



Washington Youth Soccer
 7100 Fort Dent Way, Suite #215
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Board of Directors Meeting Agenda
 7100 Fort Dent Way, Suite 215, Tukwila, WA 98188

Friday, July 1, 2022

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

Quorum in attendance.

- | | |
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| 1. Meeting Called to Order | Felipe Mendez |
| 2. Roll Call | Jane McGillivray |
| 3. Approval of Minutes | |
| 4. Financials | Chuck Porter |
| 5. Discussion | Roger Levesque |
| A. Portugal Review | |
| B. Lake Washington Youth Soccer Association update | |
| C. Sounders FC July 9 th and beyond | |
| D. Team Member updates (for review offline) | |
| 6. Boundary Discussion Per-Meeting Review | James Stewart |
| 8. Recruiting BOD Members | All |
| 9. AOB | All |
| 10. Adjournment | Felipe Mendez |

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Next Meeting: Boundary Discussion

Date: Friday, July 9, 2022
 Time: 4:00pm to 6:00pm
 Location: TBD and Virtual

Board of Directors

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

Washington Youth Soccer

Board Meeting | July 1, 2022



PORTUGAL | BENEFITS

Travel to Portugal broadened player perspectives and offered inspiration that encouraged participants to reconsider what is possible on and off the field.

Outreach | By the Numbers

1

EPD Portugal was Washington Youth Soccer's first international travel experience as well as the first time traveling abroad for many participants

69

Players and Coaches that travelled to Portugal to experience a unique combination of training, competition, and cultural.

41

Survey responses from players and parents to help WYS improve the experience for future EPD International participants.



(My daughter) had so much fun that we think she would have stayed in Europe given the opportunity! We have been anxiously waiting for years for an international soccer/travel experience for (our daughter) and we are fortunate that she was able to participate with the (WA) EPD team. The unique experience of traveling internationally with WA State team peers should be something for all players to strive for and we hope that this becomes an annual experience for players.

- EPD Parent

Although the trip is two days from concluded, I wanted to thank you for the opportunity my daughter has been able to experience. She has told us she is having a fantastic time at the academy and touring the area. We are so fortunate she has been able to share in such a gift. Thank you so much for putting this together.

- EPD Parent



PORTUGAL | SURVEY RESULTS



EPD Portugal Player Feedback | Sporting Lisbon Academy

Question: Please consider the Training Experience at **Sporting Lisbon Academy**, read each statement carefully, and choose the answer that best represents your feelings.

Scale: Rated on a 5-point scale with 5 = Strongly Agree, 4 = Agree, 3 = Undecided, 2 = Disagree, 1 = Strongly Disagree

Responses: Average ratings for twenty-four (24) players, six (6) respondents in each age group (B04, B05, G06, G07)

Which EPD Team were you affiliated with for EPD Portugal?	The training environment was high quality compared to the training environment at home.	Sporting Lisbon's Academy Coaching Staff offered information that made me a better player.	Overall I enjoyed the Training Experience.	The Training Experience offered sufficient down time to enjoy off-the-field activities and experience the Portuguese culture.	The Training Experience at the Sporting Lisbon Academy was worth my time.
B04	4.63	4.75	4.88	4.38	4.63
B05	4.33	4.22	4.98	3.80	4.95
G06	4.54	4.90	4.87	4.35	4.87
G07	4.82	4.99	4.98	4.92	4.98

PORTUGAL | SURVEY RESULTS



EPD Portugal Player Feedback | Iber Cup

Question: Please consider your experience playing in the **Iber Cup**, read each statement carefully, and choose the answer that best represents your feelings.

Scale: Rated on a 5-point scale with 5 = Strongly Agree, 4 = Agree, 3 = Undecided, 2 = Disagree, 1 = Strongly Disagree

Responses: Average ratings for twenty-four (24) players, six (6) respondents in each age group (B04, B05, G06, G07)

Which EPD Team were you affiliated with for EPD Portugal?	The Iber Cup environment was high quality compared to the tournament environment at home.	The Iber Cup offered competition that made me a better player.	Overall I enjoyed competing in the Iber Cup.	The Iber Cup offered sufficient down time to enjoy off-the-field activities and experience Portuguese culture.	Competing in the Iber Cup was worth my time.
B04	3.75	4.38	4.63	4.63	4.63
B05	3.84	4.55	4.95	4.45	4.95
G06	4.11	4.57	4.74	4.81	4.49
G07	4.01	3.82	4.59	4.48	4.69

PORTUGAL | SURVEY RESULTS



EPD Portugal Parent Feedback

Question: Please consider your engagement and your child's participation in EPD Portugal, read each statement carefully, and choose the answer that best represents your feelings.

