



**Washington Youth Soccer**  
7100 Fort Dent Way, Suite #215  
Tukwila, WA 98188-7500  
www.WashingtonYouthSoccer.org  
PHONE (253) 4-SOCCER · TOLL FREE 1-877-424-4318



**Board of Directors Meeting Agenda**  
7100 Fort Dent Way, Suite 215, Tukwila, WA 98188

Thursday, April 28, 2022

Attendance: ~~Felipe Mendez, Jill Christiansen~~, Leah Gray, Jane McGillivray, Lane Smith, Chris Stiles, Lauren Pendergraft, Lamar Neagle, Rich Austin, Roger Levesque

1. Meeting Called to Order Felipe Mendez
2. Roll Call Jane McGillivray  
Jill rolls off at the end of this year.
3. Approval of Minutes  
Approved Unanimously
4. Financials Chuck Porter  
Expect to be in the black at EOY, timing of Fall registration payments will help.
5. Staff & Program Updates Roger Levesque
  - A. Staffing;  
Paul L. has left our org, Marketing Agency will help with graphic design and Website.
  - B. EPD
  - C. Partnerships
  - D. Foundation
  - E. Cups
  - F. Coaching Education
  - G. DEIB
6. Special Events
  - A. EPD | Portugal
  - B. Celebrating 50 Years of Girls Soccer in Washington
  - C. Annual General Meeting (AGM)
7. Recruiting BOD Members All

**Board of Directors**

Felipe Mendez, *President*   Jill Christiansen, *Vice President*   Jane McGillivray, *Secretary*   Leah Gray, *Treasurer*  
Rich Austin   Lauren Pendergraft   Lane Smith   Chris Stiles   Lamar Neagle   Roger Levesque, *Executive Director*



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8. AOB All
- A. USYS Inclusion Policy, Gender Identity, and Safety Concerns
  - B. Other

9. Executive Session to follow Board Meeting BOD Officers
- Will reschedule.

**Next meeting: May 17<sup>th</sup>, 2022 WYS Office and Video Link**

**\*\* Schedule of Board of Director Meeting in 2021-2022**

<b>Date</b>	<b>Time</b>	<b>Place</b>
June 17, 2021	6:00 PM to 7:30 PM	WYS Office and Link
August 24, 2021	12:00 PM to 1:00 PM	WYS Office and Link
September 21, 2021	12:00 PM to 1:00 PM	WYS Office and Link
October 19, 2021	12:00 PM to 1:00 PM	WYS Office and Link
November 16, 2021	12:00 PM to 1:00 PM	WYS Office and Link
December 20, 2021	12:00 PM to 1:00 PM	WYS Office and Link
January 12, 2021	12:00 PM to 1:00 PM	WYS Office and Link
February 15, 2021	12:00 PM to 1:00 PM	WYS Office and Link
March 23, 2021	12:00 PM to 1:00 PM	Spokane and Link
April 28, 2022	12:00 PM to 1:00 PM	WYS Office and Link
May 17, 2022	12:00 PM to 1:00 PM	WYS Office and Link
Annual General Meeting	8:00 AM to 1:00 PM	SeaTac Marriot

