tracks off-the-field risk-management
25 issues as well.

1 And so back in November we held a press conference
2 in Washington D.C., and I'm really excited to be part of the
3 Mayo Clinic because, again, it's going to help to elevate
4 our standing in the marketplace, standing toe to toe with
5 the Mayo Clinic.

6 You've heard about our National League structure.
7 We've enhanced the National League. We've aligned our
8 Regional Leagues. In fact, our Regional League Conference
9 is now under the National League, and it's providing less
10 travel, more meaningful competition, and I'm really excited
11 about the -- this new National League Conference structure.
12 You know, teams won't have to travel so far now, and it's
13 really -- just aligning our Regional Leagues ladder up to
14 the National League was a huge development for our
15 organization.

16 Just to wrap up here, our NCS, America's most
17 prestigious national youth tournament, it's the largest of
18 its kind. It's our crown jewel. A lot of people say, it's
19 sad, but it's getting tired and that we need to reimagine
20 it, reinvest in it. So similar to what you saw or what
21 you've heard and read about the National League, we're going
22 to be looking to give the NCS Tournament a facelift as well,
23 and we have a person who runs cups who oversees our cup
24 system, our, you know, National Cup, you know, Regional
25 Championships, Presidents Cup, and if we have a D3 Cup, but

1 taking a look at that whole vertical and finding ways to
2 optimize it and make it more meaningful to our membership is
3 what we're going to be doing in the very, very near future.
4 In fact, we're already looking at some ways of restructuring
5 it.

6 And so just in conclusion, the future is bright.
7 We are -- we are a national organization that's supported by
8 members like Washington Youth Soccer, and we intend to do
9 more to foster the growth of the game from the grassroots
10 up. It requires additional funding. With that funding will
11 come benefits back to the membership in terms of growth, in
12 terms of image and a professional organization that's
13 representing you. And I'm really excited about our future.

14 Particularly, as we ramp up for 2026 and the World
15 Cup, there are sponsors who are going to want to partner
16 with us, but they're going to want to partner with an
17 organization that works -- that's centered around the goal
18 of putting players first, and so we're trying to really
19 align our organization, optimize our programs, provide
20 support and benefits to our memberships so that we can
21 position ourselves to be successful over the next few years.
22 With your support, I'm certain that we'll be able to do that
23 and have a bright future.

24 So with that, I'd be happy to take any questions.

25 (Hand raising.)

1 CHRIS MOORE: Yes, sir.

2 FRED BEUTHEL: A particular point, but it's one
3 that probably plays to your growth objectives. We at least
4 have seen a substantial falloff in girls playing, and girls'
5 participation is dropping significantly from in the 90s. Is
6 that something that's happening nationwide? Is that
7 actually something that you've done anything particularly on
8 part -- something specifically to target, to address, the
9 marketing campaign, things like that?

10 CHRIS MOORE: I heard the question, but I don't
11 know if you guys all heard the question. The question was,
12 with the falloff of girls' participation, are there any
13 efforts underway or have we contemplated doing any
14 initiatives that would help address that issue?

15 We're aware of it. Obviously given the fractured
16 nature of the landscape, I don't know if there's a dropoff
17 nationwide or if it's just shifting from, you know, ECNL to
18 DA girls, but you said here in the state or?

19 FRED BEUTHEL: No. I'm saying from a volume
20 standpoint of rec-level soccer.

21 CHRIS MOORE: Oh, rec level. I gotcha.

22 FRED BEUTHEL: Yeah. I mean the overall pyramid
23 with girls' participation in our surrounding associations at
24 least has fallen off sharply in the last five years, and
25 it's one of those things that's at the very -- it's at the

1 bottom of the funds. It's getting harder and harder to get
2 girls' participation up.

3 CHRIS MOORE: I see.

4 FRED BEUTHEL: We're not sure if this is local
5 demography stuff, it's just local demographic as our girls
6 don't play soccer, if it's a nationwide issue because we're
7 seeking out -- from what I'm hearing from some of the other
8 organizations, it sounds like it's not limited to our area,
9 and trying to understand what's going on that girls are
10 turning away from soccer is a big deal. With the
11 upcoming -- you know, the Women's World Cup initially had a
12 pretty big influence I think in the 90s.

13 CHRIS MOORE: Sure.

14 FRED BEUTHEL: That seems to weigh. We're trying
15 to figure it out. Part of it's trying to get a rub of
16 understanding what's going on, and we don't have the
17 resources to do that kind of research in any kind of depth.

18 CHRIS MOORE: Well, I will tell you -- and, Dan, I
19 don't know if what we see in girls' participation at the rec
20 level -- and it's something we can take a look at, but the
21 data that I've seen in participation, U.S. Soccer did a
22 study about a year ago, looked at participation across
23 different demographics. Other groups like Aspen Institute's
24 Project Play has done studies, and what we've seen is that
25 there's just an overall dropoff. I haven't seen any

1 demographic changes in boys versus girls in the data. It's
2 always been fairly even, but I can take a closer look. It
3 could be something that's occurred in this area or in this
4 region, but it -- the data that I've seen over the last year
5 or so hasn't seen a precipitous dropoff in girls'
6 participation.

7 FRED BEUTHEL: Okay.

8 DAN POPP: I think, if I may add, one of the
9 elements that we have noted in the OGC is that competition
10 for attention for youth sports for girls in particular is
11 wicking up. The largest or the fastest-growing girls' youth
12 sport today is flag football, and it is being funded and
13 endorsed and supported by the NFL, and, you know, we don't
14 have to repeat what Chris said about the investment
15 capabilities of the NFL.

16 So we are encouraging and looking at that as one
17 of the core growth areas. It needs to happen on both sides
18 of gender, but clearly I mean we've heard from our
19 membership as we've gone out to visit local associations
20 that -- Well, I'll just showcase one idea, and this is an
21 encouragement for you. I had one association say that one
22 of their club members said, Well, you know, our girls'
23 attrition is coming pretty hard, and we don't know why. And
24 I would encourage you that if you're seeing those numbers is
25 to ask, go out and poll those parents, survey those parents,

1 ask the families, What's changed in your household that your
2 daughter's not playing soccer anymore? I think that's a
3 learning opportunity for your organization as well as -- and
4 it may reflect directly on the people who are managing those
5 teams, the coaches and so forth, and we want to make sure
6 that the experience -- and we're going to talk a little bit
7 more about that later.

8 But competition is stiff. Lacrosse, girls'
9 lacrosse, has grown. Flag football is becoming definitely
10 an impact on youth soccer. So we have to be diligent and
11 think of ways to make soccer the first choice.

12 CHRIS MOORE: The other thing too -- that's great
13 points, Dan -- safety is a big concern. I know when I
14 worked on the Play 60 program, girls -- what gave rise to
15 youth foot -- flag football for girls was because of the
16 incidents of injuries, you know, with head-to-head contact
17 and with football. I think to Dan's point, the data does
18 show that there are kids who are cycling out of soccer and
19 into other sports. Doesn't mean they don't cycle back in,
20 but at any moment in time, we will see some dips because,
21 you know, fastest-growing sports, lacrosse, gymnastics,
22 volleyball, and it could be that some of those other sports
23 are siphoning away some members.

24 Any other questions?

25 MICHAEL SIMMONS: Yeah. This also goes towards

1 the declining registration in soccer. We've seen,
2 especially at the rec level -- you mentioned in your charts
3 there that you're going to go out to the schools and things
4 like that. What we've seen at the rec level is, since the
5 switch from I'll call it class-based --

6 CHRIS MOORE: Oh, yeah. The birth year.

7 MICHAEL SIMMONS: -- to age-based, we have lost a
8 number of players because at the rec level I mean they don't
9 want to play year around. They want to play a ten-game
10 season or something like that, maybe a four-, five-game
11 season in the spring at the most, and they want to play with
12 their classmates.

13 And we are in competition. You talked about us
14 being the 500-pound gorilla. Well, club soccer is the
15 250-pound gorilla, and they've been making huge inroads at
16 our level for a number of reasons, but there is a
17 fragmentation there, but we also have things like CYO and
18 other things that do stay on the class-based age bracket.

19 Have you guys ever considered having separate ages
20 between the rec and the select? That's our base. The rec
21 is our base. That's where most of our players come from,
22 and many of them -- most of them are not going to go into
23 ODP or any of the other things.

24 CHRIS MOORE: Right.

25 MICHAEL SIMMONS: But it's still the base that

1 feeds those, and if we're sending those kids away because
2 they're not playing with their classmates or to play with
3 their classmates because they have one kid who's older, they
4 have to play up, and they lose all their games.

5 CHRIS MOORE: Absolutely.

6 JANE MCGILLIVRAY: Yep.

7 MICHAEL SIMMONS: So I think there's some things
8 to do in terms of both supporting rec as well as supporting
9 the select programs, but they need to be I think slightly
10 different because of, who are the customers for those
11 programs?

12 CHRIS MOORE: That's a great point, and I -- I
13 must say over the past nine months to a year here -- I
14 travel around the country because I speak to members all
15 over the country, and this issue continues to linger as a
16 key issue, the birth-year changes, and it was even
17 identified by the Aspen Institute as a barrier that has
18 possibly driven players away.

19 But on the rec side, to be honest -- and, Dan and
20 Terry, you guys probably experience this -- did you -- did
21 you notice on the rec side any -- any major changes in terms
22 of how the -- because it was my understanding that the
23 Federation allowed on the rec side -- like the birth year
24 chart was mainly for the competitive play, and they said --

25 TERRY FISHER: Well --

1 CHRIS MOORE: -- well, we're not going to go into
2 each market and try to legislate how teams are formed and
3 rostered at the rec level.

4 DAN POPP: Yeah. Well, anecdotally, Chris, they
5 didn't distinguish that at the beginning.

6 CHRIS MOORE: Okay.

7 DAN POPP: They said it's a birth year change, and
8 this is the way U.S. Soccer should mandate.

9 We definitely heard from our membership locally
10 that in some cases they would -- and, frankly speaking, we
11 were kind of on the fence in terms of how strongly, and,
12 frankly, we do not strongly support the birth year mandate
13 in recreation soccer. So no one from Washington Youth
14 Soccer is out policing whether or not our rec programs are,
15 you know, aligning by birth year.

16 CHRIS MOORE: Right.

17 DAN POPP: You know, off the record I would say do
18 what helps your organization grow because, frankly, nobody's
19 watching, right? When you get to the competitive levels,
20 yes, it makes a difference. So I'll say off the record
21 again, do what makes sense for your organizations, right?

22 So, Michael, I get what you're saying. I -- we
23 want more kids playing.

24 MICHAEL SIMMONS: As an association if we're
25 trying to follow the direction of Washington State -- and we

1 are -- if we're trying to follow, then I think there needs
2 to be some direction --

3 DAN POPP: Well, I think --

4 MICHAEL SIMMONS: -- because if some associations
5 are doing one thing, that isn't necessarily broadcast.

6 DAN POPP: Yeah.

7 MICHAEL SIMMONS: Our association's trying to
8 follow what the Washington Youth directs, and it is
9 affecting us.

10 DAN POPP: Yeah, yeah. I think suffice it to
11 say --

12 MICHAEL SIMMONS: I mean switching back would also
13 affect us at this point as well, but I'm just saying we have
14 seen a continuing dropoff since that went in, and of course
15 we adopted it because it was directed by the State.

16 DAN POPP: Yeah. Do you want to add to it, Terry?

17 TERRY FISHER: Well, to be clear, we talked with
18 all the members that called us and asked, and I'll use
19 Seattle as an example. They stuck with school-age birth
20 year. I think we were very clear about our ambivalence
21 about if it affected rec soccer and those teams were not
22 going into any regional or national competition, we said, do
23 what works for your marketplace. To me that sounds like a
24 rational position, and it's kind of been the position we've
25 had since 30 days after the birth year issue came out.

1 So I would tell you if the ask is, you know, help
2 you to go back to that, do it. If you're okay with it as it
3 is now, stay where you are. You have the flexibility. I
4 love the idea that it's compliance to the absurd, and we
5 told Chicago this is a silly rule. It does not help any of
6 us. And if your children are just playing in-house
7 recreational soccer, cross-border, if you're playing between
8 associations, you have to have symmetry of what the age
9 groups are, but make it work locally. And I'll be happy
10 Monday to put that clarification out there for your review,
11 and then choose what pathway's best for you.

12 MICHAEL SIMMONS: So for teams going to State and
13 Rec Cup, what's the age bracket?

14 TERRY FISHER: That's a great, great question. So
15 if they want to -- it's an issue I'll bring up with Bastien
16 and the SOC, with Hal, and we can resolve that. We can
17 figure that out.

18 MICHAEL SIMMONS: Consistency.

19 TERRY FISHER: Well, consistency is a good thing,
20 and we also advocate for the thing that's right for player
21 development.

22 UNIDENTIFIED SPEAKER: But that also speaks to
23 summer tournaments, all that stuff, right? You can be
24 playing one way, and then you're going to move to something
25 else for a tournament or whatever else, so it seems like it

1 should be consistent only because, you know.

2 TERRY FISHER: Of course, across the state and if
3 you do play those types of tournaments and there's
4 inequities, I get it, so.

5 WILLIAM FRY: Mr. Fisher and Board, later on in
6 this meeting the word mandate's going to be used several
7 additional times, so I -- I do think, Chris, the challenge
8 for US Youth Soccer as you try to build a unified body is to
9 be unified. So we need some leadership on this, and I
10 think, you know, I was a member of a very large rec
11 organization. The birth year alignment was very damaging to
12 our girls' teams in particular. Our numbers are down
13 significantly from nearly 47 percent girls to a number under
14 40 in our program.

15 It's not just that. We also had, you know, other
16 programs that we would say successful programs where players
17 have moved up the tier into select and higher levels of play
18 where oftentimes the recreational coach's child are the kids
19 that are most invested in the sport. And so, you know, one
20 new team would form, and it would take coaches away from
21 multiple youth recreational teams in particular.

22 But I was on the state committee when the birth
23 year alignment was made, and the state's decision and that
24 committee's decision was to move to birth year across the
25 state. Seattle opted at the last moment to not follow that

1 recommendation. I applaud them for that in retrospect, but
2 to say that it wasn't a mandate is really misleading, and it
3 troubles me because we're going to talk about mandates again
4 going forward today. So what does that word mean? Let's
5 define it.

6 DAN POPP: I think the takeaway for this, Chris,
7 is that you're probably hearing that from other states as
8 well.

9 CHRIS MOORE: Yeah.

10 DAN POPP: And as we go into the Youth Task Force
11 at the Federation level, that needs to be a preminent
12 conversation or maybe pressant conversation. Sorry. Inside
13 joke from our board meeting last night. It needs to -- it
14 is impacting, and, you know, I was not a fan of the decision
15 from the very beginning for any level, but when it comes to
16 our recreation game in particular, I think we ought to take
17 it up as a specific ask to change because we don't really
18 see the value of it.

19 CHRIS MOORE: Or at least better -- provide better
20 definition because before it was just, Here's the chart,
21 here are the ages, we're going to convert from school year,
22 and if you were born between this year and this year, you're
23 playing on, you know, this age group. It was -- it was
24 pretty haphazardly done. And then remember the first time
25 they put out the first chart? It was wrong because it was a

1 DA chart. Then we had to rescind the communication and send
2 out another chart. It was -- it was pretty --

3 DAN POPP: Yeah, it was poorly executed.

4 CHRIS MOORE: Yeah.

5 DAN POPP: But, Bill, your comments are definitely
6 taken. We support the idea that it needs to be consistent.

7 CURT CARROLL: Chris, I think you're hearing
8 from -- do you want our names when we're asking these
9 questions?

10 DAN POPP: Yeah, I didn't say that at the
11 beginning, but please do for our stenographer.

12 CURT CARROLL: Curt Carroll, Pierce County Soccer
13 Association President. I just think you're going to hear
14 this consistently, Chris, so you're going to hear some
15 things that carry over to our board, and you're hearing as
16 well, and I think when you hear leadership, direction,
17 vision, if you can make that happen at US Youth Soccer and
18 Washington Youth Soccer can grab onto that concept, then
19 you'll have support of the association; but until there's
20 something that we're going to be on the fence and do things
21 behind things, as Dan noted and Terry's noted, we don't know
22 what to do to tell our clubs.

23 CHRIS MOORE: I see.

24 CURT CARROLL: So you're saying if you don't make
25 it clear and precise, you're asking us to make rules and

1 interpretations, and now if you have 55, as you noted, rules
2 and interpretations done, we're in trouble, and we will be
3 in trouble in this state as well.

4 CHRIS MOORE: Duly noted. Thank you.

5 CANDICE BOCK: Thank you. Candice Bock with
6 Thurston County Youth Soccer. Question about the efforts
7 for marketing and your focus on diversity. I know this is
8 one of the things our clubs talk a lot about is how do we
9 attract more families from our communities of color and more
10 families where English maybe isn't the language spoken at
11 home, and we're always struggling with that, and what are
12 the tools that we have to deal with that kind of outreach.
13 And so we certainly welcome that at the national level and
14 maybe at the state level to help us with those kind of
15 tools, and how do we reach those communities, bring those
16 folks in, expand youth soccer, make that available?

17 CHRIS MOORE: No, that's a great -- Candice, great
18 comment, and it's -- I must confess it hasn't been the focal
19 point for us. And we have Soccer Across America as our
20 outreach program for -- particularly for underserved
21 communities, but there hasn't been much investment in either
22 that program nationally or TOPSoccer frankly, which is our
23 program aimed at kids, special-needs kids, and I think
24 you're going to see a lot more effort and emphasis in those
25 areas because that's where the rubber meets the road. I

1 mean there are a lot of urban areas that we just don't
2 reach.

3 And so we're looking at those areas. We're
4 looking at partnerships with organizations that have a
5 foothold in those communities, so whether it be the YMCA,
6 Girls and Boys Clubs and other sort of at-risk, youth-based
7 organizations and community organizations because they play
8 soccer. They're just not part -- they have not been a focal
9 point for U.S. Soccer, and, hence, a lot of our emphasis,
10 quite honestly, has been at the top level, and we've been
11 talking about this over the past couple of days. We need to
12 grow the funnel, and that's how you do it.

13 LANCE WILLIAMS: Lance Williams, Maple Valley.

14 CHRIS MOORE: Hi.

15 LANCE WILLIAMS: I'm wondering what your most
16 recent discussions with the Federation are regarding
17 coaching education.

18 CHRIS MOORE: My most recent one, it was probably
19 laced with so much profanity that I can't even say.

20 LANCE WILLIAMS: It was supposed to be a less
21 controversial question.

22 CHRIS MOORE: Just joking. No, it's -- I think
23 for the Federation there's one development pathway. There's
24 one -- you know, we used to offer this National Youth
25 Coaching, run this coaching program that's become sort of

1 extinct because of the Federation's coaching education.
2 They've actually made it clear that they are delivering
3 coaching education and not US Youth Soccer, so we've pretty
4 much ceded control to them in that area.

5 LANCE WILLIAMS: But does that make sense? I mean
6 you're the youth organization. It's youth coaching.

7 CHRIS MOORE: Yeah.

8 LANCE WILLIAMS: And, therefore, shouldn't you
9 have an active leadership role in educating youth coaches?

10 CHRIS MOORE: I think so. I think --

11 LANCE WILLIAMS: I mean I can go to Chicago with
12 you. We can talk about it.

13 CHRIS MOORE: Sure. Yeah. I think -- I think
14 part of the issue is, they have seen so much variation, and
15 so it's not just US Youth. It's AYSO and other
16 organizations sort of aligned with the Federation. I know
17 they've invested in their recreational programs, coaching
18 education program, but I -- I agree with you. We could
19 probably have lots of conversation offline about that.

20 LANCE WILLIAMS: Thank you.

21 CHRIS MOORE: Sure.

22 SHELLY WOODRUFF: Shelly Woodruff, Snoqualmie
23 Valley Youth Soccer Association. When you led the
24 conversation, you said one of your other areas of focus for
25 the year just going forward is around referee development,

1 and from where we sit as an association, just as critical is
2 player registration, and, you know, seeing a decline there.
3 How is USYS addressing growth and development of the referee
4 program and retention?

5 CHRIS MOORE: Yeah. So I don't -- what I just
6 clarified, it's a U.S. Soccer task force, and I don't know
7 if Pete is on that one or if we have anyone on that one, but
8 it's really -- it's not being led by us. It's being led by
9 the Federation. So, Dan, I don't know if you have any
10 specific --

11 DAN POPP: No.

12 CHRIS MOORE: -- from an OGC standpoint?

13 DAN POPP: We have talked about referees, and I
14 think probably the only comment that I would have in terms
15 of referee development is that we are in many respects left
16 to do a lot of that work locally, and we do. You know, our
17 state referee association is very strong. We represent very
18 well on a national scale, but we consistently run into,
19 well, at minimum counterintuitive thinking from the
20 Federation around this.

21 You know, identifying certifications for the
22 national scale, a recent decision or at least interim
23 decision was that that would only be gained by reffing DA
24 games instead of our ODP regional games, but we have, you
25 know, a lot of things that go on in referee development that

1 in our opinion don't -- from the national level that don't
2 necessarily help us on a local level.

3 But, with that said, here in Washington we invest.
4 We encourage. We support the SRA. We do a tremendous
5 amount through our referee committees as well to make sure
6 that it's done well.

7 We're also focusing at the state level -- and
8 we'll talk a little bit about this in the Respect Campaign
9 coming up later on in the agenda -- is focus on recruitment
10 of referees and particularly young referees and then keeping
11 them in the game by protecting them from abuse from the
12 sidelines.

13 JANE MCGILLIVRAY: Yes.

14 DAN POPP: So it is a significant -- the attrition
15 rate is what's hurting our referee program, not the
16 recruiting. So we are significantly invested here in
17 Washington. I assume you are as well in your local
18 associations because that is a critical element of how we
19 will grow this game is have kids become good referees and
20 then stay in it.

21 Just happy to report my son is out this morning
22 reffing two games. So we encourage it in our house as well.

23 MICHAEL SIMMONS: So Mike Simmons, North County
24 Youth Soccer. I'd like to talk to you about that, Dan,
25 because what I see -- I've been a referee since 1984. I've

1 been a signer, instructor. I deal with the kids. Again,
2 rec is where it all starts. Most of our young referees only
3 do rec. The only training they get is national-level
4 training on the videos, and I know there's some discussion
5 at the SRA about carrying that onto the field, but we used
6 to have continuing education credits where the local
7 association, referee association, actually trained them on
8 how to referee like they're going to see. Yeah, we do have
9 issues with sidelines, but I'm not certain that's the real
10 reason we're losing referees.

11 So I think part of it is, they're not taught how
12 to referee the games that they're going to referee, and they
13 get intimidated, and they leave. And we have 50 percent
14 attrition of young referees, so we invest a lot of money,
15 and then they're -- yeah, 50 percent.

16 CHAD BURTON: That's low.

17 CHRIS MOORE: That's low he said.

18 CHAD BURTON: That's low.

19 MICHAEL SIMMONS: So I'm just saying we do invest
20 a lot of time in young kids being referees, try to support
21 them at the association level and so forth, and the training
22 has deteriorated so much over the last five years, I'm
23 surprised anybody would want to be a referee to begin with.

24 DAN POPP: Well, thanks for the comments, Mike.

25 We will continue to focus on referee development, and thank

1 you for your questions.

2 CHRIS MOORE: And I'll take these comments back
3 with me as well.

4 DAN POPP: Yeah. So I just want to keep us on
5 track with our schedule today. If you all have some
6 questions specific for Chris and US Youth Soccer, he'll be
7 around for the rest of the morning. He does have to
8 leave -- sorry. I'll correct that. He does have to leave
9 around 11:00 because he's got a flight back to Texas, but,
10 hey, big thanks to Chris for being here.

11 (Applause.)

12 FELIPE MENDEZ: Just very quickly, on the wifi,
13 anyone that has an access code issue, if you're experiencing
14 an access code issue, the correct access code is WYS19. We
15 were provided an access code that said WAYS019. So the
16 correct access code for your wifi if you need that is WYS19.

17 UNIDENTIFIED SPEAKER: All lower case.

18 DAN POPP: Can everyone hear me okay? Great. So
19 next on our agenda is really one of the core reasons we're
20 here today, is to talk about the growth of our game in
21 Washington and the financial environment that we find
22 ourselves in and as we look forward how we're going to grow
23 this. So we're just going to kick off with a little video.

