



**MINUTES OF THE REGULAR MEETING  
OF THE BOARD OF DIRECTORS  
July 20, 2013**

The Directors named in these minutes of the California State Soccer Association-South, constituting the Board of Directors of said California Corporation, held its regular meeting on July 20, 2013 at the Corporate Office in Fullerton, CA. President and Chairman of the Board, John Mullen, called the meeting to order at 9:03 a.m. A quorum was present.

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| <input checked="" type="checkbox"/> John Mullen, President            | <input checked="" type="checkbox"/> Mark Flahan, District 1 Commissioner                    |
| <input checked="" type="checkbox"/> Derek Barraza, Vice President     | <input checked="" type="checkbox"/> Luca Pacelli, District 2, Commissioner                  |
| <input checked="" type="checkbox"/> Roy Carlson, Vice President-Youth | <input checked="" type="checkbox"/> Sue Abadie, District 3 Commissioner (Arrived 9:07 a.m.) |
| <input checked="" type="checkbox"/> Brett Wood, Vice President-Adults | <input checked="" type="checkbox"/> Sharon Kornfield, District 4 Commissioner               |
| <input checked="" type="checkbox"/> Ken Goldman, Treasurer            | <input checked="" type="checkbox"/> Cindy Quan, District 5 Commissioner                     |
| <input checked="" type="checkbox"/> Lila Smith, Secretary             | <input checked="" type="checkbox"/> Ann Young, District 6, Commissioner                     |
|   | <input checked="" type="checkbox"/> Rick Velasco, District 7, Commissioner                  |

Also present for various parts of the meeting:

John Weinerth, Chief Executive Officer  
Adrian Marquez, Office Manager  
Bill Lewis, Director of Marketing  
Luis Salcedo, Director of Membership Development  
Steve Marquez, Director of Registration & Affiliate Account Management  
Steve Hoffman, Director of Coaching & Player Development  
Jeff Dyrek, Director of Tournaments & Competition  
David De Leon, Cal South Soccer Foundation President (arrived 11:25 a.m.; departed 12:15 p.m.)  
Brandy Buell, Executive Assistant to the CEO

### **Public Comments**

None.

### **President's Report**

John Mullen introduced Jeff Dyrek, Director of Tournaments and Competition. Mr. Dyrek was introduced to each of the Board members and gave a brief summary of his background.

Mr. Mullen noted that our teams were very successful in Hawaii at the Far West Regionals with twelve teams moving on to the National Championship in Overland Park, Kansas. Three Cal South teams won the Region IV Presidents Cup and moved on to the National Presidents Cup in Auburndale, Florida. Mr. Mullen and a few other Board members were in attendance, and the NADO BU16 team won the championship. Downtown SC Black BU14 made it to the finals.

Mr. Mullen outlined some expectations when travelling to and representing Cal South at regional and national events. The priorities revolved around being present every day of the competition and connecting with the Cal South teams in attendance. Mr. Mullen went on to thank everyone for the time and effort that they put in to Cal South and taking the time out of their busy schedules to attend these events.

### **CONSENT CALENDAR**

John Weinerth touched on some of the topics within his report and noted a few updates had been made to the sanctioned tournaments up for approval. Luca Pacelli commented that he felt the minutes should contain more detail of the discussions taking place. After some discussion, the Board agreed that the minutes served more as a record of actions taking place during the meeting and the existing level of detail was appropriate. The Board agreed that perhaps pursuing a quarterly executive update would prove helpful. Mr. Weinerth agreed to work with Mr. Mullen on potential dates.

Motion #1: Derek Barraza moved to approve the consent calendar which consisted of the May Meeting minutes, the Sanctioned Tournament applications, and the Committee reports.

Mark Flahan seconded.

Motion carried unanimously.

### **Quarterly Strategic Review Update & Discussion**

John Weinerth kicked off the second Quarterly Strategic Review with an overview of the objectives for the morning. The first hour was allocated to a high level briefing of each dashboard with time for questions and discussion. A few Board members requested the ability to drill down a bit farther into the numbers. Mr. Weinerth commented that this was a good start and would continue to refine and update each subsequent QSR. Rick Velasco wanted to ensure that the partnership benefits are communicated to the membership, and Bill Lewis agreed to add a specific touch point to our league boards.

