

Seattle United Board of Directors Meeting Agenda July 30, 2009

- 1) Governance
 - a) Appointment of Directors
 - b) Corporate Housekeeping
 - c) Committee formation, Chairs
- 2) Search and Hiring
 - a) Search, recruitment, evaluation and hiring of a Director of Coaching and Managing Director
 - b) Jan Glick - Facilitator (facilitate process and keep on track; establish agreed process, criteria, and objectives)
 - c) Finite duration, morph to Personnel Committee
 - d) Chairperson?
 - e) Committee Members-

Andrew Cross

Mike Murphy

Mike Ehrenberg

Wendy Mullen- PC

Bryan Coluccio - PC

Steve Hopp

Terry Fisher (WYS Executive Director)

Bill Wilkins (coach and Shoreline input)

Julie Woodward (SU Women's Coach)

Affiliates

Stefan Cobb

Shawn Farrell

Tom Bialek – Eastside Coach

- 3) Transition and Communication Team
 - a) Regional Missionaries to provide a simple message of transition and progress to each select region and ECFC
 - b) Short PowerPoint presentation and timeline to elicit questions and discussion from audience
 - c) Develop rapport and connection with stakeholders – families, players, club administrators
 - d) Anticipate parent questions with straightforward, consistent, universal message
 - e) Mention improvement goals, our desired culture of families first
 - f) Chair?

Members

Regional Committee Members

Andrew Westmark

Michael Murphy

Mimi Stone

- 4) Fundraising and Marketing
 - a) Len Jordan – Chair report
 - i) Sponsors
 - ii) Positioning
 - iii) Branding
 - b) Rob Palmatier, UW Marketing Professor
- 5) SYSA Commissioner
 - a) Select Commissioner to represent Seattle United on SYSA Board

SEATTLE UNITED FC

MINUTES OF BOARD OF DIRECTORS MEETING JULY 30, 2009

SAND POINT EDUCATION CENTER, 7:00 P.M.

Board members attending: Bret MacPherson, Bob Sigley, Phil Herold, Wendy Mullen, Andrew Cross, Bryan Cloucio, Jess Gobel, David Richardson, Mike Murphy, and Len Jordan (by speaker phone).

Quorum Present: Yes.

Others Present: Ed D'Alessandro, Parker Mason.

The meeting was called to order at approximately 7:05 pm by President Bret MacPherson. Bret MacPherson welcomed the group to the initial meeting of Seattle United and briefly discussed the agenda. He introduced the "Consent of Directors of Seattle United FC" document. Secretary David Richardson explained the contents of the document, essentially that as a new entity with no members, the Directors agreed to serve as Directors until the next annual meeting which would occur in the fall of 2010, electing Bret MacPherson as President, Andrew Cross as Treasurer, and David Richardson as Secretary, approving the By-Laws (attached as Exhibit 1), authorizing the opening of bank accounts, authorizing the President and Treasurer to be signatories on such bank accounts, and ratifying the action taken by Officers of the corporation to date. This document was signed by all the Directors then present, including Bret MacPherson, David Richardson, Andrew Cross, Wendy Mullen, Jess Gobel, Bob Sigley, Phil Herold, Mike Murphy, and Bryan Cloucio. It was noted that Bob Sigley agreed to serve as one of the two representatives of SYSA on the SU board.

Andrew Cross, Chair of the Finance Committee, provided his report. He mentioned that he and Bryan Coluccio would meet with Peterson Sullivan CPA firm to get started on application for 501(c)(3) status. They would obtain a tax ID number. And they would ask Peterson Sullivan to assess the proposed loan from SYSA.

Bret MacPherson then turned to the issue of committee formation and the establishment of chairs. He stated that the Personnel and Search Committee would be empowered to investigate and recommend to the Board candidates for the Coaching Director and Executive Director positions. There was general discussion, and committee members Andrew Cross, Mike Murphy, Michael Ehrenberg, Wendy Mullen, Bryan Coluccio, and Jess Gobel were approved. A number of non-Board members were also approved for service on the committee, and would be contacted. It was agreed that Mike Ehrenberg would be the chair of the committee.

Next there was a discussion of a proposal by Jan Glick and Associates for consulting work related to the Seattle United executive search. After discussion it was agreed to refer the

proposal to the Personnel and Search Committee for further consideration, noting that cost was an issue.

It was noted that the Executive Director and Coaching Director would both be employees. It was contemplated that both would begin on approximately October 1, 2009 on a half time basis and then become full time in January. It was noted it was important to begin signing up coaches by January. There was also discussion of engaging a potential transition or academy director to oversee operational affairs while the executive search was underway.

There was discussion about the need for transition communication to reach out to the regions and to Emerald City members. It was agreed that Bret MacPherson would take the issue under advisement. It was noted that there was information on the web site and if an email was sent there would also need to be another direct email communication when a coaching director, logos, and a marketing plan were in place.

President Bret MacPherson spoke about the need for regional committees to be established that would communicate with parents, coaches, and players in the regions regarding the mission of Seattle United. It was envisioned that a short PowerPoint presentation with a timeline would be created to speak to various groups and elicit questions and discussion. The need for a universal message was emphasized.

Regional chairs were appointed. In the south/central region, David Richardson was appointed as chair. Andrew Wesmark, President of the Ballard Club, was appointed chair for the west region. In the northeast region, Randy Johnson was appointed as chair. In the Shoreline region, Erik Strandberg was appointed chair. The regional chairs will put together committees to assist them, and lists of possible committee members were discussed.

Dave Richardson raised the issue of incorporating existing teams into SU. Bret MacPherson emphasized the importance of a coach "buying into the culture" of SU. There was discussion of SU's mission to unite Seattle select soccer balanced with creating the culture within the club that is vital to its success.

Len Jordan, Chair of the Fundraising and Marketing Committee, then addressed the group by speaker phone regarding the work of the committee. He noted that other members of the committee included Bill Bassett, Stan Mark, Vance Clipson, Rob Palmatier, Mike Ehrenberg, and Andrew Cross.

Len Jordan discussed the need to keep our message simple and discussed developing fund raising sponsors in the soccer and general community. He recommended looking at what other clubs were doing, to emphasize the number of participants we will have in the process and selling the idea of being part of a positive game in a soccer-crazy city. He mentioned that we have a great premise and message for sponsors and recommended not making things unnecessarily complicated. He also noted that it was important to get moving on a logo, which he said he would do.

Mike Murphy discussed the academy. There was also a general discussion of other models of delivery of academy services to recreational clubs. Mike will work with the Soccer Operations committee to launch the program.

Bret then noted that Seattle United needed to nominate and elect a SYSA Commissioner and a Vice-President, but deferred these issues to the next meeting.

The meeting was adjourned at approximately 9:45 p.m.

Minutes submitted by Secretary, David Richardson