24 (Video playing.)

25 DAN POPP: That is -- that is a great video

1 production from our media team, Shaneika and Bri.

2 (Applause.)

3 DAN POPP: That's from the Rec Cup earlier in
4 December this year, and, you know, for me, as I say every
5 time I'm out there handing medals out to kids, it's one of
6 the favorite parts of my experience as an administrator is
7 to get out there. I don't coach anymore, but I can be out
8 there with recognizing the athletes and the great kids that
9 come out and play in our rec programs, and that's in my
10 opinion one of the best things that we do.

11 So I want to talk about our player fee proposal.
12 You all received over the last several weeks our
13 recommendations with some options. There's some things to
14 talk about in terms of insurance and premiums and
15 deductibles and the challenges that we've faced over the
16 last several years, but I want to just set the level first
17 with some historical perspective. And I apologize if this
18 is small. I was trying to make this just some talking
19 points, but, you know, I wanted to get the ideas out there.

20 (Presenting PowerPoint.)

21 A little history for those of you who have not
22 been involved with Washington Youth Soccer for more than a
23 couple years or a few years. We have actually not had an
24 increase in our player fees in over a decade, and, in fact,
25 we've reduced player fees in that time period.

1 So back in -- I'll just go back a decade, and it's
2 really longer than that, but go back a decade. We used to
3 charge about 12 -- \$12.07. I have no idea where that number
4 came from, but that was the number, and it included
5 everything that -- it included RMA, and it included
6 everything that grew the program.

7 In 2013 it was recommended that we increase that
8 because for obvious reasons, prices and things, costs
9 increased, et cetera. That was rejected by the association
10 membership. Okay.

11 In 2014 we realized that we were really in a hot
12 competitive environment in terms of pricing related to the
13 introduction of US Club and PSPL in the state of Washington.
14 So collectively, if you remember those conversations only
15 four years ago or five years ago, we agreed that we should
16 tier the pricing. We should make recreation programs less
17 expensive to compete with the pricing around rec for some of
18 the other competitive programs in the state to make it
19 easier for our member associations who focus on rec to be
20 able to reinvest that money back into their programs, et
21 cetera. So we broke into that three-tier, 5, 10, 12 dollar
22 for competitive soccer.

23 In 2017, fast-forward three years, we were already
24 feeling the pressures of insurance-rates increases, just
25 cost-of-operations increases, and we asked the membership to

1 support the program with an increase back to \$8 for rec.
2 That was rejected. I think that part of that feedback was,
3 Well, we don't want to really only increase that area. You
4 know, competitive ought to absorb more of that.

5 And in the end we as an organization, all of us,
6 agreed that we would stay the course, stay with our program
7 rates as they are and not get involved with changing the
8 structure of costs for our member associations.

9 So here we are over a decade later without any
10 improvement in revenue or, in fact, a decline in revenue in
11 the organization overall. And there was a lot of reasons
12 why five years ago that made sense. Today we are no longer
13 in that situation. The environment has changed for
14 Washington Youth Soccer, and I'm going to talk about a few
15 of those things, but in the meantime, in that four-year
16 period, we've done a lot of revamping how Washington Youth
17 Soccer operates. Terry Fisher understood that the revenue
18 model was going to change, and it has been changed for four
19 straight years where -- sorry. I'm getting my slide,
20 clearing my head -- where we have effectively given back
21 over 1.25 million to our organizations over the last four
22 years.

23 So it was a 325,000-ish -- changed every year
24 depending on the numbers and all that, but roughly \$325,000
25 that we did not collect at the state level that we left in

1 the coffers of our member associations to do good, to do
2 better things.

3 To cover that loss of revenue for the state
4 association office, we've reduced our headcount. We have
5 fewer staff. We run much leaner than we had ever before.
6 We've streamlined our services to make sure that we can
7 still get done the important things that we need to do as a
8 state association leader. We've grown sponsorship revenue.

9 If you look in the budget line today, we're
10 forecasting our budget for this fiscal year, which ends in
11 August, \$130,000 in sponsor revenues. That made up for some
12 of the loss of revenue from player fee income to the
13 organization. Some of those are represented around the
14 room. You know, Datec, Nationwide, Soccer West. Dick's
15 Sporting Goods was a significant partner for us.

16 And I will tell you that, you know, since
17 Matt Moran left the organization almost two years ago,
18 that's really landed solely on the shoulders of
19 Terry Fisher. So we as a board are really appreciative of
20 the fact that Terry on a regular basis works on sponsorship
21 opportunities. I mean Chris Moore was mentioning it earlier
22 too about the importance of that at a national level. It's
23 also really important at our state level because that
24 revenue helps to cover some of the deficit that the player
25 fee reductions created four years ago.

1 And then, frankly, I mentioned it earlier, our
2 professional board, all these people up here with their CPAs
3 and their law degrees and their work have done a lot to
4 support the operations of the organization so that we can
5 continue to provide great services to our members without
6 the included revenue associated.

7 Well, I think it's time that we need to realize
8 where we are in today's environment and organizationally
9 understand the impacts that player fee or lack of player fee
10 increases have created. Our costs go up every single year
11 to run the state organization. The costs of processing RMAs
12 has increased. The tournament facility, support referee
13 costs have gone up. We've made significant investments in
14 the environment of coaching through our PCA program. That's
15 a \$40,000 investment that most of you, if not all of you,
16 are taking advantage of to improve the programs.

17 We talked about attrition, you know, and coaching
18 education, Lance. This is part of our coaching education
19 environment. It's helping coaches become better at
20 connecting with kids, not just teaching the x's and o's of
21 playing the game. And we'll talk a little bit more about
22 that as we get into our next segments.

23 Our insurance premiums, that's probably one of the
24 single greatest impacts financially collectively to our
25 organization is the cost of insurance. Part of that comes

1 from the fact that just insurance in general is going up,
2 but it's also impacted by the fact that we have
3 unfortunately had lawsuits in our state that are impacting
4 our insurance rates as well as the cost of just defending
5 those lawsuits.

6 So if you look at the office and operational cost
7 increases, frankly, one of the biggest line item changes
8 that we were not anticipating over the last year was the
9 cost of attorneys' fees. Our own staff and the insurance
10 costs for medical, dental and, you know, taking good care of
11 our employees. Increases in salaries. I don't know about
12 where you all work, but I'm pretty sure over the last decade
13 pretty much everyone in this room has probably gotten a
14 raise at some point, and their cost of medical benefits have
15 gone up, and the organizations that you work for have been
16 impacted, and I can guarantee you that if in the last ten
17 years your organizations where you work have not increased
18 their prices, they probably don't exist anymore. So it's an
19 important element of running a business.

20 We are a 501(c)(3)-operated business, and our
21 primary revenue source, yes, is through player fees. So we
22 have to look realistically at where we are as an
23 organization. Streamline, grinding down the pennies as
24 close as we can, being judicious with the money, but the
25 costs of running the operation continue to grow. The rent

1 for our offices. Keep light and dial tone, that's a
2 throwback from my early 90s. IT support to keep our service
3 running and keep our PCs up and going, other office
4 services. Every single thing on that list have gone up in
5 the last decade and primarily have gone up in the last
6 couple of years because of the changes of the insurance
7 environment primarily.

8 So what does that mean? Well, we're looking for
9 financial stability in our program and in our organization.
10 At this point costs of running the operation have overrun
11 our revenues. If you look at the budgets that are in front
12 of you, as of today we will -- if nothing changes, we will
13 see a nearly \$90,000 budget deficit.

14 As we look at last year's audits -- you all were
15 mailed our accounting audit, and I have the form here -- if
16 you look at last year's number, there was a 248, almost
17 \$250,000 deficit. Those were surprises in some cases.
18 Costs of insurance was a significant part of that.
19 Investment in the Washington Youth Soccer Foundation was one
20 of the elements of that. And help me out. What's the third
21 element?

22 UNIDENTIFIED SPEAKER: Lawsuit, litigation.

23 DAN POPP: Oh, duh. The lawsuits, attorneys'
24 fees. So while our organization, one of our goals is
25 helping you all with governance, the other is protecting you

1 all against lawsuits. So there was a significant increase.

2 We cannot rely on corporate sponsorships as an
3 operating budget. If something happens with our economy
4 tomorrow and suddenly we're in another, you know,
5 significant recession, those dollars dry up first. So we
6 can't rely on sponsorship revenue. That to me should be
7 gravy on top of what we do. It gives us the opportunity to
8 expand, to do new programs, for marketing partnerships that
9 drive the game. It shouldn't be part of our core revenue as
10 an organization. It's too risky.

11 And we need to rebuild our reserve fund. As we've
12 been pulling unexpected expenses, that comes out of our
13 reserve, and what that means for you all is, it doesn't
14 have -- it doesn't allow us to have a protective reserve
15 fund, number one, in case something does happen that's
16 unexpected on a larger scale, but, more importantly, it
17 doesn't give us funds for available projects for you. We
18 have on a regular and recurring basis when we had the money
19 available received requests from our membership to help you
20 with projects in your areas, field development, facilities
21 development, support of many ways. Those reserve funds have
22 been available to you in low-cost, low-interest loans.

23 I'm looking at my friend Sophie here sitting at
24 the table with Snoqualmie Valley. We did a project almost
25 three years ago now where we redeveloped a phenomenal turf

1 field with lights in a public/private partnership with the
2 Snoqualmie Valley School District, and they've got a
3 brand-new phenomenal facility that's used by Snoqualmie
4 Valley Youth Soccer on a really daily basis.

5 Southwest Washington, who isn't here today, we did
6 another loan with them where they developed fields. And
7 forgive me if I'm forgetting anyone, but that's the point.
8 We want those revenues available to share out back to you to
9 help with programs. Today we really don't have any money
10 available for that. Our reserve fund has shrunk to the
11 point where we can only reserve it for emergency situations
12 with our organization.

13 So in addition to that, we want to build program.
14 I'm happy to introduce to you standing in the back of the
15 room Matt Dacey, who has this week joined Washington Youth
16 Soccer to be the Eastern Washington Technical Director for
17 Washington Youth Soccer. We look at what is happening on
18 the east of the mountains, and the opportunity is enormous.
19 It's green-field opportunity for us to redevelop
20 partnerships with organizations that no longer affiliate
21 with Washington Youth Soccer, to build new partnerships with
22 organizations that have never existed prior to the intro of
23 US Club and PSPL and to the marketplace. We recognize that
24 that is a market for Washington Youth Soccer that we must
25 develop. If we're going to be a holistic state association,

1 Eastern Washington has to be part of that program.

2 So we're investing. We've made that decision as a
3 board. We're investing in Eastern Washington, and we need
4 that support including a headcount that lives there. Matt's
5 going to live in or lives in Lewiston, Idaho and is going to
6 support our Eastern Washington programs.

7 FELIPE MENDEZ: Dan, just real quick.

8 DAN POPP: Yeah?

9 FELIPE MENDEZ: In that regard I think it's
10 important that we recognize that Eastern Washington doesn't
11 mean just Spokane area, right?

12 (Applause.)

13 FELIPE MENDEZ: Eastern Washington means
14 essentially anything east of, you know, the Seattle/Bellevue
15 area really. And so it's not a focused effort on Spokane.
16 It's a greater regional focus that includes the Yakima
17 Valley, Ellensburg, Wenatchee, Moses Lake, you know, all of
18 those other areas that are --

19 UNIDENTIFIED SPEAKER: Northern Idaho.

20 FELIPE MENDEZ: -- Northern Idaho that are parts
21 of Washington, just happen to be further east.

22 DAN POPP: Yeah, it's a great point. And I'd be
23 remiss if I didn't say, you know, I grew up in Yakima. We
24 have great partners in Yakima and Central Washington as
25 well, but there are elements of Eastern Washington that

1 today we have no presence as Washington Youth Soccer,
2 Wenatchee, Ellensburg, Walla Walla, other areas of the state
3 that are smaller communities but have strong soccer
4 cultural, right, either through the Latino population or
5 through just people wanting more kids to play soccer.

6 So we have -- I think it's -- in some respects
7 there's some low-hanging fruit there for us to be able to
8 build and create partnerships. In some respects it's going
9 to be changing because we're going to have to change the
10 dynamic of how clubs participate with each other and with
11 Washington Youth Soccer.

12 There is a level of competition in the dialogue,
13 so we're preparing ourselves to be competitive against the
14 programs that we would -- that would be alternative choices
15 for those clubs and for those people to -- or kids to
16 participate in.

17 We support the US Youth Soccer Northwest
18 Conference. That's a new terminology for Far West is the
19 Northwest Conference for our region, Washington, Idaho and
20 Oregon, to compete for higher-level competition. That
21 pathway into the national league, into the national
22 championship happens through that program, and we are
23 definitely supportive of it, but there is admin costs that
24 come along with that that we want to focus on. That's not
25 rec. That's competitive soccer, but that's also an

1 important part of our story here.

2 And of course I -- I said Eastern Washington, but
3 really Central Washington is a critical element of that.
4 There's some great announcements that have gone on in
5 Central Washington already in the last couple of months that
6 we're super excited about with SOZO Sports becoming an
7 impactful organization there and partnering with the Yakima
8 Youth Soccer Association. So we support all that in Central
9 and Eastern Washington, and we're going to continue to do
10 that.

11 The other really big financial need is really
12 around -- and you'll see this in the element of decision
13 today -- is the insurance deductible. Our insurance
14 deductible has been \$500 for any number of years as a
15 secondary -- and I want to emphasize, secondary -- medical
16 insurance deductible.

17 A couple years ago our board thought it was
18 important for us to reduce our costs and reduce the
19 financial exposure to our membership by increasing that
20 deductible. The resounding answer from our membership was,
21 No, keep it where it's at. Keep it where it's at. We like
22 the idea for families who get in a bind that they have
23 secondary medical insurance that isn't going to create a lot
24 of out-of-pocket expenses for them.

25 And I appreciate that. I think it's honorable to

1 be able to provide that, but now we need to know -- you need
2 to know what the financial impacts of that are. We've
3 maintained that \$500 deductible now consistently through.
4 We did not raise, as you know -- did not raise the player
5 fees a couple years ago when we began to realize the
6 financial impact of that. Well, now that cumulative impact
7 of that premiums increasing per child playing is seriously
8 impacting our financial stability in the organization.

9 So I'm not advocating for a change. I just want
10 to be super clear on this. I'm not advocating for a change
11 in our deductible. I just want you to be informed on what
12 the financial decision is related to your organizations.

13 So in 2017, 2018, we only had 50 claims, roughly
14 50 claims, across the state. Some were significant, you
15 know, broken bones and surgeries, and those things get
16 really expensive, and that secondary medical I'm sure helped
17 those families. Some of them were smaller and more minor,
18 but only 50 claims out of 90,000 or nearly 90,000 kids.

19 So part of my question to you is, what's the --
20 how much are we willing to invest as an organization to make
21 a low-cost deductible for the members that should make a
22 claim, who might make a claim?

23 So just as a case in point -- you'll see these
24 numbers on the next slide -- moving from 500 to a thousand
25 changes our premium per player by 43 cents times 80 -- I

1 used 88,000 as the number -- times 88,000. That's \$38,000
2 in reduction of insurance premium costs to the organization.

3 By moving it from 500 to \$1500 is a
4 53-cents-per-player premium change, which makes it a \$47,000
5 saving to the organization.

6 So, again, I'm not advocating for it. I want to
7 you be informed. In fact, I'm just going to switch to the
8 next page so you can see the spreadsheet. It's here. It's
9 this line, Secondary Medical. As we increase the deductible
10 level, our premiums go down.

11 UNIDENTIFIED SPEAKER: (Hand raising.)

12 DAN POPP: Hang on a second. Yeah. I will take
13 your question. Everything else pretty much remains
14 constant. We'll get into the player fee summary, but I want
15 to focus first on the deductible. The US Youth Soccer fee
16 currently is \$1. As we talked about, it's going to increase
17 to \$2.25. Right? That's the \$1.25 that our 55 state
18 associations agreed to in Chicago earlier this month, and
19 that is in our opinion, in my opinion, in our board's
20 opinion a sound investment in the national body.

21 But the insurance premium is a decision, so let's
22 talk about the insurance premium and the deductible. What
23 are your thoughts on this?

24 UNIDENTIFIED SPEAKER: (Hand raising.)

25 DAN POPP: Go ahead.

1 SCOTT BARBARA: Scott Barbara from EYSA. The
2 first question I have is, are these just calculations, or do
3 we actually have quotes at each one of those deductibles?

4 DAN POPP: We have quotes. Those are the numbers
5 coming from our carrier.

6 FRED BEUTHEL: So finish the math for us. If you
7 go back to your point of 5,000 -- or 500 to 1500 or to a
8 1,000, the total expense of whatever, 50 claims times \$500,
9 \$25,000? Is my math right?

10 DAN POPP: Yeah, assuming they -- assuming they
11 all used all \$500.

12 FRED BEUTHEL: Assuming they all used all \$500.

13 DAN POPP: Yeah.

14 FRED BEUTHEL: Do we actually advocate something
15 like a little bit of self-insurance at the association
16 level? If we're concerned about passing those on, passing
17 those expenses on, registration to the families, a \$500 or
18 \$1,000 risk for an association, we might have to step in to
19 help a family who's underinsured.

20 DAN POPP: I understand what you're saying.
21 That's certainly an alternative. I have no idea what the
22 costs of that would be to your independent organization. To
23 cover that deductible change?

24 FRED BEUTHEL: No. It -- well, it could be WYS,
25 it could be the association, and I guess part of what I'm

1 getting at is, if we're talking about, you know -- if, you
2 know, we're laying off \$25,000 against \$38,000 or what might
3 be \$50,000 against \$48,000, it seems like there's a balance
4 there. You implied something in your previous slide, if you
5 can go back to that for a second.

6 DAN POPP: Yeah.

7 TERRY FISHER: Dan, I don't -- I don't think
8 that's the math. Our cost is not the \$500 deductible.

9 DAN POPP: No.

10 FRED BEUTHEL: No, but what I'm saying, I'm
11 looking at total costs, if you will, between WYS, the
12 associations, potentially the families. Greg, you want to?

13 GREG ROGERS: Yeah. I think you need to think of
14 this like a car accident. If I have a car accident and I
15 have a deductible of \$500 with my insurance, that means I
16 have to pay \$500. The insurance covers everything else
17 after that.

18 FRED BEUTHEL: Understood.

19 GREG ROGERS: Right. So your math is correct.
20 That's the amount of money. But if we raise the deductible
21 to \$1,000, that means that family's going to have to come up
22 with \$1,000 now.

23 FRED BEUTHEL: Precisely, so.

24 DAN POPP: Yeah. So I'm not -- I want to clarify
25 the question. This is -- this is savings to our

1 organization if we increase the -- increase the deductible,
2 right? Is that a pretty clear concept for everyone? We pay
3 less over the year if we increase the deductible, and we
4 reduce the player fee directly, if you look at the bottom
5 line -- we reduce the player fee total as the deductible
6 increases.

7 So what you're deciding on is how much of the
8 insurance do your organizations want to pay for, right? How
9 much of the -- how -- what is the premium that we as an
10 association want to pay for, and that's the ballot that's in
11 your envelope today is deciding on premiums.

12 UNIDENTIFIED SPEAKER: Well, the math's \$2,000.
13 If you have a bucket that you help out those 50 families
14 with the extra \$500 to cover the deductible, that's the
15 point of what he said.

16 DAN POPP: So you're -- I see what you're saying.
17 So are you suggesting that we keep the premium high but --
18 or lower but we still collect the higher number, that we --
19 is that the idea is that we increase the deductible to a
20 thousand but we still collect this amount so that we have
21 extra money to help with the deductible for those claims?

22 UNIDENTIFIED SPEAKER: No, he's talking about the
23 savings. You're -- if you save 37,000 by having a higher
24 deductible --

25 DAN POPP: Yeah.

1 UNIDENTIFIED SPEAKER: -- then that's money you
2 could help families with that higher deductible if need be.

3 CHUCK PORTER: But we're in a deficit, and we
4 currently have insurance in place, so we're not going to
5 save -- we're not going to have extra money if we raise the
6 fee because all the fee that we pay for these premiums goes
7 to the insurance company.

8 DAN POPP: It's a passthrough.

9 CHUCK PORTER: It's a passthrough. We don't have
10 any extra funds as self-insurance money.

11 DAN POPP: Yeah.

12 CHUCK PORTER: Unless you want to earmark a dollar
13 per player for -- as a reserve.

14 TRAVIS HOPPE: That's precisely right.

15 CHUCK PORTER: But with the current proposal right
16 now with the fees, it goes to the insurance company, and
17 they stuck with --

18 UNIDENTIFIED SPEAKER: It will still --

19 DAN POPP: Okay.

20 CHUCK PORTER: If they have a million-dollar
21 claim --

22 TRAVIS HOPPE: We understand. You could still
23 have \$13,000 to your pot of your \$3 million budget. I mean
24 we're not balancing this thing off \$30,000 or \$50,000.

25 DAN POPP: I'm sorry. I'm confused in the dynamic

1 of that.

2 JOSHUA CHEATHAM: Can we move on?

3 CHUCK PORTER: We're not going to have extra money
4 if the -- if you vote on a premium increase because it's a
5 passthrough to the insurance company. They could have one
6 claim for a million dollars, and it's not going to cost the
7 association a nickel --

8 DAN POPP: They aren't --

9 CHUCK PORTER: -- but the next year what's going
10 to happen is that the insurance is going to get raised.

11 LANE SMITH: I think what you're saying is --
12 let's say competitive, for example -- Roll with the \$16.45
13 charge and then buy a deductible at \$1500, and then let us
14 have that money as a pool that the 50 people that had claims
15 could go apply for a reimbursement for the difference
16 between the \$500 deductible and the \$1500 deductible. Is
17 that what you're saying?

18 DAN POPP: Yeah, okay. So I understood that. I
19 understood that concept, but I'd have to really -- we'd have
20 to think through the idea of us becoming then part of the
21 insurance model, right, and deciding who gets coverage or
22 doesn't get coverage for the deductible, but it's an
23 interesting idea.

24 Michael.

25 MICHAEL SIMMONS: Mike Simmons, North County Youth

1 Soccer. If we got 50 claims and we had to go from 500 to
2 1500, that's \$50,000. We save 38? So all of a sudden --

3 DAN POPP: Well, the 1500 is 47,000.

4 MICHAEL SIMMONS: No. I'm just saying if we --
5 yeah, no, if we move the \$1500 as a deductible and we have
6 50 claims, the difference between the 500 and the -- that
7 would mean \$1,000 for each of those people with the claims.

8 DAN POPP: Correct.

9 MICHAEL SIMMONS: That's \$50,000.

10 DAN POPP: Correct.

11 MICHAEL SIMMONS: That's more than we save.

12 LEAH GRAY: We don't pay that though.

13 MICHAEL SIMMONS: No, but --

14 UNIDENTIFIED SPEAKER: It's --

15 MICHAEL SIMMONS: Yes, we will because we just
16 talked about saving the money and then when we have a claim
17 to help those families out that don't have the thousand
18 dollars. So in theory --

19 LEAH GRAY: Yeah, there's only a few,
20 self-insurance money.

21 MICHAEL SIMMONS: So our experience has been, most
22 people have primary insurance.

23 LEAH GRAY: Right.

24 MICHAEL SIMMONS: And they never touch the
25 secondary insurance.

1 DAN POPP: Yeah.

2 MICHAEL SIMMONS: The people that the secondary
3 insurance cover are those people who can't afford insurance
4 to begin with.

5 DAN POPP: Yeah.

6 MICHAEL SIMMONS: And yes, it is a very small
7 number, but we do have a large number of those
8 underprivileged in our associations that we're trying to
9 draw in. And so we've talked about it at our association
10 level, and the 50-cents-a-head delta is worth it because
11 most people aren't going to touch the insurance anyway.
12 It's only those people who can't afford it that we're trying
13 to protect, and we want those kids to play.

14 DAN POPP: Yeah.

15 MICHAEL SIMMONS: That's how we talked about it in
16 our association. It's worth the 50 cents tax to get that
17 down to a level where people who can't afford it at least
18 can get closer to covering it with a \$500 deductible.

19 DAN POPP: Yeah.

20 MICHAEL SIMMONS: That's how we looked at it.
21 It's only 50 cents. Okay. We're going to tax each of our
22 players 50 cents to protect those few families who wouldn't
23 play soccer because they couldn't afford a deductible if
24 they got injured.