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# WYS Board Meeting

Thursday, April 28

# WYS | Financials

Chuck Porter

# WYS | Staff and Program Updates

Roger Levesque

# 2022 Q2+ Objectives | March - June (Draft)

## Core Objective | Exceed expectations through transition period

### PRIMARY ESSENTIAL GOALS (PEGS)

#### PEG #1 | Foster organizational health

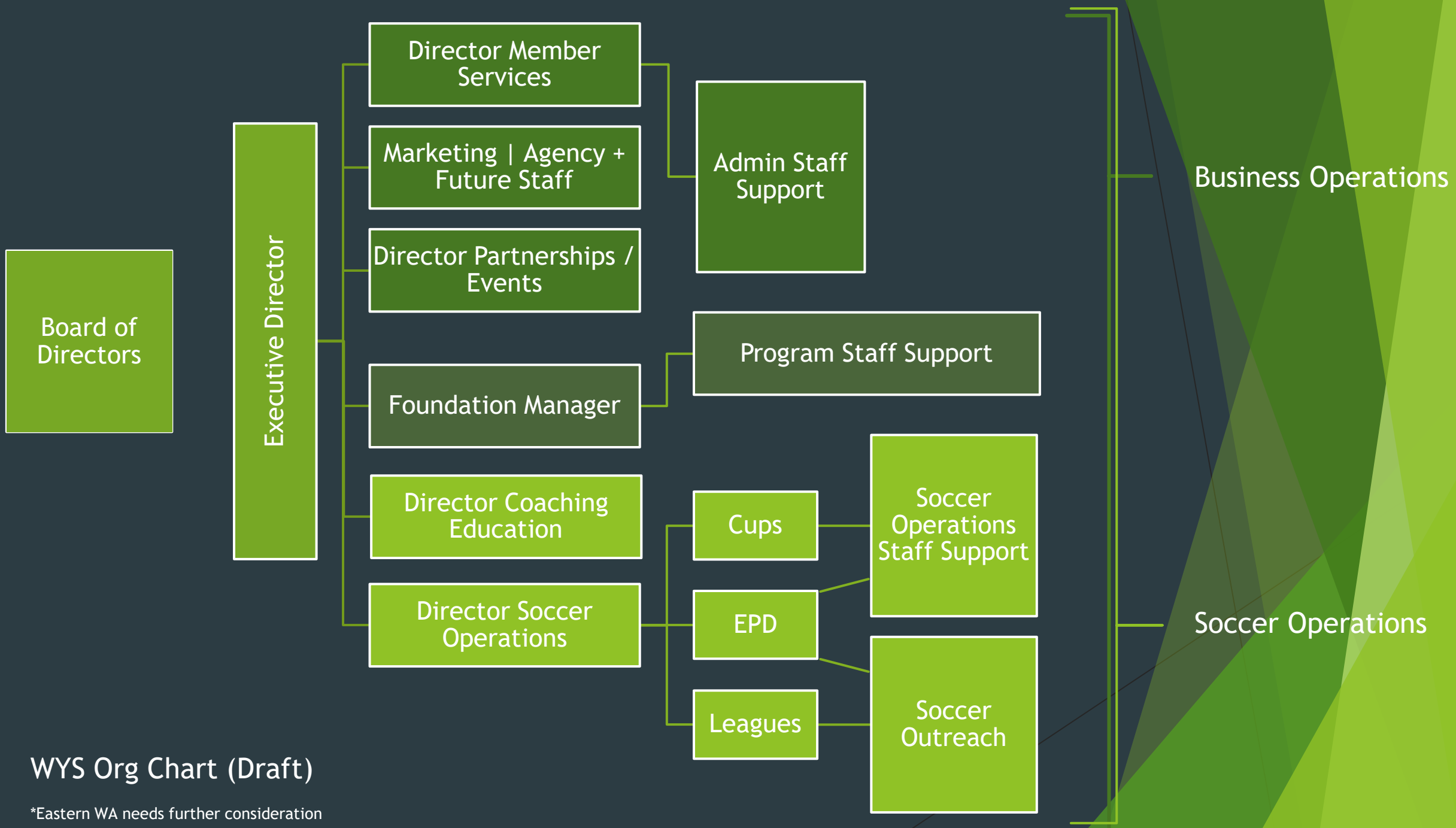
- ▶ Internal
- ▶ External
- ▶ Annual General Meeting (AGM)

#### PEG #2 | Deliver top-rated events / programs

- ▶ Cups
- ▶ EPD
- ▶ Coaching Education
- ▶ Soccer for Success
- ▶ GiveBig
- ▶ Celebrating 50 Years of Girls Soccer

#### PEG #3 | Execute Portugal trip to reenergize EPD program

- ▶ Planning, Execution, and Promotion



WYS Org Chart (Draft)

\*Eastern WA needs further consideration

# Staffing

- ▶ Update:
  - ▶ Current Headcount: 9 at HQ and 3 in EWA
  - ▶ 1205 Marketing | Website Maintenance & Graphic Design
  - ▶ Departures: Paul Laxamana | Director of Marketing
- ▶ Next steps:
  - ▶ Post Membership Services Coordinator position
  - ▶ Finalize new agreements | Tony Roberts, Allie Galoob, Pedro Millan
  - ▶ Review Marketing and Soccer Operations staffing needs



# Elite Player Development (EPD)

## ▶ Update:

- ▶ EPD Coach Compensation Plan Finalized | 1<sup>st</sup> payment 4/29
- ▶ Friendship Cup preparations underway | 20+ teams planning to travel May 27-30
- ▶ Portugal Trip review forthcoming

## ▶ Next Steps:

- ▶ Eastern WA EPD | Reboot
- ▶ Planning underway for 2022-2023
- ▶ Reengage PSV Eindhoven to discuss future travel

