



Arizona Soccer Association (ASA)

Board of Directors
Meeting Minutes
June 30, 2019

Opening

The scheduled board meeting of the Arizona Soccer Association (ASA) was called to order at 10:00 am on June 30, 2019 in Phoenix, AZ at the ASA State Office by Randy Karg.

Board Present:

Randy Karg
Linda Corbett
Collier Hill
Doug Sandstedt
Joanna MacLean
Liza Merrill
Corbett Hess
Dan Littlefield
Jason Hammonds
Pat Dunham
Don Thomas
Holly Jones
Don Hann

Board Absent:

John Sterling
Lis Gittins
Hector Duran

Staff Present:

Rick Kelsey

Approval of Minutes

Motion to accept the minutes for March 31, 2019 by Corbett Hess

Second by Linda Corbett

Discussion: none.

Voted: Unanimously Passed.

Guests

None

Board Mileage (Pat Dunham)

- Confusion over the past

Motion to reimburse for milage at either .30 by Pat Dunham

Second by Linda Corbett

Discussion:

- conversation that board members shouldn't make money or lose money on driving for ASA business.
- Board members would have to report any income from the \$0.16 additional revenue when it goes above \$600 per annum

- Questions about the additional income per year. Board travel is about \$13k per year. This proposal would reduce that cost approximately 40%.

Voted: Unanimously Passed.

D&R and Updates (Linda Corbett)

- Presidents Cup situation needed committee action
 - Hearing needed. Randy may chair the two hearings.
- No other hearings from Cups.
-

Motion to go into Executive Session.

Motion by Linda Corbett

Second by Pat Dunham

Motion to come out of Executive Session.

Motion by Corbett Hess

Second by Linda Corbett

Website Update (Rick Kelsey)

- New look and feel
- To be launched roughly 8 Aug
- To be ready internally 12 July for testing and checking
- Documents will be loaded as PDF
- Many past documents need to be recreated since originals are missing
- New process to manage documents

Tournament Policy (Joanna MacLean)

- New policy won't be ready by 1 July
- Policy will be reformatted and rewritten
- Discussion for change to policy for requiring coaches and managers to have passes
 - Rick working with Derek Yen and Dolores Abernathy
 - Different card stock for adults
 - Media passes as well for those members of clubs and teams

District 1 North — District Commissioner (Randy Karg)

- Alberto Millan
- Michael Varela
- Kenny Laird
- Paul Burrows
- Randy will create a questionnaire for the four candidates
- Rick will initiate background checks in accordance with ASA Bylaws

CEO Update (Rick Kelsey)

- Notes
- Attachment A: CEO Update

Motion to go into Executive Session.

Motion by Corbett Hess

Second by Joanna MacLean

Motion to come out of Executive Session.

Motion by Corbett Hess

Second by Joanna MacLean

One time staff raises were approved.

Motion to accept a budget of \$20,000 for campaign to bring National Championships (Presidents Cup and National Cup) to Arizona sites (Phoenix and Tucson). Of these funds a lobbyist will be hired and tasked with duties including these cups and other ASA business.

Motion by Corbett Hess

Second by Collier Hill

Discussion: None.

Voted: Unanimously Passed.

- Referee academy discussion. Scrimmage Fest.
- Club attestations for 2019/2020 season
- Sponsorships are growing
- Accomplishments updates
- Cups Update
- Leagues Updates
- MaxInMotion Update

Round Table (Randy Karg)

- Doug Sandstedt — Happy with Chris Blundell, Director of Player Development.

Motion to go into Executive Session.

Motion by Corbett Hess

Second by Joanna MacLean

Motion to come out of Executive Session.

Motion by Corbett Hess

Second by Joanna MacLean

Motion to adjourn the meeting

Motion by Corbett Hess

Second by Hector Duran

Discussion: None

Voted: Unanimously Passed.

Meeting was adjourned at 1:00 PM by Randy Karg.

Minutes submitted by: Corbett Hess

Approved by:



**Board of Directors Meeting
June 30, 2019**



“You only care about Phoenix Clubs”

“What are you doing to grow the game?”

