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Wi Youth Soccer Association
Youth Board meeting
November 12, 2005
Whitewater, WI

In Attendance: Roger Koessel - Kenosha, Jeff Koessel – Kenosha, Bill Stroud - Madison, Ken Ward - Waukesha, David Flanagan Director of Leagues , Terry Donini - Secretary, Howard Hoffman - Midway, Kelly Dunn - Northwest, Kenny Hills - Northwest, John Janasik - TOPSoccer, Bill Podewils- President, Sandy Cowan - Stateline, Ken Voigt - WSA Youth Rep, Peter Mariahazy - Treasurer, Kurt Schodorf - East Central, Ann Girard - East Central, Beth Perrigo - Boys and Girls-ODP, Carl Micke - WSA Youth Rep, Stuart Jones - Tournament Sanctioning, Paul Nowachek – Milwaukee Kickers, Peter Saemann, Metro District, Keith McHugh, Madison, Nate Thompkins - Racine, Mike Kasten, Metro District, Sue Walter – SYRA, John Mc Cue – Southwest District

Absent: Mary Clarkson State Registrar, Arlyn Clarksen - Metro & State Cup, Todd Collins – Racine, Toby Whipple- Kickers, Marshall Murray – Boys and Girls ODP, Ken Pieper – Northwest, Fred Wissenburger – Northwest, Mike Lekan – Vice President

New Business:

Soccer Source Proposal

Sandra DeChant provided information on a marketing proposal from Entertainment Sports Marketing. The proposal would provide direct and indirect sponsorship opportunities, and marketing and sales support. This proposal is associated with The Soccer Source Magazine which started in 2002. There is projected to be 4 issues per year with possible special issues. Subscriptions would start in the spring as early as March. It will be a national publication with inserts of up to 4 pages dedicated to state associations. The proposal to the youth board included the following info

- Partnership with Wisconsin Youth Soccer
 - Sales & Marketing support
 - Specific state content
 - National sponsorship
 - Advertisers prefer magazines for advertising
 - Cost = \$3.50 per season/ or \$7.00 per player per season
 - Creates new revenue for WYSA
 - No direct cost to WYSA

For Information Only

Referee Fee Increase

Sue Walters, SYRA, presented a proposal from the referee committee to increase referee game fees by (5 dollars) across the board and across the state to begin August 1st the start of the 2006-2007 seasonal year. Discussion took place the on the demands that requests to cover high school, college, tournament and neighboring state association games places on the referee pool. A general discussion took place on whether this fee increase should

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be seen as mandatory, required for only state leagues of state cup or whether districts should have a choice particularly as it relates to younger age group levels (U9/10) or at the classic league level. A point was made in the discussion that regardless if whether it was a recommended or mandatory proposal referees were going to ask for whatever the publish rate was.

Motion: to increase referee games fees across the board and across the state effective August 1st, 2006

Sue Walters - SYRA, 2nd Stuart Jones – Tournament Sanctioning Committee

Motion: to table the motion to increase referee game fees across the board and ask the referee committee to come up with a proposal to pay referees based on grade levels. This proposal should be examined at the January meeting.

Ken Voigt – Appeals Chairman, 2nd Sandy Cowan- Stateline District

Motion Passes

14 yeas, 7 nays

Budget Proposal

Clifton Gunderson has recently completed a financial review of the budgets and activities that have taken place throughout the Wi Youth Soccer Association. In order for the review to be completed and for the Wi Soccer Association

Peter Mariahazy pointed out several items that were contained in the 2005 – 06 budget. For instance coaching schools are a program of the Wisconsin Soccer Association, in the youth budget it is an accounting pass through. He pointed out some items that are initially paid out of retained earnings; once the financial reviews are completed expenses will be charge to the correct category. This is evident in the Clifton-Gunderson review titled “Unadjusted pending audit review.” Peter identified the \$38,000 in computer expense that was initially paid out of reserve funds. This expense is associated with the contract signed with Hammerhead Communication to redesign and operationalize our new website. Peter pointed out that most budget overages are paid out of reserve funds then associated to the right budget line item. Another line item that came in over budget was the line item associated with meetings. It came in about over \$4,000 over the budgeted amount. The overage in this line item relates to increase in the number of meetings, higher gas prices and a higher mileage reimbursement rate. A third area that was over budget was an increase in automobile expenses, this is due to the loss of a sponsored vehicle and an increase automobile expense associated with our travel by our coaching staff.