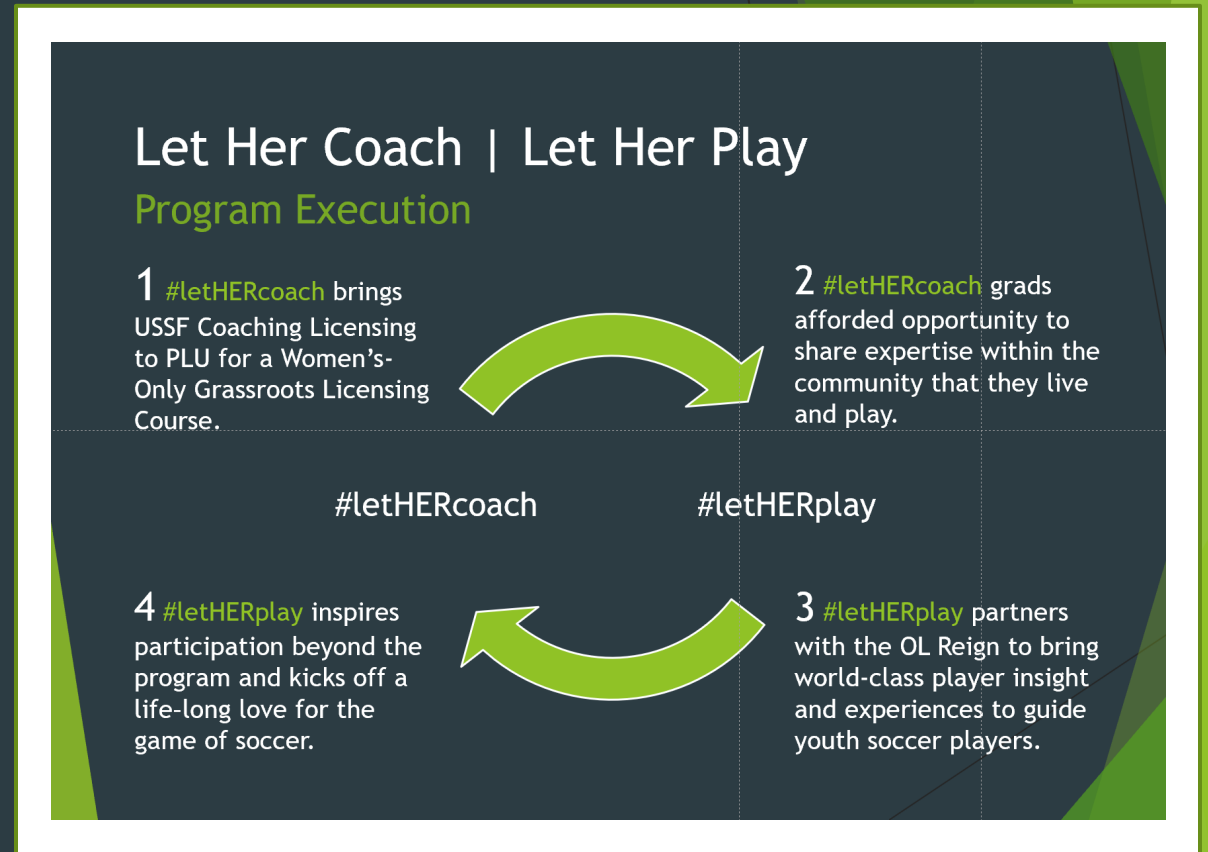
# Partnerships (Sponsorships)

- ▶ Update:
  - ▶ Deliver on current sponsorship commitments
    - ▶ Supported by 1205 with website updates and graphic design resources
  - ▶ Focus on collaboration and delivering value
    - ▶ Protime Sports & Sport Specific Travel collaboration
- ▶ Next Steps:
  - ▶ Engage adidas in partnership discussion
  - ▶ Continue work to connect the dots between corporate partners and community partners
    - ▶ On hold until Allie G. is back from Brazil



# Foundation

- ▶ Update:
  - ▶ Soccer for Success | Program maintenance
    - ▶ East Hill Elementary in Kent | Staffing challenges
  - ▶ Let Her Play program development
    - ▶ Complementary program to Let Her Coach
    - ▶ U.S. Soccer Foundation grant funding decision pending
  - ▶ GiveBig Campaign | Promotional push to follow
- ▶ Next Steps:
  - ▶ Finalize role for Allie G. as Foundation Program Manager
  - ▶ Soccer for Success planning | Opportunities to expand for Fall '22
    - ▶ Consideration for in-school programming
  - ▶ Garner support for Let Her Coach | Let Her Play programs from key stakeholders



# Cups

## ▶ Update:

### ▶ Upcoming Cup Weekends:

- ▶ May 6-8 | Boys / Girls U9-14
- ▶ May 13-15 | Girls High School

## ▶ Next Steps:

- ▶ Final preparations / execution of premier events
- ▶ Cup fee collection ongoing
- ▶ Far West Regional Events
  - ▶ June 15-19 | Presidents Cup in Phoenix, AZ
  - ▶ June 20-26 | Regional Championships in Boise, ID