“You only care about non-Phoenix Clubs”

“Don’t “compete” with my programs?”

“If you don’t change “it” I will go to US Club”

“If you don’t change “it” I will go to US Club”

“What are you going to do about all these tournaments?” “My tournament is necessary to cover costs for my Club.”

“We can’t play week days”

“Why do we have to play multiple games on weekends”

“Parents should sit on the opposite side from the teams”

“Parents should sit on the same side as the teams”

“Eliminate State League Division 2”

“Keep State League Division 2”

“You only care about BIG Clubs”

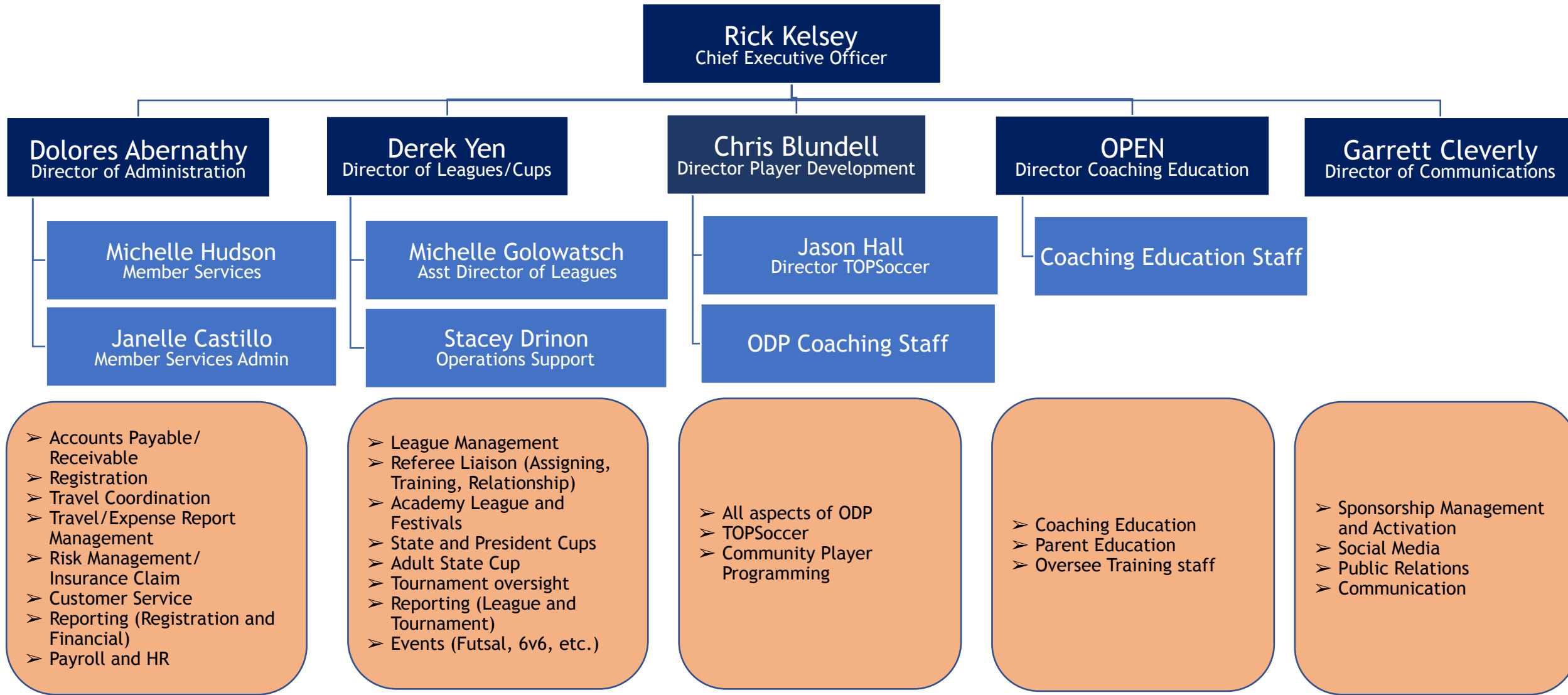
“You only care about SMALL Clubs”

What are you doing to improve the Referee’s?