Scale: Rated on a 5-point scale with 5 = Strongly Agree, 4 = Agree, 3 = Undecided, 2 = Disagree, 1 = Strongly Disagree

Responses: Average ratings for twenty-four (24) parents, six (6) respondents in each age group (B04, B05, G06, G07)

Which EPD Team were you affiliated with for EPD Portugal?	EPD Portugal delivered a high-quality soccer experience for my child.	The sign up and registration process was easy.	EPD Portugal was well planned.	My child had a positive experience participating in EPD Portugal.	EPD Portugal was worth the fee paid.
B04	4.67	4.17	4.00	5.00	4.50
B05	4.83	5.00	4.17	4.83	5.00
G06	4.83	4.83	4.50	5.00	5.00
G07	4.83	4.83	4.67	4.83	5.00

PORTUGAL | SURVEY RESULTS

Qualitative Feedback | See attached Word Doc for Player & Parent responses

Player Questions:

- Overall, the most memorable aspect of the EPD Portugal experience was:
- Something about the EPD Portugal experience I would change or add is:
- One thing that I learned from the EPD Portugal experience is:

Parent Questions:

- Please highlight any pain points experienced during the EPD Portugal trip planning process.
- Why was this trip a priority for your family? From your perspective, what was most exciting about the EPD Portugal experience?
- Do you think the value of the experience met, exceeded, or fell short of your expectations given the cost of the trip? Please share any supporting information that might be helpful.

SOUNDERS FC | JULY 9TH INVITATION



Sounders FC vs Portland Timbers | Kickoff at 1:30p

SEA2026 SEATTLE IS READY

\$20.26
TICKET

SOUNDERS FC vs TIMBERS | JULY 9

ticketmaster VERIFIED TICKETS

Sounders FC are Concacaf Champions. The FIFA World Cup 2026 is coming to Seattle. We have so much to celebrate! Please join Washington Youth Soccer at Sounders FC's match on July 9 to celebrate Seattle's rise to the world soccer stage. It is an historic moment for soccer in our region and who better to celebrate the moment than former Sounders FC player and Washington Youth Soccer Executive Director, Roger Levesque.

In a nod to FIFA World Cup 2026, please follow the link below to purchase discounted match tickets for \$20.26, and get ready to enjoy one of the best rivalries in all of sports - Sounders FC vs Portland Timbers. Speaking of celebrating, each ticket purchased enters a youth to win a special experience with Roger Levesque, who will be leading "Scarves Up" and reenacting his famous "Timber Chop" goal celebration.

We'll look forward to seeing you on July 9. Go Sounders and Go WYS!

Washington Youth Soccer Offer: Sounders FC vs. Portland Timbers

Sat, Jul 9, 1:30 PM

Lumen Field 800 Occidental Ave S Seattle, Washington 98134

Sort By

Ticket Type

All Ticket Types

Section

All Sections

\$20 ————— \$21

Section 335

\$20.26

- 1 +

ADD TO CART

Section 336

\$20.26

Section 334

\$20.26

Collective Commerce®

Buy as individuals, share purchases with others and experience together.

CHECKOUT

TEAM UPDATES | WEEK ENDING WEDNESDAY, 6/29



Weekly Team Objectives and Commitments aligned to Q4 Organizational Goals

SECTION ROADMAP

SLIDE NUMBER | TEAM MEMBER(S) | AREA OF FOCUS

- 11. Fiscal Q4 | Team Objectives
- 12. Paul Bayly | Coaching Education
- 13. Keli Bitow | Member Services
- 14. Allie Galoob | Foundation
- 15. Danae Heuett, Nikole Schafer, & Jay Vela | Eastern Washington
- 16. Ray Johnson | Soccer Operations
- 17. Roger Levesque | Executive Director
- 18. Pedro Millan | Soccer Outreach
- 19. Tony Roberts | Business Development

TEAM OBJECTIVES | JUNE – AUGUST (Q4 Fiscal Year)



Core Objective | Take action to accelerate change

PRIMARY ESSENTIAL GOALS (PEGS)

PEG #1 | Invest in League development

- Engage Member Associations in a meaningful way
- Focus on Recreational & Select playing levels first
- Leverage / build on established platforms (WISL, NPSL, SSUL, etc.)
- Plan for the long-term strategic growth across all levels of play

PEG #2 | Refine programs to deliver outsized value to all stakeholders (recognize program interconnectivity)

- Coaching Education
- Cups
- Eastern Washington
- Elite Player Development | Domestic & International
- Registration Platform Technology
- Revenue Generation via Corporate Partnerships and Fundraising
- WYS Foundation

PEG #3 | Develop financial understanding and accountability across the organization

- Coaching Education
- Cups
- Elite Player Development
- Leagues
- Member Services
- WYS Foundation

COACHING EDUCATION

Objective: D License

Commitments:

- Weekly ongoing meetings with coach educators Dave, James, Derek and Matt on the current 2 D licenses, their tasks and evals standards.
- Webinar meetings and assignment correction for coach learners on GR and D License courses

Objective: US Soccer Director Of Coaching Coach Educator License

Commitments:

- On going weekly meetings with USSoccer on my training with assignments etc.

