

# Arizona Youth Soccer Association (AYSA)

Board of Directors  
Meeting Minutes  
February 27, 2022

## Opening

The scheduled board meeting of the Arizona Youth Soccer Association (AYSA) was called to order at 10:00 am on February 27, 2022 in Phoenix, Arizona at the ASA office by Randy Karg.

## Board Present:

Randy Karg  
Linda Corbett  
Joanna MacLean  
Corbett Hess  
Dan Littlefield  
Collier Hill  
Bob Roesner  
Chris Diagle  
Don Hann  
Holly Jones  
Liza Merrill  
John McCafferty

## Board Absent:

Anthony Sanchez

## Staff Present:

Jon Ruzan  
Jorge Reyes

## Guests

None

## Motion to approve minutes from 22 JAN 2022

**Motion** by Linda Corbett

**Second** by Bob Roesner

**Discussion:** None

**Voted:** Unanimously Passed.

## CEO Update. (Jon Ruzan)

- Fiscal year-to-date — P&L net profit of \$352k
- Receiving a tax credit of \$262k
- Staffing
  - hiring director of player development
  - Alex Pozo
- ODP travel trips happening in March
- Leagues and cups
  - adding make up date for open league

- New refs and recertification

### **Communications Update - Jorge Reyes**

- Continuation on quality work from communications in the past
- Website improvements
- More open league coverage
- More outreach to Spanish speaking community
- New Communications Intern — Josh Karg
  
- Facebook
  - 11,654 Followers
- Instagram
  - 11,900 Followers
- Email database
  - 77,600 with a 35% open rate
- Website
  - 21,451 new users
  
- New Initiatives
  - Goal and save of the Month
  - ASATV
  - New Communications channels opened
    - Asociación del Fútbol de Arizona
    - Tik-Tok Account
- New rate card for digital marketing opportunities

### **Tournament Policy**

- Revised Policy Tournament Approval Policy and Tournament Operations Policy are now separated
- Approval Policy is effective for the NEXT approval window this time next year, 2023
- Operations Policy is effective beginning with the upcoming 2022-2023 season

#### Approval Policy Revisions

- 2.4 No date changes / New app required for new date
- 3.1.2 Minimum 200 players registered in club (Formerly 125)
- 3.2 No non-member tournaments, max 3 tournaments statewide per weekend, no splitting tournaments in Maricopa/Pima
- 5.4 Tournament fees payable 60 days

#### Operations Policy Revisions

- 1.5.2 Requiring website to specify ASA sanctioning.
- 1.5.7 Water for refs, reinstated 9.1 Red Card and injury Report, housekeeping

### **Motion to adjust Tournament Policy and Tournament Operations**

**Motion** by Dan Littlefield

**Second** by Joanna MacLean

**Discussion:** Regarding seating policy

**Voted:** Unanimously Passed (one abstention - Bob Roesner).

### **New Clubs Update**

- Three new clubs — All done
  - ASCG Valley FC
  - BVB International Academy
  - Fierce Futbol Lions
- They have all completed necessary paperwork
- Will make a motion to approve these at next board meeting

### **D&R Update**

- D&R is going strong
- Few hearings
- None currently ongoing
- Clubs are working hard to resolve issues

### **Motion to enter executive session**

**Motion** by Linda Corbett

**Second** by Collier Hill

**Discussion:** None.

**Voted:** Unanimously Passed.

### **Motion to exit executive session**

**Motion** by Bob Roesner

**Second** by Linda Corbett

**Discussion:** None.

**Voted:** Unanimously Passed.

- Looking at other changes for D&R
- Adding a line to the red card report

### **Roundtable Discussion**

- Club organization
  - Branches, tournaments, AGM vote representation
- Liza Merrill acknowledged the accomplishments of the staff
- Jon Ruzan mentioned new bank account was set up for ODP separation of funds

### **Good of the Game**

- Nothing

### **Motion to adjourn the meeting**

**Motion** by Corbett Hess

**Second** by Bob Roesner

**Discussion:** None

**Voted:** Unanimously Passed.

Meeting was adjourned at 12:19 pm by Linda Corbett.

**Minutes submitted by:** Corbett Hess

**Approved by:**