What are you doing to improve the Coaches?



ASA Organization



Communications Update



Social Media/Marketing Update

Arizona has seen significant growth on its social media accounts and is now in the top tier when compared to other state associations.



1. 28,845 – Cal South
2. 25,045 – Eastern NY
3. 13,662 – Georgia
4. 13,332 – Cal North
5. 9,142 –



September 2017
494 – Arizona
3,190 Likes

135%+



1. 18,200 – Cal South
2. 7,272 – Cal North
3. 6,955 – Arizona
4. 6,887 – Washington
5. 6,859 – Georgia
6. 5,768 – Utah

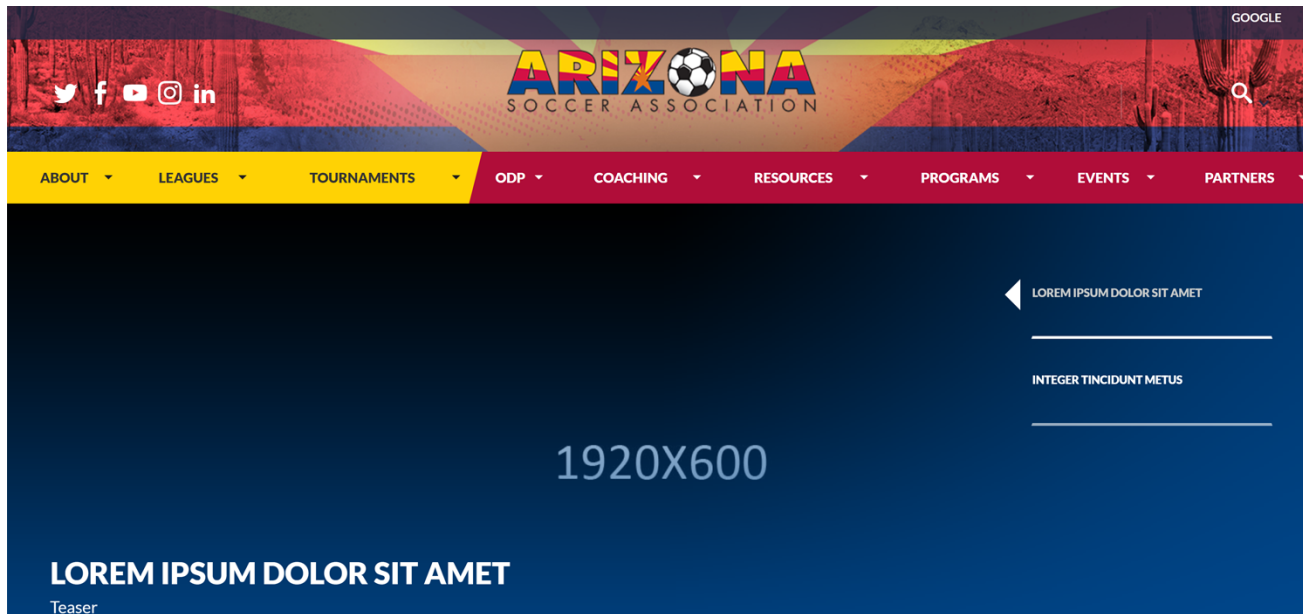
September 2017
1,457 Likes



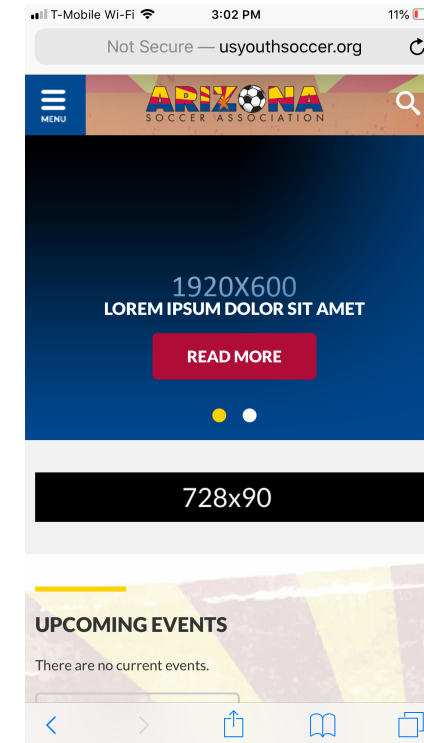
Website Update

Website is under development. It will be ready for testing on July 12.