Sharon Kornfield asked about the goals that were set for 2013 that do not look like they will be met. Mr. Weinerth responded that he had spoken with our consultant and was advised that these goals needed to be adaptive to the real business environment, and the Board and Staff Directors would spend more time reviewing these at the October offsite. Brett Wood commented that any changes should be noted as an original plan of record, so down the road the original intent or idea is not lost.

Ken Goldman referred to the declining popularity of Facebook and asked if the Marketing Department looks at other up and coming areas of social media. Bill Lewis commented that there are numerous quick burn social media products, but they are aware of them and branch out as necessary.

Discussion took place on the committees and the work that needs to be done within them. Mr. Mullen commented that the cultural shift was happening with the hard discussions and debates taking place at the committee level instead of the Board level. Mr. Mullen emphasized the importance of the committee work and the accountability of the committee members.

John Mullen complimented the staff that has worked so hard on the California Regional League including Steve Hoffman, Elliott Spruell and John Weinerth. He also took the time to commend Luis Salcedo for the tremendously well run Veterans Cup. People loved the event, and the city of Escondido would like to see the event back in their city.

Mr. Mullen also commented that there was an error in notification to the full Board on the national subsidy notifications. In the future the full board will be notified prior to the letters being sent to the teams.

The second hour of the Quarterly Strategic Review was spent concentrating on two areas for some intentional discussion on what could be done to improve these areas. Discussion took place on a state recreational championship that would align the Commissioner's Cups and whether or not this should be a true recreational championship or an all-star recreational championship. Jeff Dyrek was charged with working with the District Commissioners to come up with a tournament format that will work best. It was determined that the initiative would be adjusted and the appropriate target would be 2014. It was agreed that this should be pursued as a layer of the Commissioners' Cups and All Star tournaments.

Luis Salcedo addressed the new membership classifications. Discussion took place on strategies that could be used to further grow these.

John Weinerth also solicited feedback from the Board about the QSR process. The information was sent one week in advance, and it was requested that the information be sent at least ten days to two weeks in advance of the meeting. Brett Wood complimented the progress of the dashboard, and John Mullen felt this was a good way to bring the Board up to date and help keep discussions focused. Mr. Mullen commended previous president Johnnie Garza for getting the Board started on this path.

### **Affinity Renewal**

John Weinerth previously sent the Affinity renewal terms to the Board. Discussion took place on the renewal process and specific terms of the agreement.

Motion #2: Sharon Kornfield moved to approve John Weinerth executing the agreement.

Roy Carlson seconded.

Motion passed with a majority.

Ayes: John Mullen, Roy Carlson, Mark Flahan, Ken Goldman, Brett Wood, Cindy Quan, Sharon Kornfield

Nays: Luca Pacelli, Derek Barraza, Rick Velasco, Sue Abadie, Ann Young, Lila Smith

### **Cal South Soccer Foundation Update**

David De Leon, Cal South Soccer Foundation President was welcomed by John Mullen. Mr. De Leon presented copies of a report including grants given each cycle. The Foundation will be hosting an event on Thursday, November 7<sup>th</sup> to bring together cities, non-profit organizations and other foundations to further grow soccer. The Foundation is working to develop partnerships that can assist with their mission. Mr. De Leon noted that their Board of Directors consists of himself, Alan Whitman, Joel Ayala, and John Weinerth.

### **Executive Session**

Motion #3: Ken Goldman moved to enter Executive Session to discuss personnel and legal matters.

Roy Carlson seconded.

Motion unanimously carried.

The Board exited Executive Session at 2:23 pm.

### **Release and Transfer Policy Final Approval**

Roy Carlson sent out proposed language to the Board prior to the meeting. Mr. Carlson noted that the goal for the future is to have a set of rules, a set of policies, and a set of procedures.

Motion #4: Roy Carlson moved to approve the proposed release and transfer policy.

Lila Smith seconded.

Discussion took place on the amount of time given for response to release requests; it was decided to change to three (3) business days instead of seven (7).

Motion carried. Derek Barraza & Ken Goldman abstained.

