

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

Monday, June 14, 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, Nef Walker.

Staff Members in attendance: Beth Sullivan

Regrets: N/A

**Call to Order**

President Missy Price commenced the meeting at 7:00pm Eastern Time, Monday, June 14, 2021.

**1. Welcome Remarks – M. Price**

- Dr. Price welcomed Board members present.

**2. Minutes – A. Haile**

- Minutes from the April 19, 2021 Board meeting and the May 24, 2021 Board meeting were approved as presented.

**3. Advocacy Council Update – S. Ryan**

- Sue Ryan noted that there are multiple functions for the Advocacy Council, including serving as a membership benefit and as a membership driver. It is an open question to determine how much staff time, energy, and financial resources should be devoted to each of these functions.
- Ms. Ryan further reported that she has a proposed restructuring of the Advocacy Council. Groups comprising the Advocacy Council have provided feedback on an earlier version of the proposed restructure.
- Under the current iteration of the proposal, groups enter at Tier 3 and must remain there at least one year before “moving up” to a higher tier. Similarly, a higher tier group may move down to a lower tier if the group does not meet the minimum member requirement. Existing advocacy groups will start in

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Tier 1, but may move down after a year if they don't meet membership requirements.

- The Board engaged in discussion about requirements focusing on numbers of members in Advocacy Groups versus growth of the Groups.
- Question persist about what we want the Advocacy Groups to accomplish. Also, youth and high school coaches need significant assistance in advocating on their behalf, as we don't have a liaison for these members like we do for the college coaches.

**4. Business Goals – M. Price**

- The Board broke out into small groups to discuss the proposed business goals for 2021-2022.
- After returning to the larger group, the Board discussed the proposed net profit from the 2022 Kansas City Convention. Ms. Berling-Manuel explained that the goal for the Convention is \$1 million, but that the budget will be lower than that. Some Board members indicated that they thought the Association should be conservative with the Convention budget given the uncertainties.
- Ms. Berling-Manuel also explained that the potential hires reflected in the 2021-2022 goals comprise three replacements and one new hire. These hires are intended to improve the member experience, as the Association is thinly staffed, which may affect response times.

**5. Other Issues – M. Price**

- Dr. Price concluded by mentioning that the CEO application window closes June 15. A proposed general timeline and next steps in the CEO hiring process will be coming from the CEO hiring subcommittee (Dr. Price, Ms. Fontes-Comber, Mr. Sims) later in the summer.

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