New website URL will be azsoccerassociation.

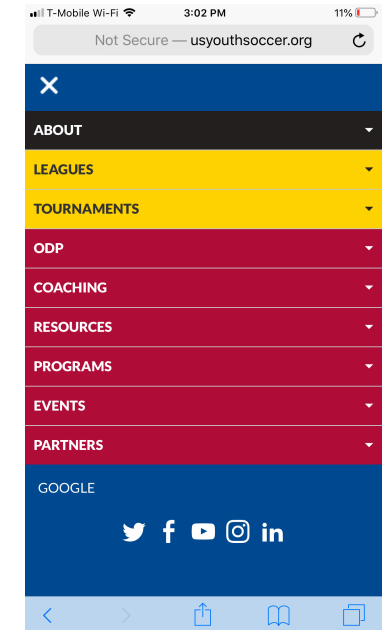


How it looks on desktop



Mobile friendly dropdown menu

How it looks on phone



State and Presidents Cup

36 OF 44 CLUBS FILMED AT PRES AND STATE CUP

| | | | | |
|----|---------------------|---|-------------------------|---|
| 1 | Arsenal | x | Madison | x |
| 2 | Arizona Revolution | | MSC United | x |
| 3 | Arizona Soccer Club | x | North Phoenix Christian | x |
| 4 | Arsenal | x | North Scottsdale | x |
| 5 | AZ Inferno | x | Phoenix Brazas | x |
| 6 | AZ Nomads | x | Phoenix Premier | x |
| 7 | AZ United | | Phoenix Rising | x |
| 8 | AZFC Select | | Phoenix Rush | x |
| 9 | Barca | x | Renegades | x |
| 10 | Barcelona NSFC | x | Roadrunners | x |
| 11 | Benfica | x | RSL-AZ | x |
| 12 | CCV | x | SASC | x |
| 13 | CDO | | SC del Sol | x |
| 14 | Challenge | x | Scottsdale Premier | x |
| 15 | Classic | x | South Bank | x |
| 16 | Coronado | x | Southwest | |
| 17 | Excel | x | Tigres | |
| 18 | FC Batavia | x | TMSFC Rayados | |
| 19 | FC Sonora | | Tuzos | x |
| 20 | FC Tucson | x | Tucson Aztecs | x |
| 21 | GYSA | x | West Valley | x |
| 22 | Lake Havasu | x | Yavapai | x |

From April 1 – June 27 our Facebook marketing numbers were as follows

Engagement: 66,414
 Reach: 398,372
 Videos Filmed: 41
 Video minutes watched: 59,000
 New Facebook Likes: 954



ASA Logos



Administration Updates



CEO Meetings

- AYSO/PCJSL Tucson
- Somerton Soccer League (New League)
- San Luis Soccer League (Comes back to ASA)
- Boys and Girls Club
- State Farm Stadium
- City of Phoenix
- Visit Tucson and Kino Sports Complex
- City of Maricopa
- Max In Motion
- Adidas
- NWSL Players Association and MLS

Key Dates

- July 22 - 28
 - US Youth National Championships and AGM - Overland Park, KS
- August 10 - 11
 - ODP Tryouts, Casa Grande
- August 19 - 23, October 21 - 25
 - US Soccer C License
- August 23 - 25
 - Futsal Event
- August 28
 - Advanced Leagues Kick-off
- September 14
 - Open League Kick-off
- September 19 - 21
 - US Youth Leadership Summit - Atlanta, GA
- January 3 - 5, 2020
 - ODP Regional Championships
- January 25 - 26, 2020
 - ASA Leadership Summit and AGM
- March/April 2021
 - Host West Region TOPSoccer Symposium