25 DAN POPP: Yeah. That is really the question at

1 hand is, do we as an organization want to subsidize the
2 insurance liability for the few, right, those 50 people who
3 needed that secondary insurance and -- and wanted a low
4 deductible or needed a low deductible? So that is the
5 question at hand.

6 Go ahead.

7 JOSHUA CHEATHAM: Josh Cheatham with Federal Way
8 Soccer. So the long-term projection of the increase in the
9 premiums, just recent article, I didn't read the whole
10 thing, but talking about soccer and football and how
11 insurance is increasing so much because not only for
12 injuries but for also the other unfortunate incidents that
13 happened with some of the folks that have been around
14 children.

15 I notice we're doing the SafeSports, we're doing
16 some of these other things to screen and train our folks.
17 Is that going to help our deduction and rates in the future
18 moving forward do you think in terms of if we can show like,
19 hey, we're doing all this additional stuff? Is that going
20 to help keep either it flattened out or --

21 DAN POPP: It will keep -- and I'll address that.
22 I may not have the numbers exactly in terms of what the
23 impact is, but I can tell you this: Because we're doing
24 those things already, our premiums are lower than they could
25 be.

1 JOSHUA CHEATHAM: Okay.

2 DAN POPP: Because we have solid defense of the
3 lawsuits that come -- and, remember, liability is a
4 different discussion than secondary medical.

5 JOSHUA CHEATHAM: Right.

6 DAN POPP: So this is about secondary medical,
7 but --

8 JOSHUA CHEATHAM: Okay.

9 DAN POPP: -- but, you know, keeping kids safe,
10 you know, improving field of play, reducing concussions, you
11 know, protocols, et cetera, all of that funnels into the
12 actuary's evaluation of our risk as an organization.

13 FELIPE MENDEZ: It would also on the liability
14 side impact any future lawsuits that may come because it
15 would set a standard for what at an operational level if
16 we're faced with a negligence claim or some other tort
17 action on a civil claim -- what the response and sort of
18 organizational structure is to address that, so there would
19 be that impact as well.

20 JOSHUA CHEATHAM: Okay.

21 CHRIS MOORE: And if I may jump in real quick,
22 that ESPN article and video was just grossly --

23 JOSHUA CHEATHAM: Yeah, I'm sorry. I didn't read
24 the whole thing. I just saw the headline, and I was like,
25 whoo.

1 CHRIS MOORE: Yeah. I mean it spoke to the, you
2 know, uninsurability of soccer in the future because of, you
3 know, the advent of head injuries and what have you, but
4 basically they were unfairly comparing -- oh, thank you.
5 Sorry -- they were unfairly comparing youth soccer to
6 head-to-head contact in professional sports with the NFL.

7 I'm actually authoring a response to the editor of
8 that piece because I thought it was outrageous, and the
9 insurance industry executives that we're talking to are
10 refuting some of the claims that were made by these
11 so-called experts. Fake news.

12 JOSHUA CHEATHAM: Yeah. Well, no, I think
13 that's -- when you talk about marketing and you -- I think
14 that also plays into it because you have --

15 CHRIS MOORE: Yeah.

16 JOSHUA CHEATHAM: -- if someone has a catastrophic
17 injury -- and I say catastrophic financially -- you have an
18 ACL or something like that that's going to take a lot of
19 rehab, that's a lot of times where the secondary insurance
20 is going to come into play because you have insurance, but I
21 just hit my cap because my kid's in, you know, rehab for
22 however long it takes to get the knee back.

23 CHRIS MOORE: Yeah.

24 JOSHUA CHEATHAM: So just that's part of the
25 reason I think we need to keep the deductible low for that

1 purpose as well.

2 DAN POPP: Yeah, go ahead.

3 CHAD BURTON: Chad Burton, Skagit Valley Youth
4 Soccer. Looking at your chart -- I studied this when I was
5 at home too -- right now between the current fee structure
6 and the 29th -- or the projected fee structure, even if we
7 went with the \$500 deductible level, the only difference I'm
8 seeing is the buck and a quarter to US Youth Soccer.

9 The question I'm having, I'm looking at the
10 percentages on your proposed budget player numbers, and the
11 way I see it, you're looking at 23-cents-a-kid loss right
12 now, which obviously can't continue. I mean nobody can do
13 business at a loss forever. So factor in 23-cents-per-kid
14 loss and the buck and a quarter assuming that goes through
15 with US Youth Soccer. That's a buck-48-a-kid increase,
16 which I can see justification for that. What about the
17 other 2.97? Where is that going at?

18 DAN POPP: That -- that's a good question, and I
19 want to tackle that question, but I want us to settle in on
20 a deductible if we can.

21 CHAD BURTON: I just wanted to see that.

22 DAN POPP: And you can vote on it eventually,
23 right?

24 CHAD BURTON: Yeah, it's not showing up. I just
25 wanted to see where it's going to.

1 DAN POPP: Look at that, whoo. Aren't we
2 high-tech. So this is just for clarity, and I tried to
3 explain that, and Terry and I tried to explain that in our
4 original. This column is where our costs are today, right?
5 Our costs are 2.40 for insurance at the current \$500
6 deductible. This was the cost for US Youth. This is the
7 cost for U.S. Soccer.

8 This is representative of all of the stuff that I
9 talked about having ten years of no increase in our revenue
10 but ten years of increases in the cost of doing business.

11 So this represents our total costs today in
12 operations. \$3 per player ends up with our -- that's our
13 operational expense to cover, the staff, keep light and dial
14 tone, the rent, programs, Eastern Washington development,
15 everything going forward.

16 What you're not seeing in this is, at least going
17 forward, I would like to think that that \$3, this \$3, is
18 going to be good for a few years. I'd like to think that,
19 but really that depends on the environment over the next few
20 years, insurance, claims, lawyers' fees, et cetera.

21 So we as an organization, as an organization, are
22 supporting a state-wide operation, right? I know you all
23 are focused on your local levels, your local associations,
24 the clubs that you support and that you work with, but we
25 also have a state operation that drives everything else.

1 So today this dollar amount, this 8.20, is where
2 we are, and this is what we're collecting, and collectively
3 across these numbers we are in a deficit operationally.
4 Does that answer your question?

5 CHAD BURTON: Pretty much. I say yeah, by my math
6 I've got 23-cents-a-kid average across all that per-kid
7 loss, which obviously can't continue.

8 DAN POPP: Yeah. Okay.

9 CHAD BURTON: But I'm curious as to where the rest
10 of it's going because it's not showing up on that chart
11 there.

12 DAN POPP: Yeah. Several hands, but go ahead
13 here.

14 CANDICE BOCK: Thank you. Candice Bock with
15 Thurston County. I certainly share some of those same
16 questions and understand that you're trying to just focus on
17 medical right now, so I'll take us back to that.

18 When our association was looking at this chart at
19 our last meeting, what was -- we were struggling with some
20 of these same questions, in part I think because there's no
21 more history. What was the \$2.40 before? I know your
22 materials say there's been an increase in insurance costs.
23 It's not reflected in this year-over-year change that you're
24 showing us for last year to this coming year. So that's a
25 hard thing for us too then to interpret where does the need

1 for such a dramatic increase come from.

2 Getting back to the medical specifically, I think
3 the gentleman from Clark County shared the same philosophy
4 that our association has, which is, we want everybody to
5 play. We don't want anything to be a deterrent to playing,
6 and so it's important to our association to make sure that
7 that deductible level stays at \$500 so that it doesn't feel
8 like a disincentive for some families to come out and play.

9 DAN POPP: Thanks for your comments.

10 Hold on a second. Sean?

11 SEAN HANSEN: Sean Hansen, South Snohomish County.
12 Keep talking about insurance until you get to the place you
13 want to go, and then I have a question, but it was really
14 related to what he said, but if you're not there, then let's
15 finish with insurance.

16 DAN POPP: Okay. Okay. Yes.

17 SCOTT BARBARA: Dan, my recollection is that
18 before we went to the \$500 level, the deductible was
19 something more along the lines of \$10,000. We had a child
20 who -- a goalie with significant facial injuries, and the
21 secondary insurance wasn't going to even kick in until
22 basically most of the costs were already taken care of.

23 DAN POPP: Yeah, we actually -- we never
24 instituted that.

25 SCOTT BARBARA: Okay.

1 DAN POPP: We had decided at a board level that we
2 needed to increase the deductible. Suffice it to say that
3 that was too big of an increase, and we never implemented
4 it.

5 SCOTT BARBARA: But the question is, what was the
6 deductible before it was 500?

7 DAN POPP: 500. It was 500. It's been 500 for a
8 long time.

9 SCOTT BARBARA: Okay.

10 DAN POPP: Am I right, Terry?

11 TERRY FISHER: Yes. I just wanted to have a
12 historical perspective. We had a -- four or five years ago
13 we had this discussion about, should we be paying \$500
14 deductible for so few incidences?

15 UNIDENTIFIED SPEAKER: Right.

16 TERRY FISHER: There was this conference-call
17 discussion about it. We moved it to 10,000, and enormous
18 pushback, moved it back to 500.

19 Go to US Club's website, and you'll still see it
20 says Washington Youth Soccer charges -- has a \$10,000
21 deductible. That isn't true. It was true for a few months.
22 It's no longer true. Was changed in the summer that it came
23 up after an AGM. So we've been 500 forever.

24 The issue that we face, nobody has the crystal
25 ball on future premiums. The issue Washington is facing

1 just like every other state who's in litigation, we were
2 cancelled. Our liability insurance was cancelled because of
3 cases that were against member associations in this room.
4 We couldn't get liability insurance. We went back with our
5 broker. Of course we could get liability insurance. Of
6 course we could. It was just, at what price? That was
7 their leverage.

8 So liability insurance is connected to secondary
9 medical. You've got to have liability to get secondary
10 medical. Those prices because of issues at multiple
11 associations in this state and our payouts, still with some
12 pending, is linked directly to that cost of secondary
13 medical premium. That's the basis.

14 So good news is, we do better SafeSport. We do
15 better risk management. We keep ourselves in good
16 risk-management process. And, again, our trend will -- the
17 premiums that are collected, the millions of dollars of
18 premiums that our carrier got when I said, well, how about
19 the \$3 million in premiums that you've gotten over the last
20 x? They said, Well, you know, we had some big seven-figure
21 payouts. Well, that's the business you're in. But they
22 don't take that across the aggregate. They go specifically
23 to the state.

24 So that's where we are. That is current day.

25 US Youth Soccer, Pat Coleman, who's our broker,

1 was able to accrue a 17 percent decrease in insurance rates
2 that applied to everybody including us, but because of our
3 cost of our liability, ours remained not changed. So we
4 lost 17 percent savings because our liability is so high.
5 Those are connected dollars. They're not independent.

6 DAN POPP: Yeah. And on that note, Terry, this --
7 I failed to call this out, but the additional insurance
8 here, this 80-cents-per-player cost, that is liability,
9 right? That doesn't even -- that doesn't even factor into
10 the 2.40.

11 Now, to your question, I'm kind of struggling to
12 remember the numbers -- and maybe, Chuck, you could perhaps
13 help us is that the historic increases in costs -- my memory
14 is that when we decided to keep it at 500 and not increase
15 it to a higher deductible three years ago, four years ago,
16 we absorbed -- I want to say it was like \$86,000 in that
17 first year. I think that's the number in my head.

18 CHUCK PORTER: The rate four years ago used to be
19 \$1.80 per player.

20 DAN POPP: There you go. That's the number.

21 CHUCK PORTER: With a \$75,000 deductible. So the
22 first \$75,000 of medical expenses that were submitted were
23 paid by us plus the dollar 80 times 90,000 kids. And so it
24 was significantly, you know, above \$200,000 every year.

25 DAN POPP: So that's 60 cents, if I'm using that

1 math. That's a 60-cent increase just on the deductible for
2 secondary medical, 60 cents.

3 CHUCK PORTER: So if you do the math on \$1.80
4 times 90,000 kids or 100,000 kids and then plus \$75,000 for
5 the first \$75,000 of claims. So not every year did we have
6 \$75,000 worth of claims, but we still have two years, 2017
7 and 2016, still open because the medical claims are still
8 pending because of additional care that these kids need.

9 So we are still going to absorb some more expenses
10 that we can't foresee yet. And it's like the point where if
11 we have 50 average claims a year, what happens if we have a
12 hundred claims in a year and we have to pay a \$500
13 deductible? Well, we're going to be at a loss scenario
14 again. I mean if the proposal is where, what are you going
15 to do with this extra money that we have because it's only
16 so much dollars for us to break even, we're not going to
17 have any reserves if we have any type of hiccup in our
18 operations.

19 DAN POPP: Thanks, Chuck.

20 Fred?

21 FRED BEUTHEL: So I just wanted to clarify. For
22 the insurance we're talking about, is WYS continuing to have
23 its own deductible at a high aggregate level as well, or is
24 it this new approach here does --

25 CHUCK PORTER: Gets rid of the 75, yeah.

1 FRED BEUTHEL: Okay.

2 DAN POPP: Which is really important for our --
3 that is really good clarity, Chuck. Thank you for that.
4 Yes?

5 CANDICE BOCK: Thank you. Candice again.

6 DAN POPP: Thanks, Keli. (Referring to Keli
7 providing microphone.)

8 CANDICE BOCK: So I got a bit confused when Terry
9 was talking about how the two insurances are related, and,
10 again, you're talking about those costs increasing, but I'm
11 not seeing the year-over-year increase reflected here. So I
12 certainly understand that they may have increased in the
13 past, but I'm not seeing that reflected here.

14 Are you saying that if we wouldn't have had those
15 claims, we would have had a decrease in insurance rates
16 because I haven't heard of a decrease in insurance rates in
17 a really long time?

18 DAN POPP: He's really only talking about this
19 additional insurance that US Youth Soccer and Pat Coleman
20 Insurance negotiated a collective bargaining reduction in
21 costs, but because Washington State specifically has so many
22 claims on the liability side, we didn't get that discount.

23 CANDICE BOCK: But he suggested our liability is
24 impacting our secondary medical insurance.

25 CHUCK PORTER: They are tied together. Our

1 overall insurance and our risk package, when insurance
2 underwriters write insurance policies for particular
3 organizations, they have to take into consideration -- when
4 underwriters write insurance policies for particular
5 organizations, which a soccer industry is like that, they
6 take into consideration the pool of money they're going to
7 collect completely across all the insurance lines, whether
8 it's property, whether it's umbrella, whether it's
9 liability, whether it's medical.

10 And so there's no such thing as a free ride where
11 we pay a hundred grand and the insurance company pays a
12 million. Where does the other \$900,000 come from? The
13 government? It comes from the pool of insurance premiums
14 that insurance collects. So what's going to happen with our
15 \$500 deductible because medical insurances are going up,
16 we're going to continue to get medical insurance increases
17 as the years go by unless the medical industry changes, and
18 it's not going to happen.

19 So next year we go to this meeting. We're going
20 to have an increase of this \$2.40. It's going to be 2.80
21 depending how many claims that we have, so this is going to
22 be an ongoing problem that we're going to have.

23 DAN POPP: Yeah, and I've resisted the urge to,
24 you know, talk about medical insurance in general. You all
25 have already experienced that in your own companies and in

1 your own household. Everybody is paying higher premiums,
2 and there's a whole gamut of that.

3 Today this number, this 2.40, represents what
4 we've been able to negotiate with your insurance carrier
5 based on our overall liability. That's the figure for a
6 \$500 deductible. The question posed to this organization
7 is, do we want to reduce our cost collectively by increasing
8 the deductible.

9 Question in the back?

10 CURT CARROLL: Curt, Pierce County Soccer. Some
11 of us are having a hard time because when I go to an AGM and
12 I hear talking about a reserve, I see the savings account
13 and listed from every one of my clubs at every AGM I've ever
14 been to. We hear reserve. We don't see the dollars listed
15 on our savings. We see a \$5 fee that we paid last year for
16 recreational players, but we don't see how the \$5 was broke
17 out. We don't know what we paid in insurance. We know
18 we're obviously short, obviously, or you wouldn't be asking
19 for a 9.45 increase, but when you don't have the same
20 numbers that show how the \$5 was broken out in simple
21 accounting, sometimes it's hard for us to fill in the gap.

22 CHUCK PORTER: Can I answer that?

23 CURT CARROLL: I hope so.

24 CHUCK PORTER: So \$5. Let's say \$2.50 for
25 insurance. So how much do you --

1 CURT CARROLL: Let's not say. Let's know.

2 CHUCK PORTER: Well, you've got \$2.50.

3 CURT CARROLL: So that's what it was last year,
4 2.50.

5 CHUCK PORTER: Okay. \$2 gets passed to the mother
6 ship in Texas.

7 CURT CARROLL: Okay.

8 CHUCK PORTER: So do the math. There's -- a \$5
9 rec player basically gives Washington Youth Soccer zero
10 amount of money to operate on.

11 CURT CARROLL: So it was 2.50 last year you're
12 saying?

13 CHUCK PORTER: No. It was --

14 FELIPE MENDEZ: I think the answer's in the
15 left-hand column on the fee structure.

16 CURT CARROLL: That's of 18, 19.

17 FELIPE MENDEZ: Correct.

18 CURT CARROLL: You're right, yeah.

19 FELIPE MENDEZ: That's where the answer to your
20 question is.

21 CURT CARROLL: Thank you. That's what I wanted to
22 hear. You're right.

23 DAN POPP: Yeah. We can pivot on the data any
24 number of ways, but the net of it is, this is our average
25 cost per player assuming this deductible and insurance

1 premium for secondary. This is what it cost us. So you can
2 see today that we're upside down by \$3.20 per player for
3 rec.

4 MICHAEL SIMMONS: No.

5 UNIDENTIFIED SPEAKER: No.

6 (Simultaneous responses.)

7 UNIDENTIFIED SPEAKER: No. Hold on. Hold on a
8 second.

9 CHAD BURTON: Because the percentages don't match.

10 MICHAEL SIMMONS: Yeah. The percentages don't
11 match. If we go and calculate, 30 percent is -- What is
12 it? -- 20 percent is competitive. 30 percent is
13 higher-level rec. 50 percent is lower-level rec. The
14 average per-player income is \$11.75 in round numbers based
15 upon your numbers we have registered and the data we got.

16 UNIDENTIFIED SPEAKER: I don't think that's right.

17 UNIDENTIFIED SPEAKER: I don't think that's right.

18 UNIDENTIFIED SPEAKER: That's not right.

19 UNIDENTIFIED SPEAKER: It's under \$8, but it's
20 not --

21 DAN POPP: Yeah.

22 MICHAEL SIMMONS: No. I'm just saying that the
23 income that you're asking with these rates is about 11.75
24 per player on average. Your cost you just identified is
25 9.45. So there's \$2.25. So --

1 DAN POPP: No, I would -- I would suggest that
2 those numbers are not correct that you just stated.

3 MICHAEL SIMMONS: Well, they're the numbers you
4 provided. If I'm going to charge \$16.45 for 20 percent of
5 the 88,000 kids and I'm going to charge 14.45 for
6 30 percent --

7 DAN POPP: You're basing it on these numbers?

8 MICHAEL SIMMONS: Yes, I am.

9 DAN POPP: Okay. I beg your pardon. I thought
10 you were basing it on these --

11 MICHAEL SIMMONS: No, we're talking about next
12 year's fees.

13 DAN POPP: Yeah.

14 MICHAEL SIMMONS: And I'm just saying that if I
15 take the number of registrants, calculate based upon the
16 proposed fees, you're actually bringing in about \$2.30.

17 DAN POPP: Okay.

18 MICHAEL SIMMONS: Per player.

19 DAN POPP: I understand what you're saying.

20 MICHAEL SIMMONS: More than what you're saying
21 your costs are. So --

22 DAN POPP: These aren't --

23 MICHAEL SIMMONS: -- if that's a per-player cost,
24 then your operation costs are truly -- which I suspect is
25 not necessarily a hundred percent there. Right now you're

1 bringing in a surplus based upon that fee structure, so I
2 don't believe that your costs are really identified there.
3 I agree --

4 UNIDENTIFIED SPEAKER: I just want --

5 MICHAEL SIMMONS: I agree we need to fund soccer.
6 We really do, and I can understand --

7 DAN POPP: Well, look, I'm not sure how this is
8 not clear. This is -- this is the cost, and if you see it
9 going forward, that is the cost. Washington Youth Soccer
10 does not change. What the change is is in US Youth Soccer.
11 Let me think about it. Hold on. Make sure I'm not missing
12 anything. Does this add up? Three, four, five.

13 MICHAEL SIMMONS: Like I said, I'm not debating
14 about what the insurance -- I'm just looking at your per --
15 the 9.45.

16 DAN POPP: Somebody get a calculator out. Does
17 this --

18 MICHAEL SIMMONS: Somebody just did. So we just
19 did, 9.45, and his number is actually more accurate.

20 DAN POPP: Does this add up, the 9.45?

21 UNIDENTIFIED SPEAKER: Yeah, it does.

22 UNIDENTIFIED SPEAKER: Yes.

23 CHUCK PORTER: Yes. But I think what you're
24 saying is that if we're making money per player, we should
25 make about \$170,000 next year extra?

1 MICHAEL SIMMONS: Well, if you're -- if you're
2 getting \$2 -- yeah, exactly, if you're getting --

3 CHUCK PORTER: And so that's going to cover the
4 additional cost plus it's going to increase our equity
5 reserves?

6 MICHAEL SIMMONS: And I've got no problem with
7 that. I'm just saying I don't understand your operation
8 costs only being \$3 because your operating costs should
9 include all of these fees, whether it's what's going into
10 your reserve, et cetera.

11 DAN POPP: The only change between this number and
12 this number is \$1.25 to US Youth Soccer.

13 MICHAEL SIMMONS: I understand.

14 CHAD BURTON: Yes.

15 DAN POPP: Okay.

16 MICHAEL SIMMONS: I a hundred percent agree with
17 that. I'm just saying looking at your projected, you know,
18 what we're talking about, 16 and 14 and 9 plus change, and
19 looking at the registration you currently have on your
20 books -- and I say it's around 20 percent for competitive,
21 50 percent for lower-level rec and 30 percent for
22 upper-level rec -- and calculating that based upon the
23 projected fees, it -- that adds up to an average of \$11.78
24 per player. You're only --

25 FELIPE MENDEZ: I just want to jump in here, Mike.

1 I'm sorry to cut you off here because we were -- the
2 discussion where we were is the insurance deductible, and
3 you can all feel the switch into costs and looking at this
4 table here, but I just want to honor where we were. Are
5 there other questions regarding the insurance component of
6 this discussion? If not, we can transition into the full
7 discussion, but I want to make sure that anyone who had any
8 questions regarding insurance and deductibles concerning
9 insurance can wrap those questions up so we can continue.

10 Hearing not one.

11 FRED BEUTHEL: Fred Beuthel, EYSA. It looks --
12 from the figures you've shared with us, it looks like the
13 \$1,000 deductible is a sweet spot in terms of overall costs
14 being between WYS, the associations and our players -- our
15 player families. And I get -- I'm not sure that it's a
16 motion because we've got a discussion that we're going to be
17 making on our ballots here momentarily I guess. Is that a
18 reasonable summary of what it is, meaning that there's a
19 savings of --

20 DAN POPP: 43 cents.

21 FRED BEUTHEL: -- savings of 43 cents per player
22 that works out to \$38,000 or whatever it was, and given that
23 we experience -- I don't know. It's probably volatile
24 but -- give or take, 50 claims per year --

25 CHUCK PORTER: That's still not going to make up

1 our \$88,000 deficit according to what.

2 FRED BEUTHEL: No, and I'm looking at what I
3 recall from a total system perspective here. It seems like
4 from, you know, a total system the \$1,000 deductible is
5 pretty efficient.

6 Is there a -- is there something -- am I mistaken
7 in that perception, that, you know -- because I -- to me it
8 seems pretty straightforward, and that if we needed to to
9 protect some of our families or something like that, the
10 associations, meaning our association, not WYSA but our
11 specific associations, could take on a position that even
12 based on those savings, we could do a little bit of
13 self-insurance because we're seeing significant savings per
14 player? Am I correct in that interpretation, or I guess --
15 I guess I'm expressing this as a possible path forward, but
16 I'm not sure that I'm not missing something.