Objective: Grassroot, D, C License Courses

Commitments:

- Working with Danae (Spokane Region), 3 Rivers, Eastside FC (LHC) and looking working with local coach educators on their schedule to add more (GR, D) courses.
- C License application to USSoccer is due July 5th so working on dates for 2023
- Review Website for content

TEAM UPDATES | KELI BITOW



MEMBER SERVICES

Objective: Book Keeping

Commitments:

- Complete invoicing for WISL
- Data entry -Referee check from Cups
- Follow up on missing payments from cups, fall player numbers, RMA 4.1.21-8.31.21
- Invoice Spring Player registrations
- Follow up with missing Spring Player Data/numbers

Objective: Member Services

Commitments:

- Set up registration for Raymond event with Dan and Paul B
- Set up registration for EPD camps and tryouts
- Revise RMA PDF's instructions
- Continued discussions with insurance providers for 22-23
- Continue to support regional and national team rosters/registration

TEAM UPDATES | ALLIE GALOOB



FOUNDATION

Let Her Play

- Working to establish concrete movement with this program, connecting with partners and hitting benchmarks. Let me know if you would like more information.

Soccer for Success Fall/Spring

- Begin the paperwork for continued partnership agreement with various School Districts
- Collecting feedback, making necessary adjustments to programming
- Confirming Soccer for Success sites for Fall 2022/Spring 2023

Summer Programming

- Figuring out the relationship with Skyhawks
- Find coaches for Muckleshoot Summer program

Other: Americorp recruitment, Sounders Tickets to Soccer for Success families

TEAM UPDATES | DANAE HEUETT, NIKOLE SCHAFFER, & JAY VELA



EASTERN WASHINGTON

DANAE HEUETT

Objective: WISL & Social Media

Commitments:

- Finalize the operating docs
- Send a message to member ship about WISL updates
- Get more training on Social Media

NIKOLE SCHAFFER

Objective: WISL League

Commitments:

- Work with Jay and Danae to finalize the league info
- Provide update league info to be added to the website

Objective: Affinity

Commitments:

- Set up WISL Fall Registration - Work with Keli and Dan

Objective: WISL Operating Procedures

Commitments:

- Work with Jay and Danae to clear up any ambiguity in the document in order to provide to the clubs

JAY VELA

Objective:

- To finalize all the WISL information and get it sent out to clubs asap.
- Working on creating the WIPL (Premier) division for our area. This one is more complicated but not impossible.

TEAM UPDATES | RAY JOHNSON



SOCCER OPERATIONS | Cups, EPD, & League Development

Objective: Cups

Commitments:

- Finish and support FWR tournament remainder of this week
- Work with any regional winners to solidify their spot at Nationals
- Work with BOD to supplement financials for Nationals
- Verify Rosters and other off field needs for National teams

Objective: EPD

Commitments:

- Website updates (tryouts, camps, and coach advertisement for coach positions)
- Pedro and I building format for Camp and solidify coaching staff
- Coach application and open position for EPD staff next year
- Eastern WA EPD plan and meeting with (Jay, Chad, Kerry, and Shea)

Objective: Soccer Operations

Commitments:

- Work with Keli and Roger to look at all leagues
- RCL, WISL, NPSL, SSUL and any others through the state
- Leagues future on Competitive and Recreational area
- Build relationships with clubs who have left for WPL and how were gain their trust and business back
- RCL moving into sanctioned league what is our support for players in transition and RCS in transition

TEAM UPDATES | ROGER LEVESQUE



EXECUTIVE DIRECTOR

Objective: Prep for 2022/2023 budgeting

Commitments:

- Connect with Chuck to determine 2022/2023 budget process
- Gain understanding of ITG / Central WA Grant (connect with Melissa Radke if needed)

Objective: Foundation program development

Commitments:

- #LetHERplay follow up with key stakeholders from Larchmont Assembly event
 - Work with Allie
- 50th Anniversary outreach to build campaign – outreach to Kappy Names, Michelle Ludka, Kate Dienes, and Catherine Reynolds
 - Work with Tony

Objective: Set WYS up for success in Association Boundary discussion (7/8)

Commitments:

- Continue process to connect key stakeholders to create shared understanding of who / how groups are connected and governance responsibilities
- Prepare WYS Board for boundary discussion – Board Meeting scheduled for 7/1

TEAM UPDATES | PEDRO MILLAN



SOCCER OUTREACH

Objective: EPD

Commitments:

Working with Ray on the following:

- All updated info on the website
- Finalizing Summer Camp in July
- Coaching Slate for next year and hiring process.
- All the details for tryouts in August.
- Timeline for all events and ages for the upcoming season.

TEAM UPDATES | TONY ROBERTS



BUSINESS DEVELOPMENT | Sponsorships & Fundraising

FOUNDATION / MARKETING

Celebrating 50 Years of Girls Soccer

- Launching 90-day Marketing working with WA Legends of Soccer, 1205 & Danae
- Completing Contracts for venue, menu & entertainment
- Work with Roger on program content, speakers, MC & video production

Summer Programing/Muckleshoot Camp

- Finalize labor agreement with Skyhawks
- Review Skyhawks RMA requirements with Keli

DSG Grant

- Submit final information after reviewing with Allie

PARTNERSHIPS / MARKETING

- Sounders July 9th & 23rd Events & Promotions
- Finalize Gamechangers Agreement
- Elsom Cellars