Updates

- Registration
- C License
- Foundation
- Kingman
- Staff



US Youth has released Request For Proposals (RFP) for 2021 Regional and National Championships. I believe that ASA should submit for:

- 2021 Presidents Cup Regionals (June 8 - 13, 2021)
 - Host at Kino Sports Complex
- 2021 National Presidents Cup (July 7 - 11, 2021)
 - Host at Kino Sports Complex
- 2021 US Youth National Championships (July 26 - August 1, 2021)
 - Host at Reach 11

Initial conversations have been had with

- Kino Sports Complex
- Reach 11
- Visit Tucson
- Arizona Tourism and Sports Authority.

Benefit to ASA:

- New relationships
- Greater partnership with community
- Opportunity to influence the community
- Increase brand awareness of ASA

What's needed:

- Commitment from Board to support bid process
- Support from Board to hire contractor support bid process.



ASA Registration (June 28, 2019)



Current Registration 45,128 (as 6/28/2019)

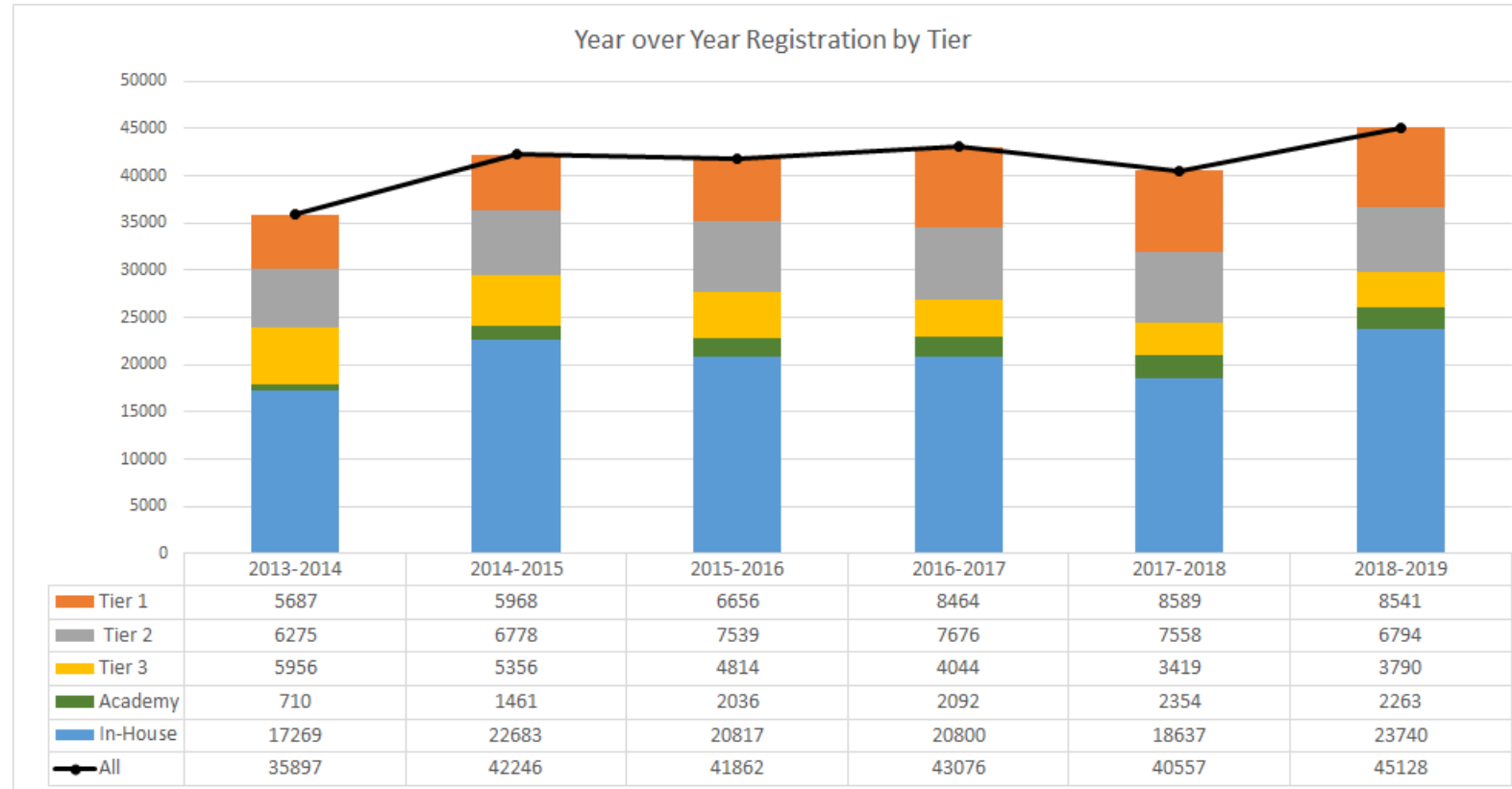
- 39,438 as of 3/30/2019

Key Observations

- Highest registration in the past six years
- Membership *grew 11%*
- In-House (Tier 4) *grew 27%*
- Tier 1 and 2 *decreased 5%*
 - This is expected with the increase of DA and ECNL teams.

Key Opportunities

- Continue to grow and identify In-House programs
- Work to partner with Clubs to register all players, even ECNL and DA to facilitate investments (Referees, Fields, Education) in the game.



ASA Sponsor and Partners



BOYS & GIRLS CLUBS
OF METRO PHOENIX



Accomplishments

- Increased Registration by 5,000
- Talks with AYSO
- Doubled value of Advanced League sponsorship from \$14,000 to \$30,000 (Contract being finalized)
- Increased Banner sponsorship from \$6,000 to \$25,000 plus a three year commitment
