

**US ADULT SOCCER ASSOCIATION
National Board of Directors Meeting
Hyatt House Sandy Utah
July 26, 2014**

Meeting called to order 8:30 am MDT

Roll call: President, John Motta; Vice President, Bill Bosgraaf; Secretary, Shonna Schroedl; Treasurer, Lori Stoneburner; Region I Director, Fritz Marth; Region III Director, Rob LaVielle; Region IV Director, Dan Trainor; At Large Director, Arthur Mattson; 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

Excused: Bill Davey, Cezar Wasecki

Guests: Rick Olivas; Werner Fricker, Jr.;

Agenda Items:

Strategic Planning Session

Jeff L'Hote, Managing Director of LFC International facilitated the Strategic Planning Session

- I. Overview of current state of soccer in the US
- II. Summary of strategic plan process
- III. Review of objectives from Phoenix 2009 summit
- IV. Discussion – 3 identified areas (for each of the 3 areas the group discussed – A. Current issues, concerns & challenges; B. Potential solutions; C. Agreed & specific areas of strategic plan focus; D. Required research & analysis) :
 - a. Increase player registrations
 - b. Future role of cup competitions
 - c. Diversity revenue streams/identify potential strategic partners
 - i. Soccer for life
 - ii. Veteran's Cup
 - iii. Pro Team strategy – MLS, USL, NWSL, NPSL, etc
 - iv. Affinity/supporters membership

Initiatives:

- 1. Offer different models that mimic sport & social clubs**
- 2. formalize a process with USASA office and ~6 state associations to target unaffiliated leagues**
- 3. develop/communicate value proposition of USASA in English & Spanish to key markets, in conjunction with State Associations**
- 4. Opportunities and Risks of centralized registration**
- 5. Obtain data from leagues & teams**
- 6. Revenue opportunities from Vets Cup/American Outlaws type org**

Future Role of Cup Competitions:

- 1. competitions identified – National Cup, Veteran's Cup, Women's Championships, Co-ed**
- 2. quantify information on women's leagues nationally**
- 3. conduct census of participating leagues and teams**

Diversity in Revenue Stream

- 1. Affinity/supporters membership**
- 2. Veteran's Cup**
- 3. Pro teams/leagues strategy – MLS, NWSL, USL, NPSL, ASL**
- 4. soccer for life/health strategy**

Wrap Up

- 1. Take first step in the USASA strategic planning process**
 - 2. Brainstorm ideas**
 - 3. agree on priorities**
 - 4. identify specific objectives for further research & analysis**
-

The Board entered into executive session at 3:32pm

The next NBOD will be tbd at 9:00 pm EDT.

Meeting adjourned at 3:50 pm MDT.

Respectfully submitted,

Shonna Schroedl, USASA Secretary