Peter indicated that he has developed the 2006-07 budget based on no fees increased from state or national association. The budget is based on an assumption of a slight increase in player registrations of up to 60,000 players. Registration includes the fee payments to the US Youth and USSF. Current indications are that insurance is holding flat. Other budgetary assumptions include no revenue or expenses associated with the newsletter, as we no longer produce it. Hammerhead Communication, the website provider, will be providing some marketing support in the solicitation of ads to our website. We are

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currently in a 1 year building lease that is up in April 2006. Current office staff configurations is a combination of full and part-time employees this has produced a small decrease in payroll expenses. The budget also contains the \$10,000 in support to Olympic Development Programs.

Bill Podewils indicated the board had an opportunity to bring on additional coaching personnel to serve as director of player development. Their main responsibility would be to collaborate with club coaches statewide in helping to develop players, continue on with programs like the U11 Academy of Excellence or to create similar programs and opportunities. The addition of the position will serve as a direct benefit to recreational and competitive players. More information will be forthcoming.

Motion: to accept the 2006-07 projected budget proposal to the membership at the WYSA AGM.

Stuart Jones Tournament - Sanctioning Committee, 2nd Kurt Schodorf – East Central

Motion: to table the motion to present the 2006 -07 projected budget proposal to the January board meeting

Sandy Cowan – Stateline District, 2nd Ken Ward – Waukesha District
Motion tabled.

Milwaukee Professional Soccer Proposal

Milwaukee Professional Soccer provided a proposal to the WI Youth Soccer Association asking for a partnership agreement to support their efforts in seeking to obtain a Major League Soccer team to be located and operated in the state of Wisconsin. The partnership would be unique and provided unprecedented educational, financial, operational, recreational, and developmental opportunities for children playing for WI Youth Soccer Association clubs.

Motion: to approve that the executive committee proceed with due diligence to sort out the details of the Milwaukee Professional Soccer proposal and develop talking points in which the youth association may move forward in negotiating and developing a agreement to support major league soccer in the state of Wisconsin. A report is to be provided back to the board at the January 21st meeting.

Roger Koessl – Kenosha District, 2nd Ken Ward – Waukesha District
Motion passes unanimously

Midway Roster Size Exemption Request

Howard Hoffman presented a proposal to increase the official state roster size limit in the Midway Soccer District by 33%. The increase in roster size would apply to all age groups at the competitive level. The increase to the official state roster will allow teams to carry up to 22 players with only 18 players allowed on the game day roster. This exemption will sunset in 3 years (2008) and Midway will be required to report back to the board at each November meeting.

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Motion: to expand the official classic team roster up to 33% for the Midway soccer district for a 3 year period.

Howard Hoffman - Midway Soccer District, 2nd Ken Ward – Waukesha District
Motion passes

Old Business

Motion: to approve the June 12, 2005 and September 29, 2005 youth board meeting minutes

Sandy Cowan – Stateline District, 2nd Kurt Schodorf – East Central District

In reviewing the minutes of the of the September 29th, 2005 youth board meeting Mike Kasten, Metro District asked a question regarding a settlement that was negotiated with United FC, a division of the Kenosha Area Soccer League, regarding an issue that developed over a name request that was submitted to state office. Mike Kasten quoted from a newsletter article posted on the United FC website detailing the potential settlement the club was seeking from the state. As the actions of a state office personell was involved in the in this issue, Bill Podewils moved that the board go into executive session to discuss them matter.

Motion: to move into executive session

Bill Podewils – President, 2nd Stuart Jones – Tournament Sanctioning Committee

In closed session discussion took place on the issue that created the naming rights problem and what the association offered as a potential settlement.

Motion: to move out of executive session

Mike Kasten – Metro Soccer District, 2nd Bill Stroud - MAYSA

Mike Kasten asked that the meeting minutes reflect the actual KASL settlement. (The actual settlement numbers include a \$7,500 credit against the fees owed for registration). 01-21-06).

Risk Management Program Issues

Dave Flanagan presented information that the risk management committee was still researching the risk management policies of other state and youth organizations and associations relating to background checks and reasons for disqualifying coaches, administrators, managers and other volunteers from obtaining and/or maintaining membership in the Wi Youth Soccer Association. Dave Flanagan was directed by Bill Podewils to have the risk management policy developed by the January meeting.

Youth Annual General Meeting Location

In order to facilitate greater attendance at the Wisconsin Soccer Association Annual General Meeting a request was made to hold the youth AGM's in the same location.

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Efforts will be made to negotiate a Milwaukee area location in the month of March. March 4th is the preferred date.

