

**Summary of the Meeting of the
Board of Directors of the United Soccer Coaches Association**

Monday, March 22, 2021

Board Call



Board Members in attendance: Lynn Berling-Manuel (non-voting, *ex officio* board member – CEO), David Carr, Heather Dyche, Ashlee Fontes-Comber, Andy Haile, Haroot Hakopian, Greg Hubbard, Rusty Oglesby, Missy Price, Sue Ryan (voting, *ex officio* board member – Advocacy Council Chair), Kevin Sims, and Nef Walker.

Regrets: N/A

Call to Order

President Missy Price commenced the meeting at 8:00pm Eastern Time, Monday, March 22, 2021.

1. Welcome – M. Price

- Missy Price provided opening remarks and welcomed the Board members.

2. Approval of Minutes – A. Haile

- Andy Haile presented minutes from the February 22, 2021 Board meeting for consideration.
- **The minutes were approved as presented.**

3. Gift for Outgoing President – M. Price

- Dr. Price recognized Kevin Sims for his service as President during the 2020-2021 year with a VIP game experience to the Atlanta United.

4. Advocacy Council Discussion Follow-Up – M. Price; S. Ryan

- Missy Price informed the Board that an ad hoc group comprised of Sue Ryan, Heather Dyche, and Andy Haile has been constituted to develop further the proposed structure and characteristics of the Advocacy Council.
- Mr. Sims brought up the question of whether advocacy is uniting groups or causing groups to “silo.” Sue Ryan said that groups working collaboratively

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has been an intentional goal, and she provided examples of those collaborations.

- Dr. Price suggested that we should make sure that we are attending to coaching levels, as well as identity groups.
- Under the proposed structure, existing Advocacy Council members will be “grandfathered” as Advocacy Groups. They cannot be “relegated” to a lower tier group. Communities and Interest Groups will be consist of new groups.
- As for whether a person must be a member of the Association to participate in a group, the consensus of the Board was that everyone must be a member to be included in a group.

5. Business Goals – M. Price; L. Berling-Manuel

- Dr. Price introduced the discussion of next year’s budget and annual goals by stating that the budget must start with the goals and must recognize the macroeconomic issues (COVID impact, etc.) confronting the Association.
- Dr. Price further noted that this year’s goals need to be manageable and allow for a smooth transition to new CEO. They also need to recognize staff fatigue.
- With that in mind, the business goals may need to be fewer in number; strategic; manageable; budget conscious; and generate pride for the staff.
- Ms. Berling-Manuel stated that the Association has been bringing staff members back to full-time from the 20% furlough.
- Areas of focus the Board identified for potential annual goals included:
 - Financial stewardship;
 - Rebuild membership;
 - Ms. Berling-Manuel explained that individual membership has remained relatively steady. We will need to focus on club and college memberships.
 - Maintain staff;
 - Continue development of hybrid/remote education;
 - Improve processes such as annual goal setting and CEO review (this may be more of a Board goal than a staff business goal)
- Further discussion among Board members suggested that we should keep the strategy/goals very focused on some core items:
 - Membership retention and growth
 - Convention that exceeds attendance expectations and does not go over budget
 - Rebuild our reserves — finish the fiscal year with a very healthy budget.

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- Ms. Berling-Manuel explained that it may not be possible to build the reserves so much this year as to limit use of the reserves.
- Ms. Berling-Manuel plans to take the points made in this discussion and will start working on 20-21 Business Goals.

Following this discussion, the Board moved into Executive Session.

REDACTED

Following this discussion, a motion to adjourn was made, seconded, and approved.