US ADULT SOCCER ASSOCIATION
National Board of Directors Meeting
Hyatt Place Portland Airport
August 23, 2014

Meeting called to order 8:00 am PDT

Roll call: President, John Motta; Vice President, Bill Bosgraaf; Secretary, Shonna Schroedl; Treasurer, Lori Stoneburner; Region I Director, Fritz Marth; Region II Director, Bill Davey; Region III Director, Rob LaVielle; Region IV Director, Dan Trainor; At Large Director, Arthur Mattson; At Large Director, Cezar Wasecki; Region I Deputy Director, Tony Falcone; Region II Deputy Director, Nick Radu; Region III Deputy Director, Darius Ejlali; Region IV Deputy Director, Paul Scherer; Executive Director, Duncan Riddle

Faciliator: Jeff L'Hote, LFC International

Guests: Mike Edwards, Anne Braghero- OASA, Joy Spangler – OASA, Roger Hamilton - OASA

I. Salt Lake City Recap
   a. purpose of retreat & strategic planning process
   b. Agreed initiatives & next steps
   c. L'Hote comments

   -Changes in US soccer landscape: participation/fans/choice; demographics (age & ethnicities); USASA player registration trends
   -USASA customers: players/teams/leagues (state associations); members associations (central office); limits certain central office opportunities drive change
   -USASA value proposition: insurance; organization & structure; affiliation (USSF & FIFA)
   -Importance of player registrations
   -Central database & centralized player registrations
   -Cup competitions
   -Identified areas of strategic planning focus

II. USASA Observations
   a. Financial analysis: impacted largely by revenue tied to change in player registrations; only handful of State Associations have had consistent growth over 9 years – most up and down; Revenue – player & league fees 96.7%, tournaments 1.7%, other 1.6%; Expenses – insurance 59.6%; general & administrative (25.3%); tournaments (15.1%); Reduction in insurance rates over past 5 years – positive impact of $500,000 to USASA.
   b. SWOT analysis: **Strengths** (organization across 50 states, local soccer knowledge & contacts, extensive volunteer base, insurance offering, consistent demand, dedicated central staff & support, referees, competitions); **Weaknesses** (54 individually run organizations, limited central influence, meeting current demand? reliance on insurance, limited & ineffective data sharing, inconsistent growth within states & across regions, excessive administrative requirements & antiquated processes, unclear brand identity) **Opportunities** (increasing US interest in & appreciation of soccer, changing US demographics, significant US youth soccer participation, link to US Soccer & FIFA affiliations, large target market, demonstrated interest in social soccer, 70+ US markets with 750,000+ persons, 54 State Associations) **Threats** (uncertainty if interest in traditional leagues & tournaments, uncertainty of pricing for insurance offering, growing influence of competitors, accommodating millennial & Hispanic/Latino preferences, State Associations)
   c. Staffing analysis: programs/projects that staff currently spends their time 46% on tournaments and 54% on administration

d. State Association Survey: **(1)** how many team participated in qualifications for 2013-14 tournaments (112* teams participated in Men's Open, Men's Amateur and Men's Over 30) **(2)** how many paid staff **(3)** in which specific ways can the national office assist your state (retaining leagues, recruiting new leagues, attracting Hispanic/Latino leagues) *= number reported from those SA responding to survey, actual number from Cups Committee has not yet been given
30 of 54 states associations responded – 44% of member state associations did not respond at all

III. USASA Strategic Plan
   a. overview & status
   b. current concerns & recommended initiatives
   c. knowledge limitations
   (see attached)

IV. Initiative #1: Increase Player Registrations & Diversity
   a. Recommendations
      -work directly with targeted state associations to grow and maintain player registrations (see summary)
   b. next steps
      4 states selected for pilot program: Maryland, Michigan, Florida, Nevada – around player registrations and diversifying revenue streams

V. Initiative #2: Maximize Effectiveness of Central Office
   a. Recommendations (see summary)
   b. next steps –

VI. Initiative #3: Define Future Role of Cup Competitions
   a. Recommendations (see summary)
   b. Next steps – put together business plan to strengthen Vets Cup/Festival Week Event

VII. Discussion Agreement on Initiative, Next Steps & Strategic Plan Implementation
   -conclude any outstanding issues re: recommended initiatives
   -formalize plan
   -expectations around Mid-Year Meeting
   -executing the strategic plan
   -other

The next NBOD will be August 23, 2014 at 8:00 am PDT.
Meeting adjourned at 3:50 pm MDT.
Respectfully submitted,
Shonna Schroedl, USASA Secretary