

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

Monday, July 26, 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.

Staff Members in attendance: Beth Sullivan, Mary Hoffman, Shawn Chevreux

Regrets: Nef Walker

Call to Order

President Missy Price commenced the meeting at 7:00pm Eastern Time, Monday, July 26, 2021.

1. Welcome Remarks – M. Price

- Dr. Price welcomed Board members present.

2. Minutes – A. Haile

- Minutes from the June 14, 2021 Board meeting were approved as presented.

3. Member Disciplinary Issue – A. Haile

- The Board considered potential sanctions against Association member Rothwell “Rusty” Taylor. Allegations of serious sexual misconduct and harassment in violation of the Association’s Code of Ethics were brought to the Board following publication of two law firm investigations into Mr. Taylor’s time coaching at The Branson School and San Francisco University High School. Reports by the law firms are available at the following web addresses:
 - The Branson School:
https://www.branson.org/cf_notify/view.cfm?n=182
 - San Francisco University High School:
<https://www.sfuhs.org/fs/comms-manager/view/f3568829-3809-4970-96af-896136b1f8c9>

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- Mr. Taylor was informed of the allegations and the potential for sanctions by a notice sent from Ms. Berling-Manuel via email and registered mail dated June 15, 2021. Despite that notice, Mr. Taylor offered no response to the allegations.
- In light of the seriousness of the alleged misconduct, the Board voted unanimously to terminate Mr. Taylor's membership in the Association and to revoke all previous awards and honors granted to him by the Association.
- Ms. Berling-Manuel was instructed by the Board to notify Mr. Taylor of the Board's decision pursuant to the Association's Bylaws.

4. Business Goals – M. Price

- Annual CEO business goals have been discussed extensively at previous meetings.
- The Board engaged in discussion regarding the four proposed hires for the 2021-2022 fiscal year. Ms. Berling-Manuel noted that the positions are “on hold” until budget considerations have been resolved, though they are still aspirational.
- A motion to approve the proposed business goals. The motion was approved with one dissent (Mr. Carr).

5. Lifestyle Brand Presentation – S. Chevreux, M. Hoffman

- Shawn Chevreux and Mary Hoffman provided an extensive presentation on how to further develop the Association as a “lifestyle brand.”
- Mr. Chevreux reminded the Board that the development of the Lifestyle Brand is an extension of the rebrand that the Association undertook three years ago.
- Ms. Hoffman talked about five “personas” that the staff developed to help understand our membership, who they are, and what they need.
- Core tenets that our members have identified as most important to them are creativity, community, and character.
- Mr. Chevreux and Ms. Hoffman then spoke about goals for the development of the lifestyle brand. These goals include: (1) increasing digital content; (2) building an online community; (3) connecting mentors with newer coaches; (4) providing advice about legal considerations that coaches frequently confront (for example, contracts, etc.).
- Implementation of this plan would be a multiple-year process, as set out in the presentation.
- The Board's response to the presentation was extremely positive, with support expressed for the core tenets.

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6. Budget – B. Sullivan, G. Hubbard

- Beth Sullivan presented the proposed 2021-2022 budget.
- Major issues in the budget include the potential termination of the Verizon sponsorship. Verizon has decided to reduce its footprint in the soccer world.
- Greg Hubbard explained that the proposed budget reflects modest growth based on reemergence from COVID. This budget takes into account the uncertainty of the macroeconomic situation and can be adjusted if the economy shuts down again.
- The Finance and Audit Committee recommends this budget to the Board.
- Membership, sponsorship, convention, and education constitute the traditional revenue streams for the Association. Ms. Berling-Manuel stated that she expects these revenue streams to normalize over the next year.
- Following extensive discussion, the Board unanimously approved the 2021-2022 budget as presented.

7. Executive Session – *REDACTED*

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