- Delivered \$75,000 in sponsorship, not counting “in kind” with \$55,000 being multi-year agreements
 - Currently at varying stages of negotiations with four other.
- Implementation of Max In Motion Player of the Month
- Partnership and program launched with Boys and Girls Club
- Established partnership with City of Phoenix that will lead to ASA running the Soccer For Success Program
- Employee
 - Benefits
 - Personnel Files
 - Pay Raises
- Creation of Arizona Soccer Foundation
- Partnership with Positive Coaching Alliance
- Hosted the first Leadership Summit and Awards Gala in many years
 - 215 people attended the Awards Gala
 - Over 50 people attended the Leadership Summit
- New Leagues set to kick-off in
 - Somerton
 - San Luis
 - Parker/Havasu/Bullhead
- Spoke at Pima County Board of Supervisors



Cups and League Update



Cups Update COMPLETE

2018-2019 State Cup

- Leveraged Weekday games to help 13 teams that were in Dallas Cup
- Incorporated higher seed rule gets home field between Tucson and Phoenix for Group Play games.
- Implemented Coach Pass and Team official requirements for Sidelines.

2018-2019 President's Cup

- Moved Finals game to 3rd weekend to create own event on Saturday, 5/4.
- Incorporated higher seed rule gets home field between Tucson and Phoenix for Group Play games.
- Implemented Coach Pass and Team official requirements for Sidelines.



Cups/Update COMPLETE

State Cup

- 2019: 156 Teams (9% Decrease) vs 2018 (165 Teams)
 - 135 Teams from Phoenix (86.5%)
 - 17 Teams from Tucson (11%)
 - 2 Teams from Yuma(1.3%)
 - 2 Teams from Prescott(1.3%)
 - 64 Girls(41%) : 92 Boys(59%) Teams
- 2018: 165 Teams
 - 141 Teams from Phoenix (85.5%)
 - 23 Teams from Tucson (13.9%)
 - 1 Team from Flagstaff(.6%)
 - 78 Girls (47%) : 87 Boys(53%)