17 TERRY FISHER: I would recommend -- it is widely
18 believed that our competitor, US Club, has a \$500
19 deductible, albeit higher player revenues. I would just
20 submit to you as members who are looking to compete in the
21 market, if they still put up \$10,000 as our deductible and
22 we go beyond 500 for the few dollars it makes up, that's
23 going to be broadcast on our competitor's website tomorrow
24 that they have a better medical plan than Washington Youth
25 Soccer because that's just how they roll.

1 FRED BEUTHEL: That's a good point.

2 UNIDENTIFIED SPEAKER: That's a good point.

3 DAN POPP: That's a good observation. And, by the
4 way, the next slide, I haven't shared it yet -- we've come
5 to it, but I'll come back to it -- is the competitive
6 environment. Oh, sorry. I did -- completely did the wrong
7 thing.

8 We did our research, and I'm kind of segueing, but
9 it's an important element since Terry raised the question.
10 We did some research, and I just want to clarify. Some of
11 this is apple to apple. Some of it is a bit apple to orange
12 because we were focusing on the 2019-2020. These are the
13 rates, by the way, that include the \$500 deductible if we
14 just continue on as-is. These are the rates that are on the
15 previous slide.

16 By comparison, PSPL charges \$10 for rec, 18 for
17 competitive through 11, and \$25. And this does not include
18 -- with the exception of rec, this does not include an
19 additional \$5 per player card fee. So this is really 23,
20 and this is really 30 in terms of their numbers.

21 In addition, these are our team fees for playing
22 in our Washington leagues: NPSL, 150 a team, SSUL, 150 a
23 team. RCL 77 is 205, 275 and 365 for the upper-level 11v11.

24 By comparison, in their rec program in the South
25 Puget Sound League, it's \$25 per player. There's no team

1 fee, but if you do the math on the average size of teams,
2 you're looking at 250 to \$500 to play in the South Puget
3 Sound League, which is the PSPL's rec league.

4 It's 350 and 250 for their Classic and Copa
5 Leagues. It's 550 and 350 for their Western and Eastern.
6 This is an interesting dynamic that they're charging
7 significantly less in the east, and we may look at that as a
8 competitive environment when we start talking about
9 developing the Intermountain Champions League in Eastern
10 Washington. And their Premier League is 350 except it's a
11 misnomer because it's actually 350 per season, 350 for the
12 fall and 350 for the spring. So it's actually \$700.

13 UNIDENTIFIED SPEAKER: Ouch.

14 DAN POPP: So we talk about -- well, I'll just
15 continue because it's unbelievable as it goes. Our Rec Cup
16 in Washington -- although, where's my pointer? Our Rec Cup
17 in Washington is \$100 to enter our Recreational Cup. That
18 video you saw at the beginning of this segment, those teams
19 pay \$100. Founders Cup's 480, Presidents Cup's 480, and of
20 course the State Championship Cup is 650.

21 By comparison, Washington -- and, look, I'm not
22 trying to disparage US Club or PSPL, but they are -- they
23 are not as impressive of tournaments, and they're charging
24 significantly more. I hear people talking about going out
25 to the Washington Cup, and with all due respect, they've got

1 one tent and a couple of grass fields, and it's not the
2 same. The level of program that Washington Youth Soccer
3 brings in our leagues, in our team, in our championship
4 cups, in our daily support of kids is not the same. And,
5 yet, they are consistently higher or in some cases double
6 what we do.

7 UNIDENTIFIED SPEAKER: (Hand raising.)

8 DAN POPP: So when we talk about the financial
9 constraints of Washington Youth Soccer and driving good
10 program and wonder why in some cases we get outmarketed by
11 US Club and PSPL, really more US Club, less PSPL, we want
12 our program to be -- I'll use Chris's term again --
13 preeminent. We want our program to be the standard. We
14 want Washington Youth Soccer to be recognized as the leader
15 in youth soccer in this state, but we can't do that on a
16 shoestring budget. We have to compete. We have to compete
17 as a business. We have to compete in supporting our
18 members, but we are a member association. So collectively
19 we want support from our members to be able to do better
20 and, yet, still be more cost-effective.

21 Question, Candice?

22 CANDICE BOCK: Thanks. This is -- is this on --
23 okay. Thanks. Good information. No, actually, on that
24 slide.

25 DAN POPP: Yep.

1 CANDICE BOCK: So how much of the cost of those
2 events is covered by the registration, these fees, and how
3 much of it is subsidized then by Washington Youth Soccer?

4 DAN POPP: Well, it depends, as you might imagine,
5 right? Rec Cup clearly doesn't cover the cost of renting
6 Starfire and bringing in referees and so forth, right?

7 CANDICE BOCK: For example, do you have a
8 percentage?

9 DAN POPP: I don't have it broken out as a
10 percentage. I will tell you this, that collectively if you
11 look at the budget line in the budgets that are in front of
12 you, collectively our cups are -- we earn more than we
13 spend, collectively. So our cups -- and I think they are
14 broken out by cup, aren't they?

15 UNIDENTIFIED SPEAKER: Yes.

16 UNIDENTIFIED SPEAKER: Yeah.

17 DAN POPP: Yeah.

18 CHUCK PORTER: However, however, salaries that are
19 devoted and the head count that's devoted to cups is not
20 associated and added into those cups lines.

21 CANDICE BOCK: Yeah. So --

22 DAN POPP: Yeah. So the admin, Bastien, Bastien.
23 Where's Bastien?

24 UNIDENTIFIED SPEAKER: He's not here.

25 DAN POPP: Bastien's time, our staff time,

1 Nicole's time to organize our -- our -- that is just rolled
2 up in our normal staff fees, so it doesn't get calculated
3 that way, but yeah.

4 So does it make money for us? I don't know. If
5 we factored in all -- every -- every penny that really is
6 spent time on our staff, maybe it's a breakeven. Maybe it's
7 a slight upside in terms of cup revenues, but how much -- by
8 comparison, how much does Club make on their cups? There's
9 fewer teams.

10 Anyway, it really isn't an us-versus-them
11 discussion. And I've said this often to anyone who wants to
12 chat with me about it. Our goal, my goal, isn't to create
13 the demise of Club and PSPL in our state. Our goal is to
14 provide a superior program that takes care of kids. We have
15 had several organizations in the fall of 2018 return to
16 Washington Youth Soccer, clubs, associates, that we welcome
17 back because -- and we're going to have another topic later
18 to talk about the rest of them out there -- we welcome them
19 back because we have a superior program, and as long as we
20 can maintain that and grow that and continue to be the
21 leading youth soccer program in the state, it's just going
22 to continue because we offer a superior program to families
23 and kids.

24 So, anyway, that's my little cheerleading thing
25 because we're proud of what we do, but it also -- we also

1 have to be cognizant of what our environment is, and our
2 costs are going up. Our competition's going up. We have to
3 be competitive.

4 Yes. Bill Fry.

5 WILLIAM FRY: So I'm Bill Fry. I think we're
6 driving this to conclusion. I cheated, and I just opened my
7 ballot. So I -- I think -- I think what I want to
8 articulate is that the Board of Directors after carefully
9 studying this issue is recommending the first option that
10 Washington Youth Soccer continue its \$500 deductible and the
11 rates as presented. On the ballot it gave us the option to
12 pick Door B, C, D, E --

13 DAN POPP: Yeah.

14 WILLIAM FRY: -- and F.

15 DAN POPP: Yes.

16 WILLIAM FRY: Are we carrying the player fee
17 proposal on a simple majority, 50 percent or more of the
18 member associations vote for a --

19 DAN POPP: Yes. That --

20 WILLIAM FRY: -- for a certain?

21 DAN POPP: Yes. And we talk about it in terms of
22 legal process here with our wonderful Judy Andrews. The --
23 and I'll just describe it so you can -- and we can answer
24 questions about it, but in effect you all will on your
25 weighted ballots choose which program you prefer for

1 deductible. That will be evaluated. If there's a simple
2 majority in the first round, then we're done. If there's
3 not a simple majority, we will eliminate any with no votes.
4 We will eliminate the lowest vote and go to the next round,
5 so assuming there are three that equal out, right, in terms
6 of ballots. So it's a pretty standard process for
7 multiple-choice ballots.

8 Just to reiterate, we'll vote. The -- if there's
9 a simple majority, the decision will be made of whatever
10 that is. If there are no simple majority, then we will
11 eliminate any with no votes and eliminate the lowest of any
12 included vote, and then we'll do another round. And we have
13 other ballots ready to go.

14 WILLIAM FRY: You made the mistake of not taking
15 the microphone away from me. So I'm going to give it up.

16 NICOLE PETERS: I'm right here.

17 WILLIAM FRY: So, again, I just think it's
18 important for you to tell the members because it's a very
19 complicated issue that there's been very significant study
20 into this and that, you know, insurance risk and exposure of
21 course is a very clear factor. No one explained, you know,
22 that there are principles like adverse selection and you
23 just can't give people money so that they have no skin in
24 the game, if you will, without dramatically influencing the
25 rates. So there is a rate for zero deductible. It's

1 probably exponentially higher than the \$500 deductible. So
2 I just want to help the board here that's done a lot of
3 work, and I had the privilege of seeing some of these
4 numbers first, so it's not all new to me, but that you're
5 making a clear recommendation and ask for that upfront, and
6 then I guess we'll see where it goes from there.

7 DAN POPP: All right. Thank you.

8 SEAN HANSEN: Sean Hansen, South Snohomish County.
9 So just for clarity, and maybe it's just for me, but people
10 have been talking about last year's money and this year's
11 money, and for me it's not clear, so I think just for the
12 purpose of maybe advancing your agenda, we should make it
13 clear.

14 On the left side over there, costs you show as
15 8.20 per player, right? Last year's budget based on the
16 numbers for last year's budget, you collected \$7.84 a player
17 based on the budget. I don't recall what the actuals are
18 because I don't have those numbers. Just using the 19-20
19 numbers all the way on the left, so the \$500 deductible, and
20 the proposed player numbers that you have in the budget,
21 that's \$12.55 per player that you're going to be taking,
22 correct? Anyone?

23 MICHAEL SIMMONS: Yep.

24 DAN POPP: On average you mean?

25 SEAN HANSEN: Yes, on average, \$12.55 per player.

1 So last year --

2 DAN POPP: Okay. I actually haven't done that
3 calculation, but --

4 SEAN HANSEN: So this is where the -- the
5 difference is \$3.10 between the 9.45 and what you're -- what
6 you want to collect per player. And I'm not making a -- any
7 sort of -- taking any sort of position on what that should
8 be. I think it would be helpful to know where the -- what
9 that \$3.10 is going to be used for. If that's reserves,
10 that's great, but just some explanation about what the \$3.10
11 is supposed to be I think will help.

12 DAN POPP: It's there in a -- in a very high
13 level. It's there. It's development of our Eastern
14 Washington programs. It's developing a new league in
15 Eastern Washington, which is a part of that. It is
16 reserve -- building our reserve fund, which is at risk
17 today. Not the bottom one because that actually is built
18 into the increase as the deductibles.

19 SEAN HANSEN: The insurance rate.

20 GREG ROGERS: Hey, Dan?

21 DAN POPP: Yes.

22 GREG ROGERS: It also currently covers our overrun
23 revenues that we've had to deal with over the last three
24 years or two years. I should say two years. That's the
25 reason why the board came back and asked for the additional

1 \$3.00 for the rec player, because we were trying to cover
2 the expenses that we've seen. So over the last two and a
3 half years, we've dipped into our reserves. We're at a
4 point right now where we probably barely have enough to last
5 six months if anything happens.

6 SEAN HANSEN: Yeah, and I get --

7 GREG ROGERS: And in addition to the reserves that
8 went away, you also heard Dan talk about the lawsuit that we
9 had to deal with that wasn't in our original budget, a
10 couple of the other factors. So we need to try to
11 transition back to where we're covering some of those costs
12 as well, so I want to say that's some of the items that
13 is -- is -- that's the reason why Bullet Number 1's the cost
14 overruns.

15 DAN POPP: Yeah. And keep in mind this is the
16 18-19, and this 8.20 actually does not include the fact that
17 there's an \$88,000 deficit, budget deficit target, based on
18 that number.

19 SEAN HANSEN: Yeah, and I understand. That's why
20 I pointed out that you were collecting less money last year
21 on budget than what your cost is.

22 DAN POPP: Yeah.

23 SEAN HANSEN: My only question -- and you guys are
24 making it clear -- is -- and I guess the biggest problem is,
25 you show operating costs of \$3, and then you show it again

1 as \$3, and it's not \$3 it sounds like. And so there's
2 \$3.10. I'm not -- me, I'm probably fine with all that. I
3 just want to know where that -- what that money is slated
4 for, and I see you listed it as programs, but just making it
5 clear I guess is what --

6 DAN POPP: Yeah, there is -- it's a good question,
7 Sean, and there is a balance, if I could articulate it this
8 way: Yeah, we didn't -- we're not showing a change here
9 going forward in terms of our costs, but, in fact -- in
10 fact, it's kind of a crossover between fiscal years. The
11 loss in this fiscal year we need to make up for in the next
12 fiscal year. And we're not going to increase the fees now.
13 We're not going to change it in the spring. It doesn't
14 start until fall, right? So the loss this year we have to
15 absorb. So part of that, part of this number, \$3, kind of
16 includes covering that loss, if that's makes sense. So I'm
17 not an accountant. I only play one on TV, so, but, in
18 sense, this is -- this is making up for the deficit partly.

19 Yes, go ahead, Phil in the back.

20 PHIL HEROLD: I just -- you need to help me a
21 little bit. I need to practice this because when I go back
22 to my association at my local rec club, people are going to
23 ask why the increase and what it's going for. So I did a
24 few back-in-the -- back-of-the-paper calculations here, and
25 just tell me if I have this straight. It's \$4.45 increase

1 across the board?

2 DAN POPP: Yes.

3 PHIL HEROLD: At 90,000 players we figure that's
4 about \$400,000. So that's the additional revenue that's
5 going to come out of this.

6 As I look at this, we've got \$1.25 going to
7 US Youth for 90,000 players, so let's call that \$120,000.
8 So that's where that went.

9 We've got \$54,000 in increased premiums for the
10 \$500 deductible. And, Chuck, there's the \$75,000 for this
11 self-insured piece that we'll cover. I assume that's
12 already in the budget elsewhere?

13 CHUCK PORTER: It's not. It's not because it's an
14 unknown number.

15 PHIL HEROLD: Okay. So that answers that. So
16 that's now \$120,000 going to US Youth and \$120,000 going to
17 medical.

18 At the \$400,000 increase, that leaves us with
19 \$160,000 going into other programs, Eastern Washington,
20 covering the shortfalls.

21 DAN POPP: Right.

22 PHIL HEROLD: And rebuilding the reserve. Do I
23 have that right, Chuck?

24 DAN POPP: That's about as --

25 CHUCK PORTER: You do.

1 DAN POPP: That's about as succinct as I could
2 have said it myself, probably better.

3 CHUCK PORTER: My calculation would be about 160,
4 170, as you said, that would be hopefully left over next,
5 you know -- the following year as profit, but to correct
6 Greg on the amount of losses that we've had over the last
7 eight years, this ending year was the first loss we've had
8 in eight years. Last year we made \$80,000.

9 GREG ROGERS: How much was that loss?

10 CHUCK PORTER: 250 grand.

11 GREG ROGERS: Thank you.

12 CHUCK PORTER: But the previous eight years --

13 GREG ROGERS: Last year we lost a quarter of a
14 million dollars.

15 PHIL HEROLD: Okay. And our total budget is?

16 CHUCK PORTER: As far as expenses go?

17 PHIL HEROLD: Annual, annual budget.

18 CHUCK PORTER: I don't have --

19 LAUREN PENDERGRAFT: Hundred and --

20 UNIDENTIFIED SPEAKER: A hundred.

21 TERRY FISHER: 2.7, 2.8.

22 CHUCK PORTER: 2.8 million.

23 PHIL HEROLD: And our reserves are sitting where?

24 CHUCK PORTER: A million 5.

25 DAN POPP: That includes liabilities for existing

1 loans, by the way.

2 PHIL HEROLD: Okay. So we've already -- I'm very
3 disappointed in myself for not being able to grill you more,
4 but no further questions.

5 DAN POPP: Thanks, Phil.

6 JANE MCGILLIVRAY: Thank you, Phil.

7 DAN POPP: All right. Well, that was brilliant.
8 Thanks for that.

9 This is so important to me, to our organization,
10 to our board, to all of our phenomenal staff members that
11 are sitting around here. This is so important to us that
12 it's -- I want to make sure we get it right. I want to make
13 sure that you get all your questions answered. I will stay
14 here until tomorrow if you want to, to work through it so
15 that we collectively as an organization feel good about
16 where we're going. We feel good about this. We feel this
17 is reasonable, it is necessary, and, frankly, we just -- we
18 want your support for it.

19 The level of deductibility, that really is up to
20 you all because it's a passthrough to you. So --

21 FELIPE MENDEZ: It seems like it's time to vote.

22 DAN POPP: I think so. I don't see any more
23 raised hands. I think all the questions are answered.

24 FELIPE MENDEZ: Are we feeling like it's time to
25 vote?

1 JANE MCGILLIVRAY: Yes.

2 DAN POPP: So please vote for one choice on each
3 ballot. We will -- as I said, if there's a clear majority,
4 it will pass. If we need to go to a second round because
5 there isn't a clear majority, then we will handle that
6 momentarily. So while you do the ballot -- I've got to do
7 mine too. While we do the ballots, we will collect them.
8 Judy will help us calculate these votes, and then we'll come
9 back and report the vote and decide what we need to do or
10 not.

11 CURT CARROLL: One last question.

12 (Simultaneous speakers.)

13 DAN POPP: So we --

14 KELI BITOW: Nicole and Rachel and myself will be
15 picking up ballots, guys.

16 DAN POPP: All right.

17 CURT CARROLL: So, Dan, we don't have a choice --
18 if our clubs wanted us not to approve anything you have, we
19 don't have a chance to permit -- or throw that out as an
20 option because everything's already preprinted?

21 TERRY FISHER: No, no. You can say no.

22 CURT CARROLL: Well, again, everybody else here is
23 already pointing stuff out, so you're swaying the majority
24 to vote for something that's preprinted.

25 LEAH GRAY: Yeah, but there's five options.

1 CURT CARROLL: I understand your five options.

2 LEAH GRAY: That's why --

3 CURT CARROLL: The five options doesn't match
4 anything my clubs want, okay?

5 CHAD BURTON: He's saying, Where's the option to
6 reject all?

7 CURT CARROLL: Yeah, I don't see, Reject all. I
8 don't see, Change fees.

9 UNIDENTIFIED SPEAKER: Or we want a \$500
10 deductible but we don't --

11 CURT CARROLL: I don't see anything that comes up
12 with the associations' ideas of what you can do besides
13 you're asking for a vote that's preprinted by the state. So
14 where is it that we come here in this meeting that says,
15 Okay, I'll take \$5 for rec where my clubs want it? They
16 want it to be increased for competitive, and they want it
17 increased for rec, higher numbers, but to get your numbers
18 you're looking for the state. That's not an option. Or a
19 step stear -- a step-up factor each year to increase to what
20 we need to because they weren't expecting their budgets to
21 be increased. I mean we're missing all that.

22 DAN POPP: We're -- we're -- look, I mean we're
23 telling you this is what the organization needs.

24 (Simultaneous speakers.)

25 UNIDENTIFIED SPEAKER: But you're not giving

1 anybody the opportunity.

2 DAN POPP: I don't know how to address that.

3 (Simultaneous speakers.)

4 TERRY FISHER: Judy.

5 DAN POPP: I guess -- I guess the other -- the
6 alternative would be no increase, which previously we said
7 one or nothing.

8 MICHAEL SIMMONS: I think what he's saying is --

9 DAN POPP: I don't know.

10 MICHAEL SIMMONS: I thought what he was saying
11 was, is we recognize that we were a deficit last year. I
12 think as an organization we recognize that you can't do that
13 forever, we need to go cover it. What he's saying is, is
14 that like, for instance, why are we charging the same for a
15 U10 player as we are for a U6 player when Washington State
16 provides nothing to U6, U7 and now that U8 is no referees,
17 small fields, no nothing? Why wouldn't -- because our
18 association thought similarly that maybe the -- we should
19 charge more for the upper levels and less for the lower
20 levels.

21 CURT CARROLL: That's what the --

22 MICHAEL SIMMONS: And right now because everything
23 is preprinted, we haven't had the opportunity as an
24 organization to talk about other alternatives.

25 So you guys have put together a proposal. We

1 haven't had a debate as to whether we agree on those
2 proposals or not. I mean we may want -- I mean we
3 understand --

4 DAN POPP: Well, I thought that's what -- I
5 thought that's what the last hour was.

6 UNIDENTIFIED SPEAKER: No.

7 MICHAEL SIMMONS: No. No, no, no, because we may
8 want to say, No, we want to keep U6 through U8 at \$5, and we
9 want to keep U9 and 10 at some other level, and U -- and
10 then the upper-level rec and the upper-level competitive at
11 a higher level than what you specified so that you cover
12 your deficit so that we have a healthy organization, but
13 we're not -- I mean that's the discussion. By preprinting
14 something, we haven't had the debate about, okay, there's a
15 deficit. We understand it. It's around to -- your goal as
16 it appears to us is, there's about \$3.10 per player to make
17 up the deficit, to build a reserve and do what it costs to
18 do all of the programs that you guys as a board have
19 proposed. Fine. How do we make up that difference? Do I
20 penalize the U6 and 7 and 8s to do that? Do -- or -- no, I
21 understand.

22 By the way, that's -- that needs to go out to all
23 our clubs. (Referring to PowerPoint.) But I'm just saying
24 that his point is well taken that -- I know our association
25 thought about, Why are we charging so much for U6, 7 and 8

1 when there's really nothing provided? We understand you
2 need that \$3.10-per-average player fee to go cover the
3 programs, but the real question is, how do we do it? That's
4 the real question.

5 DAN POPP: Okay. Go ahead. I -- as I said, I'll
6 stay here until tomorrow, so.

7 FELIPE MENDEZ: We don't have the room that long.

8 SCOTT BARBARA: Scott Barbara, EYSA. What I'm
9 actually hearing -- and we were having this discussion at
10 our table as well -- is that the proposal -- it almost feels
11 like there should have been two votes, one on the
12 deductibles, which could have been established at a separate
13 discussion and decision made on the overall fee that would
14 be played and the current ballot ties to inextricably.

15 DAN POPP: Yeah, we -- well, we looked at the
16 numbers required to cover the deficit and the growth, and,
17 as obviously you can see, it's the same number for each age
18 group, \$4 and --

19 UNIDENTIFIED SPEAKER: 45 cents.

20 CHAD BURTON: 45 cents.

21 UNIDENTIFIED SPEAKER: 45 cents.

22 DAN POPP: -- \$4.45 at each level. Knowing that
23 that's the required level to be fiscally sound and to grow,
24 it -- do we want a different distribution of that?

25 UNIDENTIFIED SPEAKER: Yes.

1 UNIDENTIFIED SPEAKER: Yeah.

2 UNIDENTIFIED SPEAKER: Yes.

3 DAN POPP: I get what you're saying, Curt. I'm
4 not being dismissive. I'm really not. The direction and
5 the feedback that we've heard generally is, it was an even
6 distribution. If we want to change that as a membership and
7 redistribute that -- important note, keeping the total
8 revenue the same because that's critical -- if we want to
9 redistribute that, I mean I'm open to that dialogue. I
10 don't know if the rest of the board is, but I think so.

11 GREG ROGERS: Dan, would you go to the next slide
12 for me for just a second, the -- okay. Okay.

13 DAN POPP: You got it?

14 GREG ROGERS: Yeah.

15 DAN POPP: Okay.

16 GREG ROGERS: I just want to say if we start down
17 this road and we have this conversation, we need to have an
18 important topic of conversation because the whole idea for
19 us going to the tiered structure was to make sure that we
20 maintain ourselves below US Club in a competitive market. So
21 if we go down this road and we start having this
22 conversation, I just want to make sure that we maintain a
23 comparison between these two numbers because I guarantee you
24 from your associations' perspective and levels, if you raise
25 these numbers above US Club, you -- we will start to see a

1 loss in numbers.

2 DAN POPP: And I --

3 UNIDENTIFIED SPEAKER: I got --

4 DAN POPP: Yeah. I just want to add, by the way,
5 these are -- sorry. One sec -- these numbers are 2018-2019.
6 This is last year's numbers. I'm expecting if they keep
7 true to form, they will increase these in 2019-2020.