# Coaching Education

## ▶ Update:

- ▶ Current '9v9' and '11v11' Grassroots Courses running (prerequisite courses for "D" License)
- ▶ Two (2) "D" License Courses upcoming in Renton and Olympia
- ▶ Let Her Coach program review

## ▶ Next Steps:

- ▶ Engage external stakeholders to remove barriers for Coaches Education
- ▶ Let Her Coach re-launch in conjunction with Let Her Play in Summer '22

# DEIB Opportunities

- ▶ Update:
  - ▶ Sports Equity Advising | Fawzi Belal
  - ▶ Internal session planning
    - ▶ WYS Team
- ▶ Next Steps:
  - ▶ Evaluate potential value for Member Associations
  - ▶ Insert DEIB as a foundational element in hiring process

# Eastern Washington

## ▶ Update:

- ▶ Staffing | Three (3) committed team members excited to do more
  - ▶ Administration: Danae Heuett and Nikole Schafer
  - ▶ Technical: Jay Vela
- ▶ WISL Spring League grew from Fall '21 to Spring '22
  - ▶ 173 Teams currently playing in WISL (122 in Fall '21)
- ▶ Initial discussions underway to explore premier league development in Eastern and Central Washington

## ▶ Next Steps:

- ▶ Establish WISL Team Registration fee for Fall '22
- ▶ Continue league development discussions

# WYS | Special Events



# EPD | Portugal Trip

## ▶ Updates:

### ▶ Key Takeaways:

- ▶ Positive experience for players / staff
- ▶ Now we know what we didn't know
- ▶ Huge opportunity for EPD to differentiate as a driver of player growth and development at the elite level

### ▶ Financials:

- ▶ Total Players: 65 (72 targeted)
- ▶ Fees Collected: \$145,774.40
- ▶ Fees Outstanding: \$18,857.50 (Final collection date 5/10)
- ▶ Budget vs Actual: \$164,631.90 / \$181,000

## ▶ Next Steps:

- ▶ Player / Staff survey distribution
- ▶ Celebration / wrap up event planning
- ▶ AAR and Financial Review forthcoming
- ▶ Marketing plan development





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# Portugal | Early Feedback

*I wanted to say a big thank you for all the effort you put into the Portugal trip! (My daughter) had an amazing experience training with the Sporting Lisbon Academy, playing Portuguese teams, and seeing the sights in Portugal. What a memorable opportunity for these EPD players. Thank you!*

- EPD Parent

*I'd just like to thank you for putting together such a special experience for these players. I know my son (EPD Player) had an amazing time. I'm sure it was an enormous amount of prep in such a short period of time. After these past 2 bizarre years, I think it meant more than ever. These are the memories that will last through all of the craziness. Thank you!*

-EPD Parent

# Annual General Meeting (AGM)

## ▶ Updates:

### ▶ Event Details:

- ▶ Saturday, May 21, 2022 | 9:00am
- ▶ Seattle Airport Marriott | 3201 South 176<sup>th</sup> Street

### ▶ Post-BOD Meeting follow ups:

- ▶ Travel info for those coming from EWA
- ▶ Schedule May BOD Meeting

## ▶ Next Steps:

- ▶ Finalize program
- ▶ Facilitate touch points with Membership prior to AGM
  - ▶ BOD engagement?

# Women's 50<sup>th</sup> Celebration

## ▶ Updates:

### ▶ Event details:

- ▶ Saturday, September 24, 2022 | Time TBD
- ▶ Seattle Airport Marriott | 3201 South 176<sup>th</sup> Street

### ▶ Let Her Play | Let Her Coach program alignment

### ▶ Key stakeholder engagement to facilitate buy-in

### ▶ Upcoming event / promotional opportunities:

- ▶ May 15 | Sounders FC Match to Celebrate 50 Years of Title IX and Girls Soccer in WA
- ▶ May 22 | OL Reign Match to Celebrate collaborative efforts at Larchmont Elementary in Tacoma

## ▶ Next Steps:

### ▶ Finalize campaign elements | Messaging, Marketing Plan, etc.

- ▶ 1205 to develop Celebrating 50 Years of Girls Soccer in WA mark

### ▶ Leverage event partners (Tara & Trixy) to engage corporate partners for sponsorship and auction item procurement

# Any Other Business (AOB)

- ▶ USYS Inclusion Policy, Gender Identity, and Safety Concerns
- ▶ Other items?