Motion: to allow Ken Vogt to negotiate the date and location of the combined Youth and Wi Soccer Association AGM for 2006.

Ken Ward – Waukesha Soccer District, 2nd Roger Koessel – Kenosha Area Soccer League

Motion Passes

Tournaments

Stuart Jones indicated that there are a few clubs who have not followed thru on completing and returning paperwork as it relates to tournament sanctioning guidelines. Bill Podewils recommended that Stuart Jones assemble a committee to review tournament sanctioning guidelines and report to the board what the current issues are and what actions need to be taken to correct the issue with clubs. Sue Walters and Keith McHugh asked to be members of the committee. This is to be reviewed in January with a written report.

Tournament Only teams

A recent inquiry (to the state office) was made by a Metro Soccer District club as to what the criterion was to become a tournament only team. Mike Kasten, Metro District rep asked that if future inquiries/ request of this nature took place, particularly in Southeast Wisconsin soccer districts that league/district reps receive a courtesy notice of the request.

Club Passes

Sandy Cowan, State Line District brought up a red card issue in relationship to players utilizing player club passes. The question revolved around when a player needed to sit out, whether it be at the next scheduled game or the next game the player is utilized as a club pass player. This issue should be addressed in the frequently asked questions portion of the player club pass policy.

For the Good of Soccer

Todd Collins Racine Soccer District Rep recently resigned from the state board.

Gail Prowant, bookkeeper for the youth, amateur, coaches and Wi Soccer Association is moving out of the state. Her move might present a dilemma on whether to replace her as an employee or find an innovative way to keep her through the use of electronic participation. Peter Mariahazy indicated that he would coordinate with the WSA, WASA and WYSA presidents should hiring a replacement be necessary. .

Bill Podewils informed the youth board that Mike Lekan, Vice President of the Association and youth representative to the Wi Soccer Association will not be standing for election due to a change in employment and work load. The following positions are

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up for election, 2 youth representative seats on the Wisconsin Soccer Association board held by Ken Voigt and Mike Lekan. On the youth board, the treasurer's position currently held by Peter Mariahazy and the Vice President position are up for election.

Strategic Planning Update

- HR Group – Peter Mariahazy
 - Job descriptions for staff to be developed
 - Job descriptions for volunteer leadership to be developed
 - Each person to prepare initial job description
 - Then task force to sit down and with person and understand the job and prepare final job description to present
 - Develop syllabus volunteer leadership training
 - Create and define organizational chart
- Communications – Ken Ward
 - Prepare survey for state board, presidents and other stakeholders to try to determine where lack of communications is perceived to be
 - 3,500 – 4,000 hits per day on the website
 - Comments also directed the committee to address communication with those outside the soccer community
- Marketing – Peter Mariahazy
 - Need to define audience
 - Current membership
 - Future membership
 - Community
 - Brand - Need to brand Wi Youth Soccer as a household name
 - Develop local resources
 - Meet with National marketing staff
 - National group will provide support to state association
- Member Development – Dave Flanagan
 - Develop opportunities that would enhance participation
 - Develop welcome pamphlet
 - Identifying roles and responsibilities
 - Code of Ethics
 - Understand basic requirements
 - For players, coaches, referees, administrators etc.
 - Create educational network
 - Explain how we identify our rising stars
 - U-11 academy
 - ODP
 - State League
- Recreational Soccer – Dave Flanagan /Howard Hoffman
 - Build value into the current programs
 - Promote small sided games

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- Creating a curriculum or training book for coaches and parents
 - Provide ideas in community for local free play
 - Free night of play
 - 15 minute sessions
 - Parent mentor
 - Kids only who have cards
 - Donations to cover costs
 - Build shooting walls
 - Put goals around the community for pickup games
 - Develop 6-8 week mentoring programs for recreational players utilizing high school players
 - Develop recreational soccer for older age group soccer
 - Develop mentoring programs for recreational league referees and coaches
 - Youth Festival
- WSA/WYSA Relationship – Ken Voigt
 - Four Goals
 - Goal 1 - Work with WSA/WYSA to cooperate on common goals
 - Goal 2 – Communicate with USYSA and USSF on governance issues clarification
 - Goal 3 – Protect youth programs and reputations
 - Goal 4 – Request USYSA/USSF youth recognition in Wisconsin
- Fundraising – Peter Mariahazy
 - Identify immediate fundraising opportunities
 - Hire a staff person to put together process

Submitted by

Terry Donini
Secretary
Wi Youth Soccer Association