8 FELIPE MENDEZ: Mike, Mike, hold on. Hold on. I
9 got James here. Let James go.

10 DAN POPP: Okay. Hold on, Mike.

11 JAMES LEEPER: I think part of the issue here is,
12 there is an assumption that we as associations have to
13 transfer these fees on a one-to-one basis directly to our
14 registration fees for children, and we don't need to do
15 that. At GRTYSA we don't break our fees down by that exact
16 structure. It's a little bit different.

17 So you can make those adjustments in your
18 association and your clubs' registration fees to match your
19 needs. You don't have to say, All right, the fee for a U10
20 and below is 9.45. We're going to make sure that we charge
21 that 9.45 to those players. If you want to break it down
22 differently for different age groups to make up that
23 difference as associations and clubs, do that because that
24 makes sense.

25 DAN POPP: That's a good point.

1 MICHAEL SIMMONS: Maybe if you know how many
2 players ahead of time you are going to register, you're
3 right, but typically we set our budgets a year -- you know,
4 like we're setting budgets right now for next year, so we
5 have to assume, and we've been losing players. So I mean
6 the previous chart, would you go back to the other chart?

7 So that says we have probably no margin at U10.
8 We have almost, well, \$3 at U11 and above and \$9 at
9 competitive. That's the delta between being competitive.

10 And so, like I said, I know our association talked
11 about U6, 7 and 8 we charge the same as we do a rec that
12 actually has fields and referees and stuff like that. And
13 we thought, If we're really going to draw these younger kids
14 in because if you don't, if you don't bring those young kids
15 in, they're lost to other sports. And so, you know, in
16 terms of drawing people in, having a really low cost for the
17 U6, 7 and 8 where it really starts we think is beneficial,
18 and -- and a few dollars more that's still very competitive
19 with the Club Soccer is okay.

20 So -- and, again, it gets back to, we understand
21 you need money. We need money. We need to build a deficit
22 or back up the expenses and build up a reserve. It's just,
23 how do we spread it? And we think we could encourage more
24 players to join if it's only five bucks at the U6, 7 and 8
25 level.

1 DAN POPP: Well, I don't want to reduce it to the
2 ridiculous, but let's talk about that number. We are
3 talking about between \$5 and 9.45. It's \$4.45 for one
4 player for a whole year -- for a whole season. I mean it's
5 less than a Starbucks latte. So I don't want to diminish it
6 because I know collectively for your organizations those can
7 become bigger numbers, right, but when we talk about cost of
8 programming, an under-five-dollar increase for the first
9 time in four years, it doesn't sound like it's a lot of
10 money. And I don't want to -- again, I don't want to
11 diminish it. I mean we are -- every penny counts for some
12 families, right, and it makes a difference, but I think \$5
13 -- I think \$5 -- my personal opinion, I think \$5 for rec
14 programming is too little. It's too little.

15 FELIPE MENDEZ: I just want to do a quick check.
16 Are there members who have not provided ballots to Keli in
17 the back?

18 (Simultaneous replies.)

19 FELIPE MENDEZ: So if you have not provided
20 ballots, is there something preventing you from voting now
21 and providing your ballots? If the answer's yes, not
22 providing your ballot is a vote because that's -- this is
23 the democratic process. Unless you've got a motion and
24 you've got majority, the process is continuing. So I -- I
25 just want to make that very clear. The democratic process

1 here, votes are -- if you're not going to submit a ballot,
2 that's a vote.

3 UNIDENTIFIED SPEAKER: We are submitting a ballot.

4 FELIPE MENDEZ: That would be counted.

5 UNIDENTIFIED SPEAKER: We're just in discussion
6 still, okay?

7 FELIPE MENDEZ: I just want to check because I
8 don't want us to go outside with what we think are all the
9 ballots and we don't have those or we don't have --

10 UNIDENTIFIED SPEAKER: I thought we were
11 discussing this and --

12 FELIPE MENDEZ: Correct, and I agree. I'm just
13 trying to make sure that no one's -- no one's leaving this
14 facility -- this room to go count ballots because we have
15 outstanding ballots.

16 DAN POPP: Yeah. Yeah, we're not done yet. Let
17 me just -- if I could, let me just get a straw poll of
18 everyone in the room where we think that equal distribution
19 is the right methodology and equal dollar increase, \$4.45
20 per level of play, is the right choice or -- and I'm going
21 to have you raise your hand on both -- versus you'd like a
22 higher distribution of cost at the upper levels versus rec
23 under 10.

24 So first choice, equal distribution, just
25 generally speaking?

1 (Hands raising.)

2 DAN POPP: Second choice, redistribution to the
3 higher level of cost?

4 (Hands raising.)

5 DAN POPP: Okay. It's a -- it's almost 50/50 I
6 think in my straw poll. I think the latter choice seemed to
7 weigh in a little bit heavier. Did everyone vote?

8 UNIDENTIFIED SPEAKER: No.

9 UNIDENTIFIED SPEAKER: No. You --

10 UNIDENTIFIED SPEAKER: No.

11 DAN POPP: Okay. Let's do it again. Propensity.
12 Please do participate because I think it will drive some of
13 our discussions. Do you prefer that it be equal
14 distribution of \$4.45 per age group keeping the age groups
15 the same, if that's your general preference?

16 (Hands raising.)

17 DAN POPP: Okay. And, second, you prefer to
18 redistribute it where the lower cost's at rec and higher
19 cost's at upper levels?

20 (Hands raising.)

21 DAN POPP: I think that is the preference of the
22 audience overall. All right.

23 FELIPE MENDEZ: And, Dan, in that model is there
24 something preventing James's vision for how that can be done
25 at the local level?

1 CURT CARROLL: Yes.

2 CHAD BURTON: Yes.

3 FELIPE MENDEZ: And what is that?

4 CURT CARROLL: We have volunteers that turn over
5 every year. We have a registrar that turns over, a
6 treasurer, so we need as simple as possible. If we're
7 paying Washington Youth Soccer a \$2.3 million budget, we
8 hope that we could have some simplicity to the volunteers at
9 the lower level. So what I was asked to bring to the table
10 was, \$5 is not going to work. They all understood that,
11 especially when US Youth is paid \$1.25.

12 So the example was, they were all willing, every
13 club in my association, to take the \$6.25 hit to the
14 recreational player. So if they want to 6.25, they
15 understood it was \$1.25 across the board. Everybody else
16 they understood would be the \$1.25, the 10 to 11, 12, to
17 \$1.25, okay? Are we all consistent with 3, \$1.25? Yeah.

18 Then they wanted to take the difference, the 3.20,
19 by the rec players and spread that between the rec and
20 competitive and make it consistent because volunteers turn
21 over so often in every club, and we're getting less
22 volunteers, and if you're consistent from the state when you
23 bill us, Keli bills us, then it's a passalong, and we pass
24 everything straight down because it's simplistic for our
25 volunteer treasurer as well, because you have a

1 paid-position person at the state. So we're hoping big
2 brother could actually keep it simple for us in the future.

3 DAN POPP: All right. Well, we're kind of mixing
4 metaphors there, Curt, a little bit because what you're
5 saying is the consistency you're asking for is no price
6 change versus consistent billing.

7 CURT CARROLL: No, no, no.

8 UNIDENTIFIED SPEAKER: Huh-uh.

9 CURT CARROLL: I said higher price changes --

10 DAN POPP: No, I get that, for the rec, for the
11 rec.

12 CURT CARROLL: And then also -- and then spreading
13 the difference of \$3 and spreading that to the rec 11 and
14 above and competitive to pick up the difference, and they
15 were okay with that. They just didn't want to hit it heavy
16 on the rec where we bring in all the potential soccer
17 players for Washington Youth. That was the whole
18 difference.

19 DAN POPP: Well, I guess back to Felipe's point
20 is, can't you redistribute that in your association to your
21 members?

22 CURT CARROLL: Why should we? Why should we if
23 you have a \$2.3 million budget?

24 CHAD BURTON: Sometimes that's easier said than
25 done.

1 CURT CARROLL: Yeah. It --

2 CHAD BURTON: Most of the time it gets -- that
3 part of it gets passed right through dollar for dollar.

4 CURT CARROLL: Do you not pay --

5 CHAD BURTON: We have to. We already have our
6 other expenses to meet.

7 CURT CARROLL: Yeah.

8 CHAD BURTON: That gets passed right through.

9 MICHAEL SIMMONS: And you don't know how many
10 players you're going to have next year, so of course it gets
11 passed through when you set your fees for next year.

12 CURT CARROLL: We're always in arrears when we're
13 doing this.

14 DAVE MILLER: And we always -- and we have smart
15 enough board members -- oh, Dave Miller, Pierce County -- we
16 have smart enough board members that we'll look at the state
17 stuff and come back and say, Why are you charging us
18 different than what the state's charging us?

19 UNIDENTIFIED SPEAKER: Exactly.

20 (Simultaneous speakers.)

21 DAN POPP: Well, do they even know that? I mean
22 it's budgeted into a \$125 player --

23 UNIDENTIFIED SPEAKER: Oh, yeah.

24 DAN POPP: Okay. Well, I'm just asking the
25 question. I'm trying to sort out. So leaning into what

1 you're saying -- hang on one second -- leaning into what
2 you're saying, and I'm just going to kind of propose
3 something. If we were to reduce this -- gosh, this darn
4 thing -- if we were to reduce this number, whether it's by
5 the \$3.20 that Curt's suggesting or by a couple of dollars
6 that we then distribute to these at the higher level, would
7 that be amenable?

8 UNIDENTIFIED SPEAKER: Yeah.

9 DAN POPP: I mean I'm sure there's some
10 associations here who also have higher-level competitive
11 programs in select and premier and others.

12 CURT CARROLL: I have two RCL clubs in my
13 association. Nobody else does.

14 DAN POPP: I know you do. You get twice as many.

15 CURT CARROLL: I get hit twice as hard, but they
16 also play 12 months or nine months out of the year, so
17 people understand the fee being higher because of the time
18 on the turf and also liability when you talk about
19 insurance, everything else. That was discussed heavily at
20 our club, association meeting. They're -- these people's
21 exposure where you're only talking three months compared to
22 exposure for nine or 12 months --

23 DAN POPP: Yeah.

24 CURT CARROLL: -- that's their mentality. And
25 they also understand they're writing a check for \$2700.

1 They have no problem, as you said, taking that latte for 25.

2 DAN POPP: Yeah.

3 SEAN HANSEN: So Sean. I mean that may be the
4 experience in your association, but I wouldn't say it's the
5 experience in ours, and just I've been associated with the
6 premier club, with RCL club for a long time, but I'm the
7 president of the association. The competitive's already
8 paying the fee now, and in this model the competitive's
9 going up 4.45, and the \$3.10 is 100 percent coming out of
10 the competitive side, all of it already with the proposal
11 that's out there now. All that's on the board right now is
12 for rec to break even.

13 FELIPE MENDEZ: Go ahead, Chad.

14 CHAD BURTON: Chad Burton, Skagit Valley Youth
15 Soccer. One thing to note here that I've been noticing
16 through all this and looking at our own numbers, 85 percent
17 of our kids are recreational, 15 percent select. When --
18 and a lot -- in our area a lot of them are low-income. I
19 know this. It's real easy to sit there and say, Well, 4.45
20 or 5 -- let's call it five bucks -- is reasonable. If
21 you're talking about a select program where kids are paying
22 or families are paying 2,000, 2500, whatever, per kid per
23 year, upping the fee 5, 10 bucks probably pretty easy to
24 stomach or not even notice; but when you're talking about
25 families you're only changing 85 to 100 bucks for a season

1 for rec and you up the fee 5, 10 bucks, they notice. Trust
2 me.

3 DAN POPP: No, I'm not diminishing that, Chad. I
4 think -- but here's the -- the reality is, it's been four
5 years --

6 CHAD BURTON: Yeah.

7 DAN POPP: -- since this has changed at that --

8 CHAD BURTON: I'm saying redistribute it a little
9 differently so that the players who are getting the most
10 benefit out of this, which is the select --

11 DAN POPP: Are you saying that this should have
12 got -- that this shouldn't go up over four years?

13 LANE SMITH: No. Dan, I think what I hear is
14 that -- what I hear is that nobody has a problem with the
15 price increase.

16 UNIDENTIFIED SPEAKER: Right.

17 LANE SMITH: Period.

18 DAN POPP: That's helpful.

19 UNIDENTIFIED SPEAKER: Well --

20 LANE SMITH: Well, okay. Kind of what I heard is,
21 it's just how it's -- and what you're saying is, you don't
22 have accountants to move money around in your organization?

23 UNIDENTIFIED SPEAKER: Correct.

24 UNIDENTIFIED SPEAKER: Correct.

25 LANE SMITH: So you just want a simple price, you

1 know, so you can pass it along? Is that the message?

2 UNIDENTIFIED SPEAKER: Yes.

3 UNIDENTIFIED SPEAKER: Yes.

4 LANE SMITH: So you'd have to hire an accountant
5 to move all this money around and figure it out?

6 UNIDENTIFIED SPEAKER: Possibly so.

7 LANE SMITH: Or a bookkeeper?

8 UNIDENTIFIED SPEAKER: Possibly so.

9 UNIDENTIFIED SPEAKER: Possibly so.

10 DAN POPP: Okay.

11 LANE SMITH: But you're not opposed to the overall
12 raising of the price to make our organization whole again or
13 break even?

14 UNIDENTIFIED SPEAKER: Yeah.

15 LANE SMITH: That's all we want to do is break
16 even, get our coffers back up a little bit so we can build
17 new things.

18 MICHAEL SIMMONS: I mean some of us have been
19 surprised that you haven't raised over the last five years
20 because we've seen this coming.

21 DAN POPP: Well, we have, but you've rejected it.

22 (Simultaneous speakers.)

23 MICHAEL SIMMONS: No, no. What you did is, you
24 defined what the question was, just like you did today,
25 instead of pointing out where the deficit was and what some

1 ideas we could do. So I'm saying the board decided what the
2 proposal was. The organizations had no input into that
3 decision, and so now we're being asked --

4 DAN POPP: You always have input.

5 MICHAEL SIMMONS: No, we don't.

6 DAN POPP: Of course you do.

7 MICHAEL SIMMONS: I've been here a number of years
8 and --

9 DAN POPP: Pick up the phone and call us and tell
10 us what you want to do, but the net of it is, we're in the
11 position now where we're moving forward.

12 MICHAEL SIMMONS: Look, this is fantastic.

13 DAN POPP: Yeah.

14 MICHAEL SIMMONS: What you guys have done this
15 year is something you haven't done in years past, and it's
16 really commendable. That's what I -- my opinion.

17 DAN POPP: Thank you.

18 MICHAEL SIMMONS: It is really good that I'm now
19 seeing transparency and stuff like that that I haven't seen
20 since the con -- whatever convention was where it got all
21 reorganized and the associations got left out. So I applaud
22 what you guys are doing.

23 I'm just saying at this point in time, one more
24 time, there was something that was put on the table without
25 inputs from the association. How many of you went out in

1 this proposal and talked to the associations before -- I'm
2 the treasurer for North County. I've got seven votes or
3 whatever. No one contacted me.

4 LEAH GRAY: Yeah, we contacted your board to come
5 and visit, but we didn't receive a response. I'm the --
6 but, anyway, we did go out. We did go out to associations,
7 and it's been out for a while.

8 (Simultaneous speakers.)

9 DAN POPP: The votes have been out on the table
10 for five weeks.

11 LEAH GRAY: Yeah.

12 DAN POPP: Six weeks almost. So yes, we do
13 solicit requests and information and feedback, and we want
14 to be more participative in our conversations, no question.
15 So look, I'm --

16 Go ahead. Sorry, Ron. Oh, sorry.

17 CANDICE BOCK: Thank you. So I raised my hand
18 when the question was, Does everybody agree to this
19 increase? Based on the information that was provided to us
20 in advance that I took to my board, we didn't. All we saw
21 was \$3 across the way or across the chart and questioned the
22 need for -- not the need for an increase, the need for this
23 increase. And our -- you know, the direction I got from my
24 board was, Gosh, we'd much prefer this be phased in because
25 of the dramatic increase, the dramatic impact this will have

1 on some of our smaller recreational clubs who are struggling
2 to buy new goals, struggling to provide scholarships to
3 their families in need, and the things that we're trying to
4 do that I'm sure all of you are trying to do, which is
5 increase referee rates so that we can retain those referees
6 and that we can get high-quality referees.

7 So my confusion, frustration, what have you with
8 the ballot is, I didn't know that was going to be the
9 ballot. If I had known that was going to be the ballot, I
10 would have asked my board, what's your direction given that
11 these are our choices; but my direction was, Well, we know
12 that there haven't been increases in a long time, we know
13 that there was an increase, but we'd like to see this phased
14 in because we don't have this information about why -- we
15 get 1.25. That's easy. That has to happen. But where's
16 the ramp-up for the remainder?

17 DAN POPP: Do you understand where that's going
18 now?

19 CANDICE BOCK: I have a better sense. I think
20 that I don't have information about your reserve fund here
21 and how you plan to increase that over time, how much is
22 going into it, how much is loaned out, how much is coming
23 back in, how does that all work.

24 LEAH GRAY: We could --

25 CANDICE BOCK: And what your reserve fund policy

1 is. So I have better information. I didn't have that
2 though, so I don't have that kind of direction from --

3 LEAH GRAY: Well, the financials we sent out. The
4 financials sent out that are audited show our reserve fund,
5 our spending. And to me the biggest increase was our
6 \$250,000 loss this year, right, which I'm sure everybody who
7 saw that goes, Oh, no, we're going to have a fee increase.
8 I mean there's no way to sustain our organization.

9 But if you need better information, all of our
10 information is available, our financials, our reserves, and
11 we could provide that to your board, so you can really see
12 the picture because we are trying to be as transparent as
13 possible with these choices. One of the gentlemen said,
14 Hey, you should just propose one choice, but we decided as a
15 board to show all the choices so you could really see what
16 the costs were. So I appreciate that we're trying to show
17 as much as we can, but with transparency there's challenges
18 on getting good decisions.

19 We also didn't reinvent the pricing model. We
20 were trying to keep the pricing model consistent and just
21 trying to keep it as simple as possible with this change
22 because the only big change we had was the insurance costs
23 and the US fee. So we were just trying to just be very
24 focused on what the major cost-drivers were in the cost
25 increase, so.

1 And if you need any follow-up on financials, just
2 let me know. I'm the treasurer, and I'm happy to or -- and
3 meet with your board.

4 RON MANSFIELD: Ron Mansfield with Yakima Youth
5 Soccer. I'm really looking at this, and I like the comment,
6 you know, Adjust your fee structure accordingly whether you
7 need a lower fee at rec or not. With this model here
8 though, I can sell this model to my parents going, hey, you
9 know, we know there was a downturn in the economy, you know,
10 ten years ago. You know, our association, we deal a lot
11 with underprivileged kids, lower-income families, but I can
12 sell \$3.20 of a loss. You know, I said, hey, for ten years,
13 you know, we've been taking a 3.20 loss so your kid can play
14 soccer. Economy's better.

15 One of the big pushes locally for us is working on
16 the fundraising and scholarships outside of our organization
17 to try and get these kids an even less expensive way to
18 play. You know, you look at it and go, yeah, my kid, it
19 costs 9.45 to put a rec player on the field. You know,
20 that -- that's the cost. I can sell that to a parent and
21 say, this is what the cost is. There's the exact breakdown
22 of what you're getting for this. It's -- it's not hard to
23 do, and I just think keeping that fee structure like, say,
24 4.45 across the board makes it easy for everybody. Yeah,
25 you'll have to adjust your budget. I know we'll go back and

1 adjust our budget. You know, we'll adjust our fee structure
2 somewhat, but really I think just covering the basic costs
3 at all levels is the way to go.

4 DAN POPP: All right. Yes. Hi.

5 DAVE MILLER: Hi. This is Dave again from Pierce
6 County. I just want to say the big thing is for this, I
7 know from our association in our last meeting, we did talk
8 about these numbers, and I think four or five of our clubs
9 said, No, period, and the rest said, Okay, we're okay with
10 the change, but that was before anybody really understood
11 what the numbers mean.

12 I think for us our biggest problem is, there
13 wasn't a chance to say no to any of your proposals so that
14 we could go and back and have this discussion about changing
15 the way that the fee would be structured because the way
16 these ballots are presented, we don't have -- it doesn't
17 seem like we have the opportunity to say, Hey, let's make
18 the U10 below \$8 or 7.50 or something like that and then
19 spread it out across the older ones. It -- you know what I
20 mean?

21 DAN POPP: I know. I get what you're saying, but
22 I don't know what else we can do. We sent this information
23 out to you all six weeks ago, right?

24 DAVE MILLER: Yeah, but with the discussion that
25 we've had here, it's been great.

1 DAN POPP: Yeah.

2 DAVE MILLER: And, like everybody else, this is
3 the most open and transparent we've seen a lot of these
4 numbers in a while.

5 DAN POPP: Yeah.

6 DAVE MILLER: But it's just we didn't have this
7 discussion at that level with our members of our association
8 who we have to represent.

9 DAN POPP: Yeah.

10 DAVE MILLER: And so we're not able to voice what
11 we want to represent.

12 DAN POPP: Do you -- I would ask the same question
13 I asked Candice. Do you think you can represent it today
14 after this conversation back to your membership?

15 DAVE MILLER: I think -- I don't know. That was
16 something the four of us would have to discuss, whether or
17 not we could articulate it back to our members.

18 DAN POPP: Well. Go ahead, Greg.

19 GREG ROGERS: Go ahead. I'll let you finish your
20 thought.

21 DAN POPP: No. Go please.

22 GREG ROGERS: Okay. So I'm going to see if I can
23 simplify this discussion, and I'm just going to see if I can
24 get everybody in the room to agree to this because I think
25 if we can agree to this and if you would give us the faith

1 in doing what you think is appropriate, I think it will
2 allow us an opportunity to move forward. So I'm just -- I'm
3 going to present this in a different way. So -- because
4 I've heard a lot of you say you're totally willing to absorb
5 the \$1.25. Is that a correct assumption?

6 UNIDENTIFIED SPEAKER: Yes, yeah.

7 UNIDENTIFIED SPEAKER: Yes.

8 (Simultaneous speakers.)

9 GREG ROGERS: Okay. So if I said I made a
10 proposal that we take this to a six and a quarter,
11 everybody's comfortable with that because we absorb the
12 \$1.25. We all know based upon these numbers right here,
13 these numbers right here, based upon the player totals, we
14 come up with a total amount, correct, for our budget? Is
15 everybody following along with me?

16 UNIDENTIFIED SPEAKER: Mm-hmm.

17 DAN POPP: It's fee times number of players per
18 category.

19 GREG ROGERS: Correct. Well, if you take the
20 total number of players that we're projecting for this
21 calendar year, this budget here, you come multiply all these
22 numbers, and you come up with a total number for the entire
23 budget.

24 UNIDENTIFIED SPEAKER: Yes.

25 GREG ROGERS: That's the \$2.8 million. So if we

1 do 6.25 for the younger rec players, then I think everybody
2 in this room is in agreement. Let's take the rest of the
3 dollar amount that we're collecting and spread it across the
4 other two categories.

5 UNIDENTIFIED SPEAKER: Just so you know, not
6 everybody's in agreement with that.

7 GREG ROGERS: I got it. No, I understand that.
8 Let's spread it equally.

9 MICHAEL SIMMONS: So what I did is, I took a look
10 at what gross income you're going to go, and your
11 explanation of about, We haven't really raised the rates for
12 five years, et cetera, kind of resonated with me, and so
13 there is a way to explain that. So I just did a proposal.

14 If rec, younger rec, goes from -- goes to \$7.25,
15 if the upper-level rec goes to \$16.25 and the competitive to
16 18.50, you're still competitive with Club Soccer. That
17 covers -- that proposal will get you the same amount of
18 additional income that your proposal -- that the board's
19 proposal had.