President's Cup

- 2019: 294 Teams (19% Increase) vs 2018 (248 Teams)
 - 258 Teams from Phoenix (87.6%)
 - 26 Teams from Tucson (9%)
 - 6 Teams from Yuma(2%)
 - 2 Teams from Havasu (.7%)
 - 2 Teams from Yavapai (.7%)
 - 114 Girls(39%) : 180 Boys(61%) Teams
- 2018: 248 Teams
 - 217 Teams from Phoenix(88%)
 - 23 Teams from Tucson (9%)
 - 4 Teams from Flagstaff (1.6%)
 - 3 Teams from Yuma(1%)
 - 1 Team from Yavapai (.4%)
 - 98 Girls(39.5%) : 150 Boys (60.5%)



Cups/Update COMPLETE

Achievements

- 2 events on the same 3 weekends made the Staff, Trainer, Support Staff etc. Coverage easier to coordinate and less of a grind for key Staff.
- 64 Different Exception requests by teams for scheduling due to Prom, SAT, Dallas Cup, etc. were honored.
- Staffed with field marshalls, board volunteers, and ASA Staff which had a correlation to survey results
- 82-95% responded easy to find staff, Medical Staff, or support staff.
- FIELD QUALITY: 90% rated Tucson Kino above average or Excellent (Pres cup 57%) . 81-88% rating for Reach 11. 94% for Grande Sports World (47%P Cup)
- 90-93% rated communication before and during event as Above Average or Excellent
- Overall rating for cup experience received 93% rating above average or Excellent. (84%P Cup)

Lessons or Opportunities

- Playing weekday games changes the financial model, budget, unit cost (in terms of Staff, Trainer, Support Staff, etc.). Coverage and is very difficult.
- 48% of responses stated should play both weekday and weekend (38% P Cup). 27% responded weekend only (37%.P Cup)
- 59% respondents stated Shirt is preferred over medals (67% preferred Medals for P Cup).
- FIELD QUALITY: 53-57% rated SSC above average or Excellent. 68% rating for Strikers Complex (41%P Cup)
- Need to improve Club/Team responsibility for technical area and allowed staff.



Cups/Leagues Update COMPLETE

Advanced Leagues

- 1st place APL automatic qualifier for Desert Conference
- APL placement leads to seeding in Cups
- ASL1 and ASL2 automatic qualifiers for following season in league



USYS Regional and National Leagues

- Winner is tied to Automatic Qualifier for Advanced Leagues
- Placements correlate to placement in Leagues and seeding in cups

State Cup and President's Cup

- Finishing results are tied to automatic qualifiers for Advanced Leagues
- Finishing results support application process for Regional Leagues



ASA Managed League Update NOT



Advanced Leagues

2 year plan for transition of ASL2.
League relevance - Tied to automatic qualifiers and Cups
6/4-6/11 Application Window
6/17-6/24 Selection Process
6/17-7/22 Registration Window
August 23-25 Futsal Showcase
August Scrimmage Fest Required 12u-14u
March College ID Event
\$50 increase if need to subsidize ref pay increase or Ref DA
League Opening Weeknight 8/28.

Open League

7/1-8/15 Registration Window
Schedules posted 9/1
Season 1 will run 9/14-12/7 * added a December play date to season 1.
Season 2 will run 01/04-3/21
HS ages 1 season play dates 9/14-11/23 and 2/22-3/21
August 23-25 Futsal Showcase
March College ID Event

Academy

Intent to Play sent out to clubs
State Scheduled League has a lot of interest
Season 1 will run 9/14-12/7
Season 2 will run 01/04-3/21
Will provide Grassroots course to head coach of teams playing in State scheduled leagues
Academy Festival – Winter 12/20-22 SSC, Spring 3/20-22 Reach 11

Questions:

- Determination for President's Cup and State Cup they will be playing on Sundays (Finals would be Saturday)? Will pose to Cup Committee.
- Determination for Advanced Leagues should any clubs be exempt from scheduling Sunday? Auto Scheduler will not work to identify specific teams or clubs to not play on certain dates. This becomes a manual exception.
- Determination by LOC if spectator seating for Advanced Leagues should mirror Open League.