The rule would be implemented on August 1<sup>st</sup>. John Weinerth would work with staff to notify the membership.

### **Dual Carding Policy**

Roy Carlson spoke about the Dual Carding Policy; teams must play in a Cal South sanctioned league and play on Cal South cards to qualify for State & National Cup and in order to meet the definition of a sanctioned event under the Cal South insurance policy.

Motion #5: Sharon Kornfield moved to approve the draft dual carding policy as written.

Mark Flahan seconded.

Motion unanimously carried.

Motion #6: Roy Carlson made a motion noting the effective date of the new transfer & release policy is August 1, 2013.

Sharon Kornfield seconded.

Motion passed. Derek Barraza & Ken Goldman abstained.

### **US Youth Soccer Region IV Recreation Update / USSF Diversity Committee Update**

Rick Velasco was previously appointed by John Mullen to be the Cal South representative for the USYS Region IV Recreation Committee. Mr. Velasco used some of the knowledge he garnered while working on the Cal South Recreational Task Force. Mr. Velasco commented that the power point presentation that was available in SharePoint was to be presented at the US Youth Soccer AGM the following Saturday.

Mr. Mullen commended Mr. Velasco for the effort he put forth. Mr. Velasco presented a proposal to Mr. Mullen for a recreational tournament that came from some rec leagues and referees.

Derek Barraza had been working as part of the US Soccer Diversity committee just over a year. They have been working on an education program to recruit community leaders in an effort to educate and assimilate them into the US Soccer family. Mr. Barraza hopes to host one of these educational symposiums in Southern California in an effort to keep costs down for local leaders, and he hopes to have the support of the Cal South Board and the Cal South Soccer Foundation Board.

John Mullen remarked that the chair of the committee sent him an email commenting on the great work Mr. Barraza has been doing for that committee.

### **Committee Items**

John Mullen noted that the committees needed to take minutes of their meetings in accordance with the existing Cal South bylaws and requested that they be submitted with the quarterly reports.

### **Presidents' Summit**

Discussion took place on the Presidents' Summit and the format for this year. John Weinerth noted that they had spoken to our partner, the LA Galaxy, and they agreed that this year the event would be held in the Stub Hub Center on Saturday, August 17<sup>th</sup>, with the participants able to attend the game at the conclusion of the meeting. The goal will be to provide a better opportunity for our affiliate member VIPs to have discussions in a more open forum.

### **October Board Offsite**

The October offsite meeting will take place October 12<sup>th</sup>-13<sup>th</sup>. Board members should send any suggested agenda items / topics of discussion to John Weinerth in the coming weeks.

Regular Board meetings will be held on Saturday, September 7<sup>th</sup> and Saturday, December 7<sup>th</sup>.

### **USYS National Meeting**

John Mullen noted that in the past, the Board passed a policy that all Board attendees at any regional or national meetings would vote as a block. John Mullen and John Weinerth gave some history and information to the Board regarding items up for a vote at the US Youth Soccer AGM including information from Roy Carlson on the proposed bylaw changes. Discussion took place on the votes; no concerns were raised and all recommendations from Mr. Mullen were accepted.

Motion #7: Ken Goldman made a motion to approve all of the recommendations from Mr. Mullen.

Sharon Kornfield seconded.

Motion unanimously carried.

The Board looked at the carry-over items that would be discussed at the next meeting.

John Mullen discussed the forfeit one, forfeit all National Cup rule with the Board. This was put into place to ensure that teams that won or lost their first two games would show up for their third match. Luca Pacelli noted that the State Cup Committee has been meeting to review their rules and have another meeting scheduled to continue their discussions as they work through all of the potential circumstances. Roy Carlson commented that the committee should look at other state associations' rules to see how they handle forfeits.

After further discussion the general preference of the Board was to eliminate the forfeit one, forfeit all rule in favor of a forfeit one, forfeit one rule except in the case of intentional no-shows. The Board requested that Luca Pacelli and John Weinerth provide this direction to the State Cup Committee so that they can amend the rule and bring it back to the Board for future consideration.

### **Adjournment**

Motion #8: Ann Young moved to adjourn the meeting.

Roy Carlson seconded.

Motion unanimously carried.

Meeting adjourned at 4:05 pm.