



**MINUTES OF THE ANNUAL BUSINESS MEETING
OF THE BOARD OF DIRECTORS
February 13, 2016**

The Directors named in these minutes of the California State Soccer Association-South, constituting the Board of Directors of said California Corporation, held its annual business meeting on February 13, 2016 at the Renaissance Long Beach, Long Beach, Angeles, CA. President and Chairman of the Board, Derek Barraza, called the meeting to order at 11:00 am. A quorum was present.

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| <input checked="" type="checkbox"/> Derek Barraza, President | <input checked="" type="checkbox"/> Sally Grigoriev, District 1 Commissioner |
| <input checked="" type="checkbox"/> Roy Carlson, Executive Vice President | <input checked="" type="checkbox"/> Luca Pacelli, District 2, Commissioner |
| <input checked="" type="checkbox"/> Rick Velasco, Vice President-Youth | <input checked="" type="checkbox"/> Sue Abadie, District 3 Commissioner |
| <input checked="" type="checkbox"/> Chris Haitz, Vice President-Adults | <input checked="" type="checkbox"/> Humberto Jara, 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 type="checkbox"/> Jack Larkin, District 6, Commissioner |
| | <input checked="" type="checkbox"/> Christie Paulson, District 7, Commissioner |

Also present for various parts of the meeting:

Johnnie Garza, CEO
Chris Moore, CEO US Youth Soccer

Agenda handed out at beginning of meeting.

Presidents' Report

Welcome to Chris Haitz who is joining us for his first meeting. Thanked everyone for coming and thanks to Chris Moore for taking the time to meet with us.

Treasurer's Report

Ken Goldman advised the annual treasurer's report is in the earlier handout. The financials for December has been posted in Boardroom Web. Had quarterly meeting with our investment advisor to discuss the current state of the market. Cal South is currently in good shape, have outperformed the benchmarks. Ken Goldman will be increasing our reserves. Currently budget has 3 months of budgeted expenses plus items needed for strategic items. Leadership Academy in District 5 will be rescheduled due to US Soccer AGM in San Antonio

CEO Report

Report was handed out earlier. Johnnie Garza received an invitation from the Federation to attend sessions with State Associations. Cal South will be in attendance with 10 other states. Youth Council has sent out a note to membership. Johnnie Garza gave an update on changes taking place in the soccer environment. Technical leaders work group is being formed. Gave update on State Cup, have received some protests about issues within the competition. Johnnie Garza fielded calls on scheduling of State & National Cup on super bowl weekend. Apparel sales 37% increase over last year. About 9% increase in participation on State cup and 3% increase on National Cup will have over 3,500 teams entered in State & National Cup Youngers and Olders. Thanks to members for supporting.

Per Ken Goldman 2 years ago apparel sales were \$600,000 last year, \$800,000 and this year tracking at \$1.2M. Teams will be going to National Championship the last weekend in February. Johnnie gave an update on Family lookup.

Roy Carlson discussed an issue that is brewing about coaches as independent contractors vs employees. Cal South should review and come up with recommendations?

Motion # 1: Roy Carlson moved to approve minutes of conference calls.
Cindy Quan seconded.
Motion carried with Ken Goldman, Chris Haitz and Lila Smith abstaining.

Derek Barraza will be presenting Change management in San Antonio.

Per Rick Velasco dates to remember Youth Council (work driven tasks) (at Cal South office) April 9, 2016, Symposiums are open to membership. Change March 19th District 1 & 2 to June 18th.

New Business

Chris Moore CEO of US Youth-thanked Johnnie Garza and Derek Barraza for allowing him to attend. Feels like a candidate as he is attending the AGM of states, goal is to get closer to the membership. Chris Moore has traveled all over the US during his first year. Being new to soccer has been a challenge over the year due to all of the changes happening within soccer. USYS has such complex governance with 55 unique states and 4 regions that are very opinionated and a National office (Dwight Eisenhower in preparing for battle plan are useless but planning is indispensable).

- In October formed a Strategic Planning committee.
- Asked Staff what USYS core values are has also asked states and board of directors and has received a lot of different responses. USYS Board needs to work together.
- Critical to know what the Value proposition is for branding purposes to better tell our story (AYSO and Little League Baseball are good at branding their products)
- Rebuilding the relationship will US Soccer. Had a meeting in December and brought in US Club, AYSO and states. Looks like have gotten the point across about communication
- R2R- recommendations are being reviewed and there will be opportunities to discuss with Federation. (Recognize 2 Recover). Federation will be addressing the issues being addressed by R2R.

We are a unique organization, and we don't like to be told what to do however we are a part of the whole. What should we be doing to grow the youth sport? His job is to continue to fill membership with support on critical issues. Chris Moore is willing to help State Associations with issues.

Roy Carlson commented on how the meeting in San Diego last year included a presentation from US Hockey on direct registration Also discussion on Sponsorships.

(Per Chris Moore the reason why he brought in US Hockey is because we should bring in outside expertise) US Hockey is innovated and growing fast. Moving forward with data acquisition, they have selected Active Network.

Sponsorships need to get data base to be able to get additional sponsorships???

Luca Pacelli asked about status of USYS timeline, per Chris Moore he is currently working on it since it will be a very comprehensive plan. Committee still in intake mode, board of directors had a strategic retreat and the Strategic Committee was given the results of BOD meeting. Derek Barraza gave an overview of what is currently happening on the Strategic Plan Committee.

Rick Velasco advised that one of the issues with the Rec leagues is the 503C requirement. Per Chris Moore we want every kid to know they are part of US Youth Soccer. Current question is how do we do that? (This is currently being worked on)

Chris Haitz asked what he means by grow the game, (Means having more kids participate in the game for USYS).

Johnnie Garza wanted to recognize Sports Pins International, NSCAA and Mark Botterill (Bownet) for being in attendance.

Annual Conflict of Interest & Non-Disclosure Forms need to be redone in the 2 weeks.

Committee Assignments will be working with Executive Committee before giving to the board for approval. Standing committees will remain the same.

Annual Calendar will be sent out with tentative dates- USSF AGM San Antonio (Feb 25-27th); Urban Symposium (March 10-14) Derek will be presenting that date. Next board meeting set for March 5.

USSF AGM/Elections-San Antonio February 25-27th, 2015. Will look at a 2/26 board call, to decide on who we will support. Derek Barraza will look to see when voting takes place before setting up a conference call.

Ken Goldman asked about voting block or individual votes. Currently we vote as a block.

Motion #2: Roy Carlson made a motion to adjourn at 12:21 pm
Cindy Quan seconded.
Motion passed unanimously.

Meeting adjourned at 12:21 pm.