Tucson Advanced Leagues

| Age Group | Gender | APL | Play In APL | ASL1 | Play IN ASL1 | ASL2 | Play IN ASL2 | Wait List | Total Adv League Teams | Declined | Possible ASL2 Impacts |
|-----------|--------|-----|-------------|------|--------------|------|--------------|-----------|------------------------|----------|-----------------------|
| U12 | Boys | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 2 | 0 | 0 |
| U13 | Boys | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 2 | 1* |
| U14 | Boys | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 3 | 0 | 2 |
| U15 | Boys | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 1 | 0 |
| U16 | Boys | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 3 | 2 | 2* |
| U17 | Boys | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 3 | 2 | 2* |
| U18 | Boys | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 1* |
| U19/20 | Boys | 1 | 1 | 2 | 0 | 0 | 0 | 0 | 4 | 0 | 0* |
| Age Group | Gender | APL | Play In APL | ASL1 | Play IN ASL1 | ASL2 | Play IN ASL2 | Wait List | Total Adv League Teams | Declined | Possible ASL2 Impacts |
| U12 | Girls | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| U13 | Girls | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 2 | 0 | 1 |
| U14 | Girls | 2 | 0 | 0 | 0 | 1 | 0 | 0 | 3 | 0 | 1 |
| U15 | Girls | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 2 | 0 | 1 |
| U16 | Girls | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| U17 | Girls | 1 | 0 | 1 | 0 | 2 | 1 | 0 | 5 | 0 | 3* |
| U18 | Girls | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| Totals | | 10 | 2 | 7 | 0 | 7 | 4 | 4 | 34 | 7 | 15* |

* - Would be the total teams if all teams win their respective “play in” games.

Key Observations:

- Advanced Leagues are based on **APPLICATION** by the team.
- Only Girls U17 is **guaranteed** to have more than one (1) team participate in ASL2 for any age group.
- No girls teams were declined for any of the Advanced Leagues.
- Total of 261 teams, only 34 (including Wait List and ASL2 Play In) come are from Tucson (13%)



Tucson Advanced Leagues

| | APL | Play In APL | ASL1 | Play IN ASL1 | ASL2 | Play IN ASL2 | Wait List | Declined | Total | ASL 2, ASL 2 Play In, Wait List, Declined |
|-------------------------|-----------|-------------|----------|--------------|----------|--------------|-----------|----------|-----------|--|
| CDO | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | U17 Boys |
| FC Sonora | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | |
| FC Tucson | 5 | 0 | 2 | 0 | 2 | 1 | 1 | 2 | 13 | U19/20 Boys, U17 Girls, U14 Boys (Play in), U13 Boys (Wait List), U15 Boys (Decline), U16 Boys (Decline) |
| Freedom SC | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | U17 Girls |
| Renegades | 0 | 1 | 0 | 0 | 2 | 0 | 1 | 0 | 4 | U12 Boys, U14 Girls, U17 Boys (Wait List) |
| RSL AZ Nogales | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 2 | U18 Boys (Wait List), U16 Boys (Decline) |
| RSL Southern AZ | 4 | 0 | 2 | 0 | 0 | 1 | 0 | 2 | 9 | U16 Boys (Play In), U13 Boys Cadenas (Decline), U13 Boys Medina (Declined); NOTE: Third U13 Team in ASL1 |
| Southern AZ Soccer Club | 0 | 0 | 0 | 0 | 3 | 0 | 1 | 0 | 4 | U16 Boys (Wait List) |
| Tucson Aztecs | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 3 | |
| Tucson Mountain | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 2 | U17 Boys (Declined) |
| Vail | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | U17 Boys (Declined) |
| Totals | 10 | 2 | 7 | 0 | 7 | 4 | 4 | 7 | 41 | |

Key Observations:

- Advanced Leagues are based on **APPLICATION** by the team.
- Some of the “smaller” Clubs have a team(s) participating in Advanced Leagues.
 - Southern Arizona Soccer Club has three (3) teams in ASL2; almost **half** of all ASL2 teams from Tucson
- No Club has more than one (1) team on the Wait List.

QUESTIONS/DISCUSSION