20 UNIDENTIFIED SPEAKER: Yeah.

21 DAN POPP: Based on?

22 GREG ROGERS: Based on?

23 MICHAEL SIMMONS: Based on last year's
24 registrants.

25 DAN POPP: Registration. So they could change --

1 MICHAEL SIMMONS: And we can reg -- change and so
2 forth. I'm just saying that --

3 DAN POPP: We can only base it on the history,
4 not --

5 MICHAEL SIMMONS: We can only base it on the
6 history assuming we're equal. And, like I said, at 7.25 for
7 the U10 and below, at 16.25 for the U10 and above and at
8 18.50 for the competition, that will make up your deficit or
9 will make up the difference between your proposal and that
10 proposal.

11 Now, that's just some numbers so people can try to
12 understand what adjusting it would look like. That doesn't
13 necessarily mean it's the -- my own proposal, but -- and we
14 can sit down with the treasurer and go through that, but it
15 looks to me like 7.25, 16.25 and 18.50 would meet the desire
16 and redistribute it something more -- that could be
17 explained to the -- yeah, okay, we haven't had an increase
18 in five years, so it's going to go up more than a buck 25,
19 but it still distributes it, and I think it still makes us
20 competitive with Club Soccer.

21 JANE MCGILLIVRAY: So I appreciate the math that
22 you did and sharing that with us. What I'm going to submit
23 is that as a board we tried very hard. At first we only
24 looked at three options, and we thought, Let's just look at
25 three options.

1 Then we said, You know what? They're probably
2 going to want to know more nuances than just those three
3 options, so we broke it down more, and we did the best that
4 we could following the existing guidelines of the rec 10 and
5 below. This is what people are used to in our marketplace,
6 so right now if we blow this up, blow up the model, we could
7 play with these numbers all day long. We have provided a
8 ballot that will hopefully simplify this decision.

9 I'm a data analyst, and one of the things that
10 happens when we are unable to decide about something and
11 make a decision because it's a tough decision -- we are
12 dealing with our customers' money. Our customers are the
13 most important thing to us. So yes, I am so glad about this
14 conversation because it matters. It matters to our kids.
15 It matters to our parents. It matters to our markets.

16 But we can be here all day, and we can discuss
17 this, and we can play with these numbers, or we can accept
18 that we received these numbers six weeks ago and that we
19 have done our best as a state board to provide you with the
20 information early and to allow you to pick the phone and ask
21 questions.

22 And so the question to you all is, are we ready to
23 finalize the vote, or do we want to spin on the numbers and
24 question the data because we can't make a decision here?
25 That's my question to you.

1 Yes, Bob?

2 BOB BJORNEMO: I don't think we're really
3 questioning the data.

4 JANE MCGILLIVRAY: Thank you.

5 BOB BJORNEMO: And I really don't think that we're
6 questioning the vote.

7 JANE MCGILLIVRAY: Okay.

8 BOB BJORNEMO: We have two issues here.
9 Number one, are we going to take which deductible? Let's
10 put that up on the table first. Let's make that decision.

11 JANE MCGILLIVRAY: Yep.

12 BOB BJORNEMO: Once we make that decision, I
13 really like his proposal because we're all talking about
14 declining numbers.

15 JANE MCGILLIVRAY: Yeah.

16 BOB BJORNEMO: And if we take the most level
17 player and make their -- those numbers high, I think we are
18 discouraging -- Did I turn this thing on?

19 UNIDENTIFIED SPEAKER: Yeah.

20 BOB BJORNEMO: -- we're discouraging -- we're
21 discouraging the lowest-level players. That's our base.
22 That's the people we want to build our programs. And we all
23 know that we're losing them, so we've got to figure out how
24 to fix that, but if we send them away before we get a chance
25 to have them, we're not going to do it. So I really liked

1 his proposal. And we did have a straw vote earlier, did we
2 not, Dan?

3 DAN POPP: Yeah.

4 BOB BJORNEMO: And you said -- I would say that
5 within less than one hour, we can take his numbers, put it
6 out there, and it will either say that it equals the same
7 amount of revenue that you want to generate, or it doesn't.
8 It takes just a few minutes of simple math.

9 FELIPE MENDEZ: So -- so this is the beauty of
10 parliamentary procedure. You can present it with options.
11 The board has made a recommendation on one of those options.
12 You have other options to additionally consider. You also
13 have the ability for someone, a member, to make a motion and
14 for the entire group to vote on it. That way we can start
15 at least voting and work our way towards figuring out what
16 we're going to do here because we have additional agenda
17 items that are on our agenda, and we want to respect
18 everybody's time and participation in this day and this
19 event, but the beauty of the discussion is that now folks
20 can vote, and the majority of the vote will decide what the
21 answer is.

22 And so if there's a motion that someone wants to
23 make that membership can vote on, great, but a proposal's
24 not a motion.

25 CHAD BURTON: Chad Burton, Skagit Valley Youth

1 Soccer. In that case I would be happy to put a motion on
2 the floor to adopt the proposal that Mr. Simmons proposed
3 here earlier.

4 CURT CARROLL: Second.

5 KELI BITOW: If we're going to vote on that
6 proposal, it needs to be a verbal vote for record.

7 JANE MCGILLIVRAY: And I will call it association
8 by association.

9 UNIDENTIFIED SPEAKER: And --

10 MICHAEL SIMMONS: As doesn't the bylaws give
11 certain associations more votes based upon --

12 TERRY FISHER: Yeah, it's a weighted.

13 UNIDENTIFIED SPEAKER: It's a weighted vote.

14 JANE MCGILLIVRAY: Yes.

15 MICHAEL SIMMONS: It's a weighted vote.

16 DAN POPP: And I'll also -- I also want to add one
17 caveat to this, and that is, the proposal that Mike
18 presented was a straw number in terms of getting to the
19 right exact budget. So Chuck will help us crunch some
20 numbers real quick. So I want to -- I want to include in
21 the motion the latitude to make sure that it nets out
22 exactly as we need.

23 CURT CARROLL: Point of clarification to keep it
24 simple. Point of clarification: Since I seconded it, would
25 you be willing to take a friendly amendment that says we

1 agree upon the deductible first as one vote, and then while
2 we're agreeing upon the deductible, then the number could be
3 crunched out? I'm asking are you willing to take that?

4 CHAD BURTON: I would agree with that as part of
5 the motion, yes.

6 DAN POPP: I think that makes sense.

7 (Simultaneous speakers.)

8 DAN POPP: Because it does impact the bottom line
9 on this.

10 UNIDENTIFIED SPEAKER: Yeah.

11 GREG ROGERS: So I have a question, a procedural
12 question.

13 DAN POPP: Yeah.

14 GREG ROGERS: Instead of that being an amendment,
15 couldn't we just do that as a separate motion?

16 UNIDENTIFIED SPEAKER: You could take everything
17 off the floor, yes, yeah.

18 GREG ROGERS: Correct, but you could do a separate
19 motion based upon the deductible. We could have that vote.
20 So we could table the current motion based upon the fees so
21 we can run the numbers --

22 UNIDENTIFIED SPEAKER: Right, yes.

23 GREG ROGERS: -- and we can do an additional
24 motion at this point in regards to the deductible and vote
25 on it. Then we can settle the deductible issue --

1 UNIDENTIFIED SPEAKER: Correct.

2 GREG ROGERS: -- while he's crunching the numbers.

3 UNIDENTIFIED SPEAKER: Correct.

4 GREG ROGERS: And then once he finalizes the
5 numbers, then we can vote on the motion that we're going to
6 table.

7 CURT CARROLL: And to make it easy, I will take
8 the second off the floor. If I take the second off the
9 floor, you do not have a motion if he does not get seconded,
10 and then we can put --

11 GREG ROGERS: Yeah, but we could still table that
12 motion and take care of the other one.

13 CURT CARROLL: Yeah, whatever you want to do.

14 GREG ROGERS: I think we table that motion, and
15 let's move on to an additional motion. Go ahead.

16 BOB BJORNEMO: I make a motion that we vote on the
17 deductible solely, just which deductible we're going to work
18 with so that we have the numbers that we're going to need.

19 DAN POPP: Can we use the ballots that were in
20 your --

21 TERRY FISHER: You can do an acclamation.

22 DAN POPP: By acclamation is fine.

23 BOB BJORNEMO: We can use it if the numbers
24 aren't used and we're working solely on which deductible to
25 choose --

1 CURT CARROLL: I'm willing to do a hand --

2 DAN POPP: It suggests that your motion include a
3 recommended --

4 GREG ROGERS: Motion includes a deductible.

5 BOB BJORNEMO: Oh, you want me to recommend?

6 DAN POPP: Yeah.

7 BOB BJORNEMO: Okay. I recommended a \$500
8 deductible.

9 GREG ROGERS: I'll second that.

10 DAN POPP: Seconded. All right. By acclamation
11 including weighted votes -- and we may not need that if it's
12 an obvious majority -- vote for a \$500 deductible.

13 GREG ROGERS: Isn't -- it's that verbal? It has
14 to be done verbally I think.

15 (Simultaneous vote.)

16 DAN POPP: Any opposed? Hearing none, it's
17 unanimous. Well, that was --

18 (Simultaneous speakers.)

19 DAN POPP: Well, just for the record, I'm very
20 satisfied with that. I think our board is very satisfied.
21 It keeps us in good standing with our families, our kids, so
22 I think it was a good decision. Happy about that.

23 Now, for the next business at hand. Curt?

24 CURT CARROLL: Yes, sir? Do we need to wait for
25 numbers?

1 (Simultaneous speakers.)

2 CHUCK PORTER: No, we're good.

3 JANE MCGILLIVRAY: Oh, we're good?

4 CURT CARROLL: Did the numbers match out to what
5 was presented?

6 CHUCK PORTER: Yes, at 7.25 for U10 and under,
7 \$16.25 for 11 and above on rec and then \$18.50 on
8 competitive. So the difference between what was proposed
9 and what is proposed now as an alternative is \$1,000
10 difference, so it works.

11 JANE MCGILLIVRAY: Okay.

12 BOB BJORNEMO: So is it \$1,000 less or more?

13 CHUCK PORTER: Less.

14 BOB BJORNEMO: 1,000?

15 DAN POPP: Collectively.

16 LEAH GRAY: Yeah, but we're willing to accept
17 that.

18 UNIDENTIFIED SPEAKER: We're good with that.

19 LEAH GRAY: So if you want to put that on the
20 ballot.

21 CHAD BURTON: That could change by enrollment
22 numbers anyway, and nobody's going to know until it happens.

23 JANE MCGILLIVRAY: That's right.

24 DAN POPP: So just to be clear, the proposed
25 spread of distribution is -- tell me the numbers one.

1 JANE MCGILLIVRAY: 7.25.

2 DAN POPP: -- 7.25 for recreation under 10.

3 JANE MCGILLIVRAY: 16.25.

4 DAN POPP: 16.25 for rec 11 and above.

5 JANE MCGILLIVRAY: 18.50.

6 DAN POPP: 18.50 for competitive.

7 CHAD BURTON: And I'd like -- can I restate my
8 motion to adopt that then? Is that off the table or?

9 DAN POPP: I think Curt just did.

10 CHAD BURTON: Oh, okay.

11 DAN POPP: Yeah.

12 CHAD BURTON: No problem.

13 DAN POPP: I don't want to mess with parliamentary
14 rules, but --

15 UNIDENTIFIED SPEAKER: We need a second.

16 JANE MCGILLIVRAY: We are waiting.

17 CHAD BURTON: Okay. I'll second that then.

18 PHIL HEROLD: And we are in discussion. I'd like
19 to see the US Club -- sorry. I need to raise my hand. I'd
20 like to see the US Club comparison.

21 DAN POPP: Here you are. In 2018-2019 -- this is
22 last year -- it was 10, 18 and 25. There was some
23 reference -- honestly, I did as due diligence as thorough as
24 I could. There was some reference to super rec, but I've
25 been hearing back through various sources that maybe that

1 doesn't exist anymore or that it's not a relevant age or
2 competitive level, which was in between here. I think it
3 was 12 or something like that. I couldn't find anyone who
4 actually played in that level, so.

5 So just to reiterate, this is actually 30 because
6 there's a player card fee on top of this. This is actually
7 23 for competitive up through 11. My understanding is that
8 the \$10 for rec includes the player card, if that's helpful.

9 JANE MCGILLIVRAY: I'm going to repeat the numbers
10 for everybody. So the rec younger group would be \$7.25, the
11 older group for rec is \$16.25, and the competitive group at
12 all levels is \$18.50.

13 UNIDENTIFIED SPEAKER: They charge a flat 10 for
14 rec, and that would be all levels though?

15 UNIDENTIFIED SPEAKER: That would be all levels of
16 rec, so it really would make -- our blended rec rate would
17 be higher.

18 LANE SMITH: I think, you know, as I've listened
19 and I talked to Chuck about this, it lowers the percentage
20 increase for rec by doing this because if you're gathering
21 \$100 and you're raising 5 bucks, you know, that's a
22 5 percent increase, but when you're playing 2,000 or 2500,
23 it's like, you know, point whatever.

24 DAN POPP: Yeah, base --

25 CHAD BURTON: And that's how it should be.

1 SEAN HANSEN: It keeps getting said, but it's --
2 there's still families in the RC clubs that struggle. They
3 struggle to pay, and they're paying a lot more. So I --
4 it -- when somebody says, Well, you're paying 2500, so
5 another 5 or 10 bucks is fine with you, we have -- you know,
6 as -- Greater Seattle Surf had \$200,000 into scholarships
7 last year. The majority of that money is not paid for by
8 sponsors. It's actually paid for by other families at the
9 club. So that to me is a battery.

10 MICHAEL SIMMONS: Understand. My only comment on
11 that would be, the U10 and unders are playing ten weeks,
12 maybe 13 weeks or 14 weeks through the year. The rest of
13 them are playing more than that.

14 UNIDENTIFIED SPEAKER: And they're paying a lot
15 more.

16 JANE MCGILLIVRAY: The only other comment I would
17 add to that, Sean, too is that those -- we won't get kids
18 into rec or RCL clubs if we don't get them in the door on
19 rec because all of our elite play starts with rec.

20 SEAN HANSEN: And I completely agree with that,
21 and the proposal still reflects -- the proposal as it was
22 still reflects the competitive clubs. The RC clubs and
23 select clubs are already paying more.

24 JANE MCGILLIVRAY: That's right.

25 SEAN HANSEN: And that was the way it was last

1 year.

2 JANE MCGILLIVRAY: Mm-hmm.

3 SEAN HANSEN: So it just -- to me I continue to
4 hear, Well, they're already paying this much, so why not a
5 little bit more.

6 LANE SMITH: Yeah, I didn't mean it like that.

7 SEAN HANSEN: Well, you're not the only one that
8 said it.

9 DAN POPP: Right.

10 JANE MCGILLIVRAY: And I don't think it's the
11 perception that those RCL and competitive families have more
12 money. It's that they get more value because they're
13 playing longer, so they pay more.

14 LANE SMITH: That's --

15 SEAN HANSEN: Right, and they're -- and -- but
16 that's what my point is. They already are paying more, and
17 now we're going to increase --

18 JANE MCGILLIVRAY: It more.

19 SEAN HANSEN: -- it even more. And at the end of
20 the day, 5, 10 bucks doesn't mean a whole lot, but to some
21 of families, just like the rec families, it does mean a lot.
22 So I just would like people to think about that a little
23 more because I don't think that -- at the meetings that I've
24 been to here, whether it's the AGM or the Player Fee
25 Meetings, that position is not represented. I don't think

1 that the RC's perspective gets represented in these
2 meetings.

3 JANE MCGILLIVRAY: Thank you.

4 CURT CARROLL: And the point, Sean, just to hear
5 as well, is that ours was also a percentage of increase as
6 well.

7 DAN POPP: All right. Just in the interest of
8 keeping it moving, we have a motion. We have it seconded.
9 Discussion --

10 JANE MCGILLIVRAY: In this --

11 DAN POPP: Any other comments?

12 CURT CARROLL: Would you state the motion one more
13 time so everybody hears it?

14 DAN POPP: Yes, I'll do it from my phenomenal,
15 airtight memory.

16 JANE MCGILLIVRAY: So the motion is to have the
17 player fees be \$7.25 for the younger rec group, which is rec
18 10 and below, for rec 11 and above, the fee will be \$11, and
19 for the competitive clubs --

20 UNIDENTIFIED SPEAKER: No.

21 JANE MCGILLIVRAY: Oh, \$16.25. Let me restate
22 that. So 7.25 for rec younger, 16.25 for rec older, 18.50
23 for competitive.

24 UNIDENTIFIED SPEAKER: All right.

25 DAN POPP: So it's been restated. It's been

1 discussed. Let's move to a vote. Again, this is a weighted
2 vote, so if we feel like we need to, you know, come to an
3 individual vote of member, we can do it by individual vote
4 as well and count those.

5 JANE MCGILLIVRAY: We do need to do an individual
6 vote.

7 GREG ROGERS: We need to call --

8 JANE MCGILLIVRAY: Yeah, for legal. And I will
9 call it. So please tell me if you would --

10 (Court reporter requests identification of voters.)

11 JANE MCGILLIVRAY: And please state your name. So
12 from North County Youth Soccer, how would you vote on that
13 motion?

14 MICHAEL SIMMONS: Mike Simmons, North County Youth
15 Soccer. Yea.

16 JANE MCGILLIVRAY: Seattle Youth Soccer
17 Association.

18 PHIL HEROLD: SYSA votes in the affirmative.

19 JANE MCGILLIVRAY: Skagit Valley Youth Soccer?

20 CHAD BURTON: Chad Burton. Vote to approve.

21 JANE MCGILLIVRAY: Snohomish Youth Soccer?

22 HAL UDERITZ: Hal Uderitz. No.

23 JANE MCGILLIVRAY: South Snohomish Youth Soccer?

24 SEAN HANSEN: Sean Hansen. No.

25 JANE MCGILLIVRAY: Whatcom County Youth Soccer?

1 MARC RONNEY: Marc Ronney. Yea.
2 JANE MCGILLIVRAY: Whidbey Island Youth Soccer?
3 UNIDENTIFIED SPEAKER: They left.
4 JANE MCGILLIVRAY: All right. Thank you.
5 Eastside Youth Soccer?
6 FRED BEUTHEL: Fred Beuthel. Yes.
7 JANE MCGILLIVRAY: Lake Washington Youth Soccer?
8 CHERYL MANAO: Cheryl Manao. No.
9 JANE MCGILLIVRAY: Northshore Youth Soccer?
10 They're absent.
11 Snoqualmie Valley Youth Soccer?
12 SHELLY WOODRUFF: Shelly Woodruff. Yes.
13 JANE MCGILLIVRAY: Federal Way?
14 JOSHUA CHEATHAM: Josh Cheatham. Yes.
15 JANE MCGILLIVRAY: Greater Renton-Tukwila?
16 JAMES LEEPER: James Leeper. Yes.
17 JANE MCGILLIVRAY: Highline Soccer?
18 WILLIAM FRY: William Fry. Yes.
19 JANE MCGILLIVRAY: Kent Covington?
20 ART KING: Art King. Yes.
21 JANE MCGILLIVRAY: Maple Valley?
22 CORRIE MORRIS: Corrie Morris. Yes.
23 JANE MCGILLIVRAY: Pierce County?
24 CURT CARROLL: Curt Carroll. Yes.
25 JANE MCGILLIVRAY: Northwest Sound Youth Soccer?

1 DARCY BUELL: Darcy Buell. Yes.
2 JANE MCGILLIVRAY: Cowlitz Youth Soccer?
3 MORGAN ABERLE: Morgan Aberle. Yes.
4 JANE MCGILLIVRAY: Columbia Basin?
5 MARK SIEVERKROPP: Mark Sieverkropp. No.
6 JANE MCGILLIVRAY: Spokane Shadow?
7 JASON BELLEFEUILLE: Jason Bellefeuille. No.
8 JANE MCGILLIVRAY: Three Rivers Soccer Club?
9 GABRIEL SUAREZ: Gabe Suarez. No.
10 JANE MCGILLIVRAY: Yakima Youth Soccer?
11 RON MANSFIELD: Ron Mansfield. No.
12 JANE MCGILLIVRAY: Grays Harbor Foothills?
13 TRAVIS HOPPE: Travis Hoppe. Yes.
14 JANE MCGILLIVRAY: Lewis County Youth Soccer?
15 KEITH NEELEY: Keith Neeley. Yes.
16 JANE MCGILLIVRAY: Thurston County?
17 CANDICE BOCK: Candice Bock. Yes.
18 JANE MCGILLIVRAY: Thank you.
19 (Simultaneous speakers.)
20 JANE MCGILLIVRAY: No, that was Thurston County.
21 I got them.
22 UNIDENTIFIED SPEAKER: Board members.
23 JANE MCGILLIVRAY: Oh, thank you.
24 UNIDENTIFIED SPEAKER: Southwest?
25 JANE MCGILLIVRAY: Southwest?

1 UNIDENTIFIED SPEAKER: They're not here.

2 KELI BITOW: They're not represented.

3 UNIDENTIFIED SPEAKER: They're not here.

4 JANE MCGILLIVRAY: No. Olympic Youth Soccer is
5 not here, and neither is Southwest Washington. Yep. Okay.
6 Thank you.

7 Board members are --

8 FELIPE MENDEZ: Hold on, Jane. Are you good?
9 Okay.

10 JANE MCGILLIVRAY: Okay. President Dan Popp?

11 DAN POPP: Yes.

12 JANE MCGILLIVRAY: Vice President Felipe?

13 FELIPE MENDEZ: Yes.

14 JANE MCGILLIVRAY: Leah Gray, Treasurer?

15 LEAH GRAY: Yes.

16 JANE MCGILLIVRAY: I'm voting yes myself.

17 Board Member Jill Christiansen?

18 UNIDENTIFIED SPEAKER: She's gone.

19 JANE MCGILLIVRAY: Oh, she had to go. Thank you.
20 Brian's not here.

21 Greg Rogers?

22 GREG ROGERS: No.

23 JANE MCGILLIVRAY: Rich Austin?

24 RICH AUSTIN: No.

25 JANE MCGILLIVRAY: Lauren Pendergraft?

1 LAUREN PENDERGRAFT: Yes.

2 JANE MCGILLIVRAY: Chris Stiles?

3 CHRIS STILES: No.

4 JANE MCGILLIVRAY: Lane Smith?

5 LANE SMITH: Yes.

6 JANE MCGILLIVRAY: Thank you.

7 TERRY FISHER: There's no Russians here, are
8 there?

9 JANE MCGILLIVRAY: Among the associations we have
10 17 yeas and seven nos, and among the board we have six yeas
11 and three nos.

12 TERRY FISHER: But they are weighted.

13 JANE MCGILLIVRAY: They are weighted, so somebody
14 else has to do that math.

15 KELI BITOW: James is doing that, or I mean Judy's
16 doing it now.

17 JANE MCGILLIVRAY: Thank you, Judy.

18 DAN POPP: Coffee's still hot over here if anyone
19 wants a cup of coffee. And we -- by the way, just to fill
20 some space here, we do have a couple of other important
21 agenda items, so I hope you'll stick with us because it's
22 important that we convey the rest of our messaging. We've
23 got some other Good of the Game conversations for the end.
24 I don't even wear a watch, so I have no idea what time it
25 is.

1 GREG ROGERS: It's 12:25.

2 DAN POPP: Okay. We are a chatty bunch, aren't
3 we?

4 JANE MCGILLIVRAY: It's good, good discussion.

5 DAN POPP: No, it's good. This meeting, this is
6 the dialogue that we encourage, we need. Your leadership
7 wants to hear from our membership.

8 Phil, you look compelled to say something?

9 PHIL HEROLD: (Shaking hands.)

10 DAN POPP: Oh, you have to go. Okay. All right.
11 We'll let you know.

12 You know what? While we're tabulating, I'm just
13 going to fast-forward into one of my important agenda items.
14 If you could pop up the -- it is actually Respect Campaign,
15 and I'm going to -- if you don't mind, I'm going to take an
16 agenda item out of order.

17 (Simultaneous speakers.)

18 DAN POPP: Sure, yes, roll video.

19 (Video playing.)

20 DAN POPP: Thanks for that. I'm going to go ahead
21 and let you know what the outcome of the player fee proposal
22 is, but I do want to continue this because what Tom Campbell
23 said at the end of that video is exactly what my next ten
24 minutes is going to be about.

25 So I just want to let you know, weighted vote,

1 just to be clear, all of your individual votes calculates
2 into a weighted vote based on your membership strength in
3 the association. The yea or yes vote was -- in number of
4 weighted was 61. The no vote was 22. That's a 74 percent
5 pass rate. We consider the proposal passed based on the
6 motion.

