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WASHINGTON YOUTH SOCCER
ANNUAL GENERAL MEETING

TRANSCRIPT OF PROCEEDINGS

Held at Hilton Hotel Seattle Airport & Conference Center
Crystal Room
17620 International Boulevard
Seattle, Washington 98188
9:07 a.m. to 11:12 a.m.

REPORTED BY: Julia Williams, CCR #2307

DATE OF MEETING: May 18, 2019

1 ROSTER OF ATTENDANTS
2 WASHINGTON YOUTH SOCCER BOARD OF DIRECTORS:
Rich Austin
3 Jill Christiansen
Jane McGillivray, Secretary
4 Felipe Mendez, Vice President
Lauren Pendergraft
5 Dan Popp, President
Greg Rogers
6 Brian Smith
Lane Smith
7 Chris Stiles
8 WASHINGTON YOUTH SOCCER STAFF:
Briana Aguila, Communications Manager
9 Paul Bayly, League Commissioner/Director of Coaching
Education
10 Keli Bitow, Administrative Services
Bastien Catrin, EPD & State Cup Director