7 So, look, thank you very much. On behalf of
8 Washington Youth Soccer, on behalf of the future of
9 Washington Youth Soccer, for US Youth Soccer, which is an
10 element of that discussion, we are hyperfocused on growing
11 the programs, getting more kids playing, making programs
12 better, making competition better local to the individual
13 municipality, to the area, to the state, to the region, to
14 the nation. This is the work that we're doing. It's
15 genuine. It's thoughtful. We want involvement and
16 engagement with our members. This is our association, as I
17 said as I introduced the meeting. So on behalf of our board
18 and behalf of the organization and all of our members, I
19 want to say thanks for supporting the proposal. So with
20 that, thank you.

21 I just want to talk about our Respect Campaign.
22 What Tom Campbell said at the end of that video is taking a
23 concept of respect and translating it into the field is
24 difficult, how you carry that message into every player,
25 every individual, et cetera. One of our strategic plans is

1 around branding and marketing. Well, part of the branding
2 and marketing strategic plan element is around getting
3 Washington Youth Soccer's presence more noted and making our
4 Respect Campaign more noted, and in that we have combined
5 them into this program.

6 So we are introducing the Respect Campaign brand
7 logo that we're going to encourage all of our member
8 associations, all of their respective rec, select, club and
9 regional club members to begin promoting the concept of
10 how -- I'll go back to that previous slide -- the concept of
11 how we drive respect into the game for everyone everywhere
12 every day. And having the brand, having that visual
13 element, of reminding our players, our families, referees
14 and coaches that are involved in any given day on a soccer
15 pitch is that we give each other respect at a higher level.

16 So we've developed this logo, and, very simply,
17 we're going to ask our members to bring this logo forward in
18 the 2019-2020 season on uniforms for our players. Across
19 the state we need to recognize that we are an association
20 that is a preeminent, the leading, youth soccer association
21 in the state. Part of that is our logo, and part of that is
22 what we strive to do, which is improve the game for everyone
23 involved.

24 So there's the ask. The ask is, we add the logo
25 to every uniform beginning in the 2020-19 season. The brand

1 logo can be integrated into screen-printed numbers. I'm
2 afraid I don't have the graphic for that because, frankly, I
3 kind of threw this together in the last day or two and --
4 anyway, the idea is, the artwork will be provided by
5 Washington Youth Soccer to all of you, and the logo can be
6 integrated into the uniform separately, as you see this in
7 this example, front, back, sleeve, et cetera.

8 The other ideas -- and I know when I met with Hal
9 and the Snohomish Youth Soccer Board a few months ago, I had
10 another graphic which basically integrates the logo in
11 reverse at the top of a number or at the bottom of a number
12 embedded into the screen print.

13 There are I'm sure many ways to add the logo, add
14 Washington Youth Soccer and, more importantly, the Respect
15 logo to every uniform by integrating it into the process of
16 when you generate and order your uniforms. Even more so in
17 terms of a cost management is -- if it's of interest to is
18 integrating it into the actual number. So when it's
19 screened onto the back of the jersey, it actually has the
20 embedded logo in it as well. So there's not a separate
21 added logo as is illustrated here, right?

22 So we've invested significantly in the Respect
23 Campaign. A grant started the project, which was
24 phenomenal. We've been very happy to drive that messaging,
25 whether it be on, you know, all of our Washington Youth

1 Soccer garments, whether it's on our website properties,
2 whether it's in communications that we send out to our
3 hundreds of thousands of distribution e-mails. We are going
4 to continue to double-down on the Respect Campaign. We
5 think that it makes a difference. We think that it
6 continues to improve the relationships of player to player,
7 to referees, to parents, coaches, and overall our
8 organization.

9 So there's our ask, that we will be sending out
10 the graphic artwork for you all to use. I encourage you to
11 go back to your member associations and to your clubs and
12 encourage them to drive this synergistic message among all
13 of our players across the state. Imagine the branding value
14 of having 90,000 kids in Washington carrying that logo on
15 their uniform. Imagine the power of messaging with 90,000
16 kids saying the same message where we expect respect and
17 we're going to give respect at every venue.

18 So that is a formal ask on behalf of the board and
19 Washington Youth Soccer that you adopt our Respect Campaign.

20 UNIDENTIFIED SPEAKER: Dan?

21 DAN POPP: Yeah.

22 UNIDENTIFIED SPEAKER: How quickly do you imagine
23 the graphics are going to be available to the clubs?

24 DAN POPP: It's --

25 SHANEIKA LAI: Whenever you send an e-mail out to

1 me with your original logo, I could pull the colors, and
2 whenever you guys send me your artworks for your actual
3 logos, I can pull the different variations of colors and
4 present to you these different colorways so you guys can
5 decide for your away or our home jersey what screen or what
6 color you like.

7 So yeah, you guys can e-mail me at
8 Shaneika@WashingtonYouthSoccer.org, S-H-A-N-, for Nancy,
9 E-I-K-A.

10 BRIANA AGUILA: If not, she has her e-mail up
11 here.

12 DAN POPP: And we'll --

13 SHANEIKA LAI: And we'll have business cards, yes.

14 DAN POPP: Yes, that's great, Shaneika. Thanks.
15 And we'll be proactive in reminding you all of this on a
16 regular basis, and then we'll include Shaneika's
17 communication contact information so you can coordinate.

18 So, as she stated, there are many colorways, and
19 we want it to look good. We want it to be representative.
20 We want the kids and your parents and your clubs to be proud
21 to have them on their jerseys.

22 FRED BEUTHEL: The reason we're asking for time
23 for turnaround on it is, clubs are ordering uniforms now.

24 UNIDENTIFIED SPEAKER: Yeah.

25 DAN POPP: Oh, well, now.

1 FRED BEUTHEL: Yeah, and as in now.

2 DAN POPP: Then now. We're ready.

3 SHANEIKA LAI: So as early as Monday I can get it
4 to you. It's just as soon as you send me your logo, I could
5 give you even like a 15-to-20-minute turnaround time.

6 UNIDENTIFIED SPEAKER: Do you actually need the
7 logo, or would the RGB codes be sufficient?

8 SHANEIKA LAI: RGBs more -- Pantone if you guys
9 are printing that colorway. It's like easier to just send
10 me the logo because I can pull the --

11 DAN POPP: You can pull the color?

12 SHANEIKA LAI: Yeah.

13 DAN POPP: Okay. So if you want to send an
14 example of your distinct colors, she can pull Pantone color
15 off of that. All right.

16 Well, thanks. I didn't want that to be a long
17 one. By the way, wear your tee shirts. Wear your tee
18 shirts. And the target date for our campaign, as you know,
19 is launching in fall of 2019, so we'd love to have you
20 support it.

21 Next -- yes, go ahead.

22 UNIDENTIFIED SPEAKER: Is the state going to work
23 towards anything of branding the fields, like Respect
24 banners or signs?

25 DAN POPP: Yes, we would continue to love to do

1 more of that. We'd love to do it in partnership with our
2 member associations. We have, you know, graphic artists and
3 others to support it, and I'm sure we can drive through --
4 Yes, go ahead.

5 SHANEIKA LAI: I'm trying to remember what club I
6 helped out. I think it was Harbor Premier. They reached
7 out to us because they wanted to support the Respect
8 Campaign. I said, well, we put together a marketing package
9 for them where we took a logo, rebranded it with our Respect
10 logo and put it all out and layed it out so that they could
11 go to the printer directly and say, We want to print these
12 banners and put it up on our field. So if you guys want
13 that option, you can just include it in e-mail. I can
14 replace that logo with yours, and then you guys can have
15 that signage out at your field at practices, et cetera.

16 BRIANA AGUILA: You could also reach out to us and
17 see if you want those banners that you have, the Respect
18 with our logo if you don't want to incorporate yours for
19 some reason. We're also doing banners at our state
20 tournaments, and if you see those and you like them, feel
21 free to reach out to us, and we'll see what we can do as to
22 getting them to your fields as well.

23 DAN POPP: All right. Let's move on to our next
24 agenda item if you don't mind please. Next up we adjusted
25 slightly on the agenda with our Strategic Plan.

1 Felipe Mendez is going to present kind of an update on where
2 we are with our strategic plan.

3 FELIPE MENDEZ: Yeah, I'll just say that in the
4 interest of time I'll just make a couple quick comments.

5 One, you know, it wasn't just an exercise for our
6 board to do a strategic plan. It's a living, breathing
7 document. We're working on it every day as -- and, as Dan
8 has said, we are trying to be a working board, and so we are
9 trying to make the connections. And I just wanted to let
10 you know from an update standpoint and to refresh your
11 recollections we were focused on three major categories:
12 Branding, partnerships and participation. Within those
13 three broad categories, we came up with seven strategic
14 initiatives, and those included in the branding component
15 looking at our image, in the partnership components
16 developing marketing partners, developing association and
17 clubs, and with respect to participation increasing player
18 participation and retention, developing a multi-tier league
19 for club recruitment and rolling out the volunteer toolkit.

20 So those things are all in various stages of
21 process, and I think for us next steps are going to be
22 look -- making sure that we complete those seven core
23 initiatives, identifying the next tier of items that we
24 couldn't get to in the short term with the current focus on
25 those seven core initiatives and figuring out which are the

1 next seven core or five core initiatives that we want to
2 focus on as a board, and then again just continuing to do
3 everything we can to work with you individually as the
4 members to let you know where we're at, what we're doing and
5 keep the communication rolling.

6 DAN POPP: All right. Thank you, Felipe. Any
7 questions on the strategic plan? Sorry. I snuck a
8 blueberry in there in the interim.

9 Next on the agenda is SafeSport, and also, Felipe,
10 I'm going to hand the microphone right back to you.

11 FELIPE MENDEZ: I'm sure you're going to have some
12 more programmatic and implementation questions. I'll let
13 Terry answer those. From the broad SafeSport framework, the
14 implementation is a go. The rollout is occurring with U.S.
15 Soccer Federation, USYS, WYS. So we're a complete go for
16 this.

17 And, again, just to refresh everyone's
18 recollection, there's a federal law in this regarding
19 SafeSport. SafeSport will be integrated at the U.S.
20 Federation level to deal with any claims regarding sexual
21 assault, sexual abuse. Those kind of things will be handled
22 at the Federation level but will include in the application
23 and implementation of requirements and responsibilities all
24 the way through the pipeline.

25 So it's not something that's going away in any

1 way. It's something that's at the forefront and rightly so,
2 and we will work through our office with Terry, and I'll let
3 him talk more about it, but we will be working with you all
4 in making sure that in Washington state the rollout
5 continues to go smashingly.

6 TERRY FISHER: We have learned a lot since April
7 of 2018 when U.S. Soccer first told us about this program.
8 Keli Bitow in our office is the one that works on this every
9 day. So two quick clarifications.

10 If a person takes a SafeSport class and gets a
11 certificate, it is transferable to any other soccer
12 organization in U.S. Soccer. So he doesn't have to take one
13 for US Club, one for AYSO. The certificate that you earn is
14 a certificate that's transferable.

15 My greatest fear is that we as an organization
16 don't have enough people in our company that are doing
17 SafeSport training because one of the things that is going
18 to be involved in litigation is, Did you do SafeSport? Did
19 everybody in your group do SafeSport? Have they taken
20 SafeSport? Because it's the number one. I've been deposed
21 too many times, and one of the first questions is, What as
22 an organization did you do?

23 So I will just tell you all, SafeSport is your
24 greatest crutch to go back and say, Take the training.
25 Congratulations to those associations who have had every one

1 of their coaches take SafeSport. They should take SafeSport
2 for every volunteer. They should take it. There's a code.
3 It's free, paid by somebody else.

4 MICHAEL SIMMONS: Where is it?

5 TERRY FISHER: Where is what?

6 MICHAEL SIMMONS: Where is the code?

7 TERRY FISHER: It's secret sauce. Keli has it.
8 She'll get the codes out to you. This is really great.
9 U.S. Soccer said, Make sure everybody takes it, but don't
10 publish the code, because obviously there is a usage issue,
11 but there is a code so that every one of your people gets to
12 take that training. It's 78 to 90 minutes. It is one of
13 the boxes that the prosecutors check, Oh, they did that.
14 Okay. Well, what's next?

15 So the process, Keli, is really straightforward.
16 You get a certificate, and you post it. It's going to be
17 linked to your registration platform so that it's going to
18 be a criteria that you have to take SafeSport prior to
19 getting risk-managed, so we're working to get those things
20 connected.

21 Yes?

22 SCOTT BARBARA: Two things. One, the SafeSport
23 program takes probably at least two hours.

24 The second is, if we're linking the RMAs to
25 SafeSport and they're all going to be at the end of June, if

1 they take it now, are they still going to be good for this
2 whole year as opposed to having to redo or refresh your RMA
3 in June or July?

4 TERRY FISHER: Yes, the SafeSport certificate is a
5 two-year certificate.

6 SCOTT BARBARA: Thanks.

7 KELI BITOW: (Indicates in the negative.)

8 TERRY FISHER: Keli, wrong?

9 KELI BITOW: SafeSport certificates are only
10 annual. There is a renewal that they will be able to take.
11 So once they -- when their current certificate expires,
12 they'll have to go back on to the SafeSports and renew.

13 The piece with this is that if they've taken the
14 video, say, in March -- and this is part of the discussion
15 is right now everybody's RMA expires 6/30, right? If they
16 upload the certificate, use the common knowledge of, is that
17 certificate valid? If it is, that's okay, but they need to
18 make sure they take that SafeSport again before it expires.
19 The registrars or whoever the admins within your
20 organizations are going to be responsible for making sure
21 those certificates stay up-to-date.

22 FRED BEUTHEL: So can you clarify that? If I
23 complete my SafeSport in March, I get my RMA approved in
24 June.

25 TRAVIS HOPPE: March.

1 FRED BEUTHEL: March comes around. I need to
2 renew my SafeSport in March.

3 KELI BITOW: Well, and that's one of the reasons
4 we're having this discussion is because the fact that a lot
5 of the coaches, right, admins, so on and so forth, do their
6 RMA or their SafeSports coinciding with tryouts. So do we
7 move the current stagnant date from 6/30 up to 4/30? 4/30
8 coincides with tryouts. So that's one of the questions I've
9 been asked to ask as a group, if everybody would be okay
10 with moving the stagnant date up to 4/30.

11 TRAVIS HOPPE: Well, in the middle of spring too.

12 KELI BITOW: I know. There's no perfect date,
13 guys. I mean that's the reality. What I would ask is for
14 you guys to consider for your registrars, and large
15 organizations especially, how much time do they need to
16 complete what they have to do as far as registering --
17 putting the coach on a team, getting those players done?
18 How much time do they need? Is 6/30 enough time if they
19 start going and everybody's expires on 6/30? Do they have
20 enough time to get everybody going and doing all these
21 processes and stuff?

22 MICHAEL SIMMONS: So understand. Back to the RMA,
23 because I know you're effectively killing all the RMAs as of
24 June and you have to go do it again. There's a number that
25 we charge each organization -- each club in our association

1 for those RMAs, which we just did, and if all of those -- if
2 they just got it in May and then it gets cancelled in June,
3 it's like, Well. Anyway, so there's that issue.

4 KELI BITOW: So this year is going to be
5 difficult.

6 MICHAEL SIMMONS: Yeah, difficult.

7 KELI BITOW: Difficult. Next year everybody is
8 going to have the same expiration date. It's going to --

9 TERRY FISHER: Cycle out.

10 KELI BITOW: It's going to cycle out. So yes, I
11 understand this year we're going to have some discrepancies
12 that we're going to have to work through. This is an
13 ongoing process. This is the first year we're doing this,
14 so we're going to have to communicate and figure out how to
15 streamline the process going forward, and that's in my part
16 communicating with registrars.

17 MICHAEL SIMMONS: And I assume at some point --
18 it's free right now, just like the RMAs were when it
19 started. I assume there's a cost involved, and at some
20 point we'll see it because somebody's going to pay for it.

21 KELI BITOW: No word on that yet.

22 Dave?

23 DAVE MILLER: That was going to be my question was
24 the cost when SafeSport's included.

25 CURT CARROLL: Okay. The other one is that -- so

1 we haven't been the second time yet, you know, SafeSport,
2 and we're getting ready to do the second. Is it the exact
3 same 90-minute or, quote, two-hour deal?

4 KELI BITOW: For the recert?

5 CURT CARROLL: Yes.

6 KELI BITOW: No. It's shorter. It's like half
7 the time.

8 CURT CARROLL: That's what everybody keeps asking.
9 Thank you.

10 And then number two was if we can do -- RMA is
11 required by us for 14 months. Can we go 16 months? Can we
12 go 12?

13 KELI BITOW: No, it's 12.

14 CURT CARROLL: So this first year you can not have
15 where if we do April, we could not actually carry that extra
16 two?

17 KELI BITOW: This current year anybody that has
18 ran an RMA, whether it was August of last year or this
19 seasonal year, their current RMA expires 6/30 of this year,
20 so.

21 CURT CARROLL: No matter what year. So it's still
22 going to --

23 KELI BITOW: Yeah. So we gave you a little -- few
24 more extended months basically.

25 CURT CARROLL: Yes.

1 KELI BITOW: Sure.

2 CHERYL MANAO: I've been asked by my association
3 to ask about SafeSport because we want to have everyone do
4 this, but we have a lot of rec coaches that it's hard enough
5 to get them to do their RMA. Is there a way that you can do
6 a class, say, at a meeting we can get a bunch of rec coaches
7 out where you can approve them on site so that -- because we
8 have a lot that don't have computer knowledge, don't do that
9 kind of stuff. There are -- we have a lot of lower-income
10 that don't deal with that stuff very often, and so it's just
11 trying to get them so that we're covered. It's hard.

12 DAN POPP: Can you -- I'm just throwing out as a
13 suggestion. Can you schedule those things and bring in a
14 bundle of PCs where everyone can sit together for two hours
15 and go through it? I mean ultimately the certification is
16 only online. So how we organize around getting everybody to
17 do that, if bringing coffee and doughnuts or something that
18 entices them to come and get through --

19 KELI BITOW: They only get certificates by their
20 log-ins. It's an individual, so there's no way to do groups
21 right now.

22 DAN POPP: No, no. It would have to be on
23 individual PCs. That's what I'm saying. Bring a gaggle of
24 laptops from everyone and get them going.

25 LEAH GRAY: Or meet at an internet cafe.

1 MICHAEL SIMMONS: So that's how it is now. I
2 guess if we're really going to deploy it, she's got a very
3 good point. There ought to be some way that a registrar
4 could have a registration form and have people sign in and
5 have that registrar submit them some way. I mean it's
6 done -- big corporations do this when they have to deploy
7 those kind of things as well. It's clear it's not there
8 yet, but is there some way we could take that suggestion and
9 flow it back so that we really can deploy this thing easier?

10 The other question I have, I tried to get --
11 couldn't find a code -- what languages are covered. Is it
12 just Spanish and English, or is there other languages
13 provided in the class as well?

14 KELI BITOW: Right now as far as I'm aware, it is
15 only in English.

16 MICHAEL SIMMONS: Oh, cool.

17 WILLIAM FRY: I don't think that's true, Keli.

18 (Simultaneous speakers.)

19 WILLIAM FRY: Yeah, I think it's in -- I think
20 it's in lots and lots of languages.

21 KELI BITOW: Okay.

22 UNIDENTIFIED SPEAKER: Is it?

23 WILLIAM FRY: So there's a video presentation, but
24 there's also a script that exactly mirrors what's said on
25 the screen, and I'm -- I'm pretty sure when I looked there

1 was multiple-language support.

2 KELI BITOW: I'll be honest with you. It's been a
3 good six months since I've logged in and completed mine, so
4 they have been making a lot of updates, so it is highly
5 possible. I can take a look, log in, and get some more
6 information. Okay.

7 MICHAEL SIMMONS: Okay.

8 TERRY FISHER: To give you a high level of good
9 feeling, this is an International Olympic Committee-driven
10 program through the USOC driven back to the national
11 governing body, U.S. Soccer, so it's the -- the good news
12 is, it's a government program. The bad news is, it's a
13 government program. And, you know, they didn't always --
14 it's going to take time, but it is something that is --
15 definitely down the road it's going to be made more
16 accessible, more easy to take because they're mandated to do
17 it by federal law.

18 WILLIAM FRY: So our registration partners like
19 Affinity for Washington Youth Soccer and Stack Sports?

20 TERRY FISHER: Yeah?

21 WILLIAM FRY: Are they building in a check
22 compliance box like they have for concussion education?

23 KELI BITOW: Yes, it's already there.

24 WILLIAM FRY: Ahead of the fall season?

25 KELI BITOW: It's already there for Affinity. So

1 I actually -- if you take a look at the documents that I
2 sent you, once they upload the certificate, the
3 administrator goes in, looks at the person's profile.
4 They'll see a check box underneath, and they can --

5 WILLIAM FRY: So they have to do that before they
6 get to the gate test for RMA?

7 KELI BITOW: No. Once they upload their
8 certificate, they complete their application, the
9 administrator has to go into Affinity and check that box
10 that they have verified the certificate in Affinity, and
11 then the RMA will clear. So they have to have the
12 application and the certificate in the system in the
13 database. The administrator has to go in, checkmark the
14 box, and then the RMA completes and clears.

15 TRAVIS HOPPE: Is there a bulk way to do that?

16 WILLIAM FRY: That's a really bad process.

17 KELI BITOW: Not currently. I'm working on
18 different options. Like I said, guys, this is a first run
19 of this. This is the only thing that I could implement at
20 this point in time, okay?

21 TRAVIS HOPPE: Okay.

22 JANE MCGILLIVRAY: I just want to point out too
23 that it is like sexual harassment training that we all get
24 at our companies. I work for a really large corporation,
25 and we would all love to get in a room and just have a

1 one-hour sexual harassment training, but we all -- every
2 single one of us has to go through it individually.
3 Otherwise, from a legal perspective, if there is a staff
4 member who says I'm sexually harassing them and I -- they
5 can't prove that they have taken the training, suddenly
6 they're liable instead of me individually.

7 CHERYL MANAO: Right, but it's easy when you're
8 staffed to make them do it. When you're a volunteer rec
9 coach, it's a little harder.

10 JANE MCGILLIVRAY: That's true. That's very true.

11 KELI BITOW: And that's why I set -- one of the
12 reasons why I set it up as it's enlisting your club board
13 members, your club registrar. I don't expect an association
14 registrar to do all this. It's available as your club.

15 CHERYL MANAO: Only --

16 KELI BITOW: I know. I know, but the reality is,
17 your clubs down below you have the access to be able to
18 verify these certificates as well. Clicking that individual
19 certificate is saying that they went in and they looked at
20 it as an individual certificate, so if you do it as a bulk,
21 you're saying, I looked at all these certificates, and did
22 they really -- are they really valid? So there's that
23 challenge too.

24 Dave?

25 DAVE MILLER: So one of the things that we got out

1 of the whole presentation last May was an administrative
2 side. There's the whole everybody has to do the videos,
3 make sure they're certified, but then there's the whole
4 administrative side of keeping records, and the amount of
5 time for the reporting period is like really huge.

6 What is being done or what is the best practices
7 being recommended for managing data for that long I mean
8 because if you're talking someone has until they're 20 --

9 CHAD BURTON: 7 believe.

10 DAVE MILLER: -- 27 and they can be 4 years old
11 when they start in the program? I mean what are we doing
12 for --

13 KELI BITOW: You have to remember that you can
14 only report or write, take, reports for what was reported to
15 you. So you're talking about if somebody doesn't say
16 anything when they're four, right, until they're 27, there's
17 nothing you can do about that.

18 DAVE MILLER: Right.

19 KELI BITOW: So the only thing you've got to do
20 is, if you receive a report, you've got to report it, right?

21 DAVE MILLER: That's not how I understood the
22 presentation.

23 KELI BITOW: You need to keep -- anything reported
24 to you, you have to keep track of.

25 FRED BEUTHEL: That's actually -- that's --

1 because with the turnover in our organizations, the chance
2 of --

3 DAVE MILLER: Right, and that's what I was getting
4 at.

5 KELI BITOW: So this is the part where it's the
6 gray area, right? How do you keep it compliant, and how do
7 you keep it secure so, you know, and who do you pass it on
8 to, right? And that's -- that's a part that we've talked
9 about is, each organization -- we're not going to tell you
10 how to do that in your own organization because each
11 organization, that process needs to be different because how
12 often you turn over, how -- we don't have any say in that.

13 TERRY FISHER: Keli, we'll convene a joint webinar
14 with the U.S. Soccer attorney who's full time in Chicago
15 paid to answer those questions because that is way out of
16 the pay grade of this group at the moment.

17 KELI BITOW: Yeah.

18 TERRY FISHER: So we'll get best practices, Dave,
19 with a webinar, publicize it, and you can all join in and
20 ask the questions and get it right out of her mouth
21 because --

22 KELI BITOW: Yeah.

23 TERRY FISHER: -- that's the person that has to
24 deal with the issue.

25 DAN POPP: Yes?

1 TRAVIS HOPPE: Travis Hoppe. So we just tried to
2 roll out the beginnings of infrastructure with our clubs. I
3 went to each club. I've had zero pushback, by the way. The
4 club board members often have been cross-trained two or
5 three times already for their other various, their volunteer
6 or professional, duties. A lot of support and willingness
7 to engage this straight up and become leaders of their
8 community on this topic, so I don't know about how other
9 folks have had on this, but no pushback there.

10 What I asked each of my clubs to do was to
11 identify a risk champion, which they sort of already should
12 have, but really somebody that's going to have to really own
13 that at the club level. And then also we'll work as a team,
14 those risk champions for each club, with our associations to
15 identify as we hear best practices how to implement that
16 locally.

17 I've already got one club that immediately went to
18 their school district and said, If we have a report, we're
19 going to need support from somebody, and their school
20 district said, Absolutely, we will give you all of our
21 resources. Come and talk to this particular counselor. I
22 mean they're already on top of it.

23 The simple questions though, the administrative
24 implementation of this, what am I posting on my website for
25 an incident? Is someone going to click? Are they going

1 to -- we tell them not to go straight up to SafeSport to
2 report an incident? We need some guidance about, Okay,
3 you're a parent, or you're a coach. You've just had this
4 event happen where you've been informed about something.
5 What is the next step? And we'd really like to know what
6 Washington Youth Soccer and what US Youth Soccer recommends
7 that needs to look like. Obviously it's not a
8 one-size-fits-all, but some best practices would be really
9 helpful, especially as we're focusing in on this, and I
10 appreciate that some folks will want to do it very
11 differently, but really give us a good starting point
12 please.

13 DAN POPP: All right.

14 KELI BITOW: Darcy?

15 DARCY BUELL: Keli, you asked, if I'm correct, at
16 the beginning of this, would we want you to move it to April
17 versus June? I would. Northwest Sound Youth Soccer
18 Association would appreciate the April 30th expiration.

19 KELI BITOW: Anybody else?

20 CURT CARROLL: Curt, do you want a motion?

21 KELI BITOW: No. I just -- I mean a show of hands
22 is good, guys. I'm not -- you know, Pierce County, yep. I
23 know Seattle does.

24 (Hands raising.)

25 KELI BITOW: AJ, any input?

1 UNIDENTIFIED SPEAKER: Tryouts.

2 KELI BITOW: I know. It's either before, middle
3 tryouts, middle of spring season.

4 UNIDENTIFIED SPEAKER: April's probably better.

5 CANDICE BOCK: Families are on vacation. April.

6 KELI BITOW: April?

7 WILLIAM FRY: You have to think about where 80
8 percent of your players are.

9 KELI BITOW: I know.

10 WILLIAM FRY: And that's not April. So, you know,
11 I have no concern about select and premier managing their
12 RMA process. They have a much smaller cohort. They've got
13 professional administrators that are going to do that. I
14 think they can do that fine. I think you want it to expire
15 in the summer so that you have to be RMA-compliant at a
16 period that would cover a seasonal year -- or a seasonal
17 event, so spring or fall, and expire off-season, and best
18 practice would be to register and do your RMA every time you
19 register for an event.

20 SEAN HANSEN: So just adding on to that that on
21 the competitive side your season actually technically isn't
22 over potentially until nationals, which is in July. Most
23 teams are not going that far. Some teams are going into
24 June, and it really -- as you said, the RC clubs have
25 professional administrators. They have offices where they

1 can bring people in to do sort of that kind of thing, not
2 all of them, but a lot of them. So I'm just trying to think
3 about it from that perspective. I don't know that the end
4 of the summer or sometime after that would be bad. It seems
5 like getting it done from our perspective or from the RC
6 perspective in the middle of State Cup or getting towards
7 the end of State Cup and tryouts -- plus you have older
8 boys' tryouts in February -- I mean I -- I don't know that
9 it's any better or worse or that we would have an objection
10 to going into the summer because it's really after the
11 season ends.

12 KELI BITOW: Here's the reality. We could try the
13 6/30 that it currently is, and next year we could talk about
14 changing it going forward. We have that option. So it was
15 a conversation that was asked to have by some other people,
16 so, you know, I think -- but I think by a show of hands more
17 people were comfortable with the 4/30 date.

18 WILLIAM FRY: No.

19 KELI BITOW: You didn't raise your hand, but --

20 WILLIAM FRY: I'll raise it now. No.

21 KELI BITOW: Okay. Show of hands again 4/30?

22 (Hands raising.)

23 KELI BITOW: Show of hands 6/30?

24 (Hands raising.)

25 KELI BITOW: 6/30 it is. We'll stay with 6/30

1 right now.

2 JANE MCGILLIVRAY: Thanks, Keli.

3 KELI BITOW: Yep.

4 DAN POPP: All right. Next on our agenda, the
5 last of our New Business is PCA. I just want to indicate
6 that I had a fun exercise that I was thinking that would
7 roll into the PCA presentation really nicely. Friends of
8 ours on the Changing the Game Project -- if you haven't
9 familiarized yourself with this, it's a phenomenal program.
10 There are many phenomenal programs, but John O'Sullivan
11 presented to us at the last US Youth Soccer Leadership
12 Summit led last fall, and he had an exercise that was
13 absolutely spot on related to PCA. I'm not going to do that
14 exercise because it's probably ten to 15 minutes, and I
15 won't do that. I'll save it for the AGM, so you can really
16 look forward to a fun exercise in May when we introduce this
17 Super Bowl little exercise, get your minds thinking about
18 taking care of kids.

19 JANE MCGILLIVRAY: Awesome. Thank you, Dan.

20 DAN POPP: There's your handoff.

21 JANE MCGILLIVRAY: You took my segue away, but
22 thankfully Chris Moore provided one because he talked at the
23 beginning of our meeting about what the mission of US Youth
24 Soccer is, which is to transform the lives of the youth, and
25 that's exactly what the Positive Coaching Alliance is trying

1 to do also. They have -- their motto is better athletes,
2 better people, and it's about developing the whole person
3 because we all know what .01 of soccer players will go on to
4 any kind of college career, but the real goal is a lifelong
5 love of fitness and sports and developing all those great
6 skills that you develop, winning with grace, losing with
7 grace, grit. You know, that's an awesome skill to have.

8 So when you take the training from Positive
9 Coaching Alliance, you -- the principles that are taught
10 really enable you to create that space for that
11 transformation to occur, and as associations we are that
12 space for that transformation to occur. We provide the
13 space for fields, the getting the referees onto the fields,
14 getting the players registered, getting the coaches cleared
15 so our kids are safe, and we do all that.

16 And, in addition to that, what we're doing now is
17 creating a positive culture, which really keeps kids loving
18 the game, playing the game. And we also have to think about
19 our referees as players. I love to say to parents on the
20 sidelines who are yelling at the refs, you know, refs are
21 players too. Especially with those rec kids, when you have
22 those developing referees, it's really tough for those kids,
23 and even as adults, some of us adults are developing ARs
24 because we're out there because our kid is playing, and we
25 just want to help out because there's not enough ARs.

1 There's not enough referees, period.

2 So in this last year we've made a huge impact on
3 creating that positive culture. It's on your tables where
4 there are some statistics. So currently we have about
5 97,000 players playing. We've coached -- 448 coaches have
6 gone through the Double-Goal Coach training, and that
7 Double-Goal Coach training is, Yes, I want to coach you to
8 win, but more importantly it's about winning is not this
9 score board. It is, did you give it your best effort? Did
10 you learn something? Are you brave enough to risk making a
11 mistake, and if you do, do you just bounce back, right?

12 And we've delivered 710 Double-Goal books,
13 Double-Goal Coach books. And I don't know if any of you
14 heard or remember from last year. The way I was introduced
15 to PCA was simply by receiving a book. I was the
16 scorekeeper for my kid's baseball team. They gave me a
17 book. Thank God I read it. It changed my life because I
18 was that parent on the sideline. It was ugly. Yes, it
19 really was.

20 So we also have to think about moving forward
21 because as we create this positive space, just like you
22 said, Fred, there's a huge turnover in our boards. So how
23 do we create a sustainment plan to keep this positive
24 culture going? We have to continue to take the training.

25 So we have 48 trainings available through this

1 next year. If you have already done the Double-Goal Coach
2 training for your association, do a Lead your Organization
3 training for your board. Think about how to have a
4 sustainment plan for your board.

5 I had a friend at work tell me the other day, I'm
6 not going to out the club, but, he said, you know, Mom and
7 dad had been taking care of the club for ten years, and
8 their kids are gone, and now nobody wants to pick it up, and
9 the club's in danger of folding. So it's like, we don't
10 want that to happen to -- at the association level because
11 we're the space for transformation.

12 We also delivered 280 Lead your Organization books
13 to those boards, and we trained referees. We had 250
14 referees trained, and Jim Kritzberg, who is the -- What is
15 he? The?

16 CHAD BURTON: SRA.

17 MICHAEL SIMMONS: SRA.

18 JANE MCGILLIVRAY: Thank you -- he provided me
19 with these numbers, and you'll see the red. So we have in
20 2019 a total of 147 fewer referees than we had in 2017.
21 Current total 2018 and 2019 is 169 less than the same time
22 in 2017.

23 I'm at a game. Jimmy McAlister comes and talks to
24 me about how awful it is that a lot of the Seattle United
25 games weren't refereed, and I looked at him, and I said,

1 what do you -- what do you think -- you know, that's awful,
2 but the poor rec kids, they need referees as well. So he,
3 you know, spun some ideas at me of like how Seattle United
4 could possibly train some more referees, but we really need
5 to focus on our sustainment plans, and I would encourage you
6 to e-mail Paul Bayly and say, Hey, Paul, I want to schedule
7 a Double-Goal Coach training. Hey, Paul, I want to schedule
8 a Lead your Organization training.

9 We also have the volunteer toolkit that we rolled
10 out last year, and if any of you need -- actually, I made
11 two notes to myself to just send it to everybody because it
12 can help you with strategies to find volunteers in your
13 community, and volunteers are our lifeblood, so we need to
14 do everything possible to bring them into our organization.

15 And then the last thing I want to do is really
16 congratulate and highlight the people in the associations
17 who have already taken the training.

18 So there's North County Youth Soccer if they could
19 stand up. Awesome. Thank you. Stay standing please.
20 Three Rivers. Not standing? Blackhills. Left. Washington
21 Premier. Bainbridge Island FC. If you're -- if that club's
22 in your association, just stand up please. Kent United.
23 Greater Renton. I'm going to ask Terry or Paul to stand up
24 because we did a lot of training at the Washington Youth
25 Soccer for EPD and RCL. Northshore. Greater Seattle Surf.

1 Come on, Sean, up it. And Dave and Phil left for Seattle
2 United. Southwest Washington Youth and Spokane Shadow?

3 So if you have not taken a training, look at the
4 people who are standing. Ask them, What was your
5 experience? What was your coaches' feedback? Thank you,
6 Mike.

7 MICHAEL SIMMONS: No. I mean it was fantastic.
8 The presentation we received was just outstanding. In fact,
9 I wish we would have brought in not just soccer coaches but
10 anybody that's coaching kids. It was fantastic.

11 JANE MCGILLIVRAY: Have another workshop and do
12 it. Yep.

13 So the other thing I wanted to pull out was just
14 the 5-1 ratio, which is the magic ratio. It's one of the
15 other principles that PCA teaches. And I was going to put
16 it up on the board, but I'm just going to e-mail it out to
17 all of you because it's little strategies for, what does
18 filling an emotional tank look like? It's one idea for
19 filling an emotional tank. Simply using a person's name.
20 Hi, Fred. Greeting them by name and when they leave the
21 field, exiting by name. Just little -- it creates that
22 connection, and that connection is what is so important to
23 youth sports. Kids love having a connection with an adult
24 they admire and respect, and it's part of what makes
25 coaching so rewarding for us still today.

1 So I'm going to leave you with a request to please
2 think about your sustainment plan for your boards and to
3 schedule additional trainings. Just e-mail Paul, and he
4 will get it set up for you. Thank you.

5 CHAD BURTON: Quick question?

6 JANE MCGILLIVRAY: Oh, question. Go ahead, yes.
7 Sorry.

8 CHAD BURTON: Quick question. So I mean something
9 that wasn't presented last May, but this is available for
10 referees as well then? Is that something -- sorry -- that
11 is available for referees then too?

12 JANE MCGILLIVRAY: We trained 250 referees.

13 CHAD BURTON: That's good to know. I mean I know
14 looking around the room, I'm not the only one that wears
15 multiple hats around here, so good to know.

16 JANE MCGILLIVRAY: In fact, having the referees
17 trained and the coaches trained and the boards trained, it
18 gives us all the same language.

19 One last thing -- I'm so glad you brought that
20 up -- in Affinity when you register your team or you
21 register yourself, there's a head coach role. There's an
22 assistant coach role. There's a team manager role. There's
23 also a team assistant role. There's a concept of a
24 culture-keeper on -- in PCA, and what the culture-keeper
25 will do is just walk up and down the sidelines with a bag of

1 lollypops, and when somebody's yelling at the ref, they'll
2 say, You need one of these. Put it in your mouth. They get
3 the hint pretty quickly. It's a nice easy, soft way to do
4 it. It's a bag of Tootsie Pops, but you get your team
5 assistant, they're part of the team, and now they're
6 supporting your coach. So it's another way to get parents
7 involved, to get that volunteer base grown. You might even
8 get coaches out of it. You never know. So get more parents
9 involved with that team assistant role and have a
10 culture-keeper. Thank you.

11 Any other questions?

12 DAN POPP: Good. Good suggestion at the end.

13 So that concludes our New Business items, and we
14 just have one more element, which is the Good of the Game.
15 I have a couple of brief announcements and a couple of
16 heads-up for the AGM. So -- and then anyone else can add to
17 the Good of the Game of course.

18 Couple of topics that you should anticipate for
19 the AGM: We are -- we have a couple of open geographic
20 territories that I think we need to discuss as an
21 association about how those become targeted areas for
22 neighboring associations to work within. So over time, you
23 know, we've had some associations fold. We've had some
24 merge. We've had some leave for various reasons, usually to
25 do with competitive soccer, but we had these open

1 territories, and I think that we as an association ought to
2 think about, how to we take care of the kids in those areas
3 representing Washington Youth Soccer, okay? So that's
4 something I'd love for you to think about, and we'll present
5 more details around that in May.

6 The second one is, I mentioned earlier that we've
7 had three clubs return to Washington Youth Soccer to compete
8 in Washington Youth Soccer leagues this year. We've also
9 had a couple of clubs that were not part of Washington Youth
10 Soccer previously that have formed of late wanting to
11 compete in Washington Youth Soccer leagues. Today -- and
12 I'm just going to be brief about this because I don't want
13 to open up an entire dialogue. We can really get into it in
14 May and decide how we want to approach it, but there's an
15 important kind of turning point I believe that we are as an
16 organization in how we engage competitive programs that are
17 not currently affiliated with our member associations.

18 As an organization our agenda has been to grow. I
19 would submit today that the -- that the requirement in our
20 bylaw that requires an independent club to be an affiliated
21 member club of an association is precluding growth, that it
22 is based on the feedback that we get from some clubs, Hey,
23 we formed independently. We've always been independent,
24 but, gee, we'd sure like to play in the NPSL, or, gee, we'd
25 like to join SSUL or our new Intermountain Champions League

1 in Eastern Washington, but I have no affiliation with the
2 local youth soccer association.

3 So we as a membership I think need to think about
4 what parameters we can put in place that isn't black and
5 white. And today it's fairly black and white, to be frank.
6 You either are a member of a member association of
7 Washington, or you do not compete in Washington leagues, and
8 I think that's detrimental to our overall mission and vision
9 how we want to grow the game. So I'd like you to think
10 about that.

11 We as Washington Youth Soccer in terms of
12 promoting our Washington leagues are going to continue to
13 communicate with clubs in -- all over the state and
14 encourage them to participate in Washington leagues. Today
15 our first message will be, We're going to introduce you to
16 your neighboring youth soccer association, and we'd like you
17 to affiliate through them. I want you all to think about as
18 we go over the next four months probably -- because we're
19 really talking about the fall of 2019 season -- that as we
20 encourage clubs to return to Washington Youth Soccer or to
21 join for the first time Washington Youth Soccer how you can
22 accommodate those members to be part of our family, those
23 clubs to be part of our family. So think about that.

24 That particular topic may come up more quickly
25 than the AGM will, so we'll be interested in kind of working

1 with you independently as these clubs show interest.

2 Yeah?

3 UNIDENTIFIED SPEAKER: Dan, on that same topic,
4 with the clubs that have come back to WYS, has the board
5 sought out any input about why they left and then why they
6 came back that we could as associations leverage for our
7 member clubs that are in this environment of having to
8 compete?

9 DAN POPP: Yeah. I'll throw out a couple of
10 really important ones I think that are really valuable.
11 Number one is, for those who have left, oftentimes they find
12 that the, to borrow the old term, don't let the green grass
13 fool you. So they leave thinking that the environment in
14 PSPL will be better or their independence is better or
15 whatever value proposition that they had.

16 And, if you recall, the Regional Club League has
17 been part of that element, you know, a number of years ago
18 that kind of was part of the push, so, but I want to be
19 clear. That's -- one is, the green grass isn't always
20 greener. It's more expensive, as we illustrated today. You
21 know, it's a bit wild wild west sometimes, you know, clubs
22 poaching from clubs, et cetera. Some of the clubs -- with
23 all due respect to all of them, some of them are less well
24 run and problematic as club partners.

25 The list goes on in terms of the grievances that

1 an individual club might have with playing outside of a
2 Washington Youth Soccer League. We like to think that our
3 leagues are run very well, NPSL, SSUL. Our new-forming
4 league in the east is Intermountain Champions League
5 combined with Northern Idaho. These are well run, well
6 adjudicated, organized leagues. So they like that. They
7 like that idea.

8 The other one is, we have a policy in our program
9 that if you compete in a Washington Youth Soccer league and
10 you win your age group, that you have an invitation to
11 consider joining the Regional Club League. And there are
12 some caveats. It's at the lowest level of entry for the
13 club depending on what's available in that age group and
14 gender, but there is a process, an open process, by which
15 that team can individually choose, the team can individually
16 choose, to participate, and we have many examples of that
17 like Washington Crossfire Select, and many teams or several
18 teams compete in the RCL, and there are other examples in
19 this room even.

20 It is interesting, and I will tell you it's not
21 the be-all and end-all. There are oftentimes that -- well,
22 in every season there's a winner of an age group and a
23 gender group within our Washington Youth Soccer leagues,
24 but, frankly, rarely do those teams choose to go into the
25 RCL because maybe they don't want to compete in a statewide

1 league. They like the regional element. It's better for
2 their families, better for their kids or whatever, but I
3 want to make sure it's clear that the opportunity to promote
4 into the Regional Club League by winning your local regional
5 league, you know, NPSL --

6 SEAN HANSEN: It's by winning the State
7 Championship I thought at the lower level. Am I not -- at
8 the not Championship level?

9 UNIDENTIFIED SPEAKER: No. It's just the league.

10 DAN POPP: Just the league.

11 UNIDENTIFIED SPEAKER: Yep, just the league.

12 DAN POPP: And we have several -- not several -- a
13 few that choose to do that. Most teams, frankly, like where
14 they're at. They like the level of competition, whatever.
15 So that is one of the enticing elements.

16 Here's what doesn't happen: I want to be clear on
17 this too. What doesn't happen is, a club decides to
18 participate in Washington Youth Soccer and sends us a
19 mandate that they'll only join if they can put their whole
20 club in the RCL. That's not an option, right? It's not an
21 option today.

22 So you have to kind of earn your stripes in that.
23 When you gain -- we have structure in the RCL that you have
24 to have a certain percentage of your teams, a certain number
25 of teams. You have to be a large enough club, et cetera.

1 I would argue this though: The lower levels of
2 the RCL and the best teams in the NPSL are pretty darn
3 close, frankly. So don't let the competition idea fool you.
4 There's some great competition that happens in our regional
5 leagues.

6 But -- so back to the earlier point, we can talk
7 further about this, but I can tell you that between clubs
8 contacting us with interest in joining our regional leagues
9 or us, you know, in passing by -- I mean how many times,
10 Coach, have we seen club directors at national events and
11 they go, Hey, you know, we were watching what's going on
12 over at Washington Youth Soccer and your leagues, and it
13 looks really solid and looks really well organized, and
14 there's, you know, less strife, et cetera? You know, can
15 we? Can we? And our answer is always, We want you, but we
16 have structure today.

17 So I would encourage you to think about what if,
18 what if, a club in your geography wants to join a Washington
19 Youth Soccer league but is independent and doesn't want to
20 be affiliated with an association? What do we do with
21 those? And I -- I'm just going to just go out on a limb
22 here and say, forsaking them or rejecting them shouldn't be
23 the answer. We need to figure out a way that we can
24 incorporate them somehow.

25 DAVE MILLER: I'll just say having gone through

1 that with one of the clubs coming back into our association,
2 you have this whole territory issue and how you're going to
3 market. Maybe that first season you grandfather them in,
4 say no big deal, but it's the next season when you try and
5 decide how are you going to get players to continue, what
6 schools do you get to advertise in and stuff like that.
7 That's where the contention's going to be when you allow an
8 independent club to come in.

9 DAN POPP: I --

10 DAVE MILLER: If we can figure that out --

11 DAN POPP: Yeah, it's a way-long discussion.

12 WILLIAM FRY: Let's do it in May.

13 DAN POPP: So I want you all to think about, How
14 does inclusion become part of that model, right? What are
15 the parameters? What requirements? What interests?

16 Yes?

17 CHERYL MANAO: Doesn't that also then give clubs
18 that are part of associations the chance to say, We don't
19 want to be part, and we'll still be in Washington Youth
20 Soccer?

21 DAN POPP: Also a consideration. What precedent
22 does it set? Yeah. Look, I'm just going to be clear.
23 We're not advocating for it. We're not like -- you know,
24 we're not saying it's a free-for-all because unfortunately
25 that's what's happening in our competitive league, and it's

1 also dissatisfying to the clubs.

2 So I want to encourage you to think about, How do
3 we include clubs that are currently independent? What can
4 we do to entice them to join your membership, to conform
5 with the programs that you have in your local associations,
6 et cetera? But just know that it's -- the conversation's
7 going to increase in frequency because we have clubs that
8 want to play in Washington Youth Soccer leagues. So I would
9 ask your help in figuring out how we can do that, okay?

10 WILLIAM FRY: To adjourn?

11 DAN POPP: One -- before we adjourn, two small
12 things. I'm going to end with a big one. The small one is,
13 on your pages the Washington Youth Soccer Hall of Fame is
14 February 24th. Please put it in your calenders. We would
15 love for you all to be there to honor these amazing
16 contributors to Washington Youth Soccer's history.

17 Some are posthumous. Some will be there in
18 person. We've got some great people coming, and we'd love
19 to have our members to be there and to support them.

20 And, last, just a big thank you to our staff, to
21 Keli, Shaneika, Bri. I don't know who else is here.
22 Rachel.

23 (Applause.)

24 DAN POPP: And of course Nicole. We couldn't run
25 this program at all without them, so a big hand out to our

1 staff. Thank you very much.

2 Can I have a motion to adjourn?

3 TRAVIS HOPPE: Motion to adjourn.

4 WILLIAM FRY: Yes, sir.

5 DAN POPP: We'll take that by acclamation. Thank
6 you very much for being here, and thank you for supporting
7 Washington Youth Soccer.

8 (At 1:25 p.m. the meeting was concluded, and
9 the court reporter was dismissed.)

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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 11th day of February 2019.

Julia Williams

Julia Williams, CCR #2307
License effective until May 9, 2019
Residing at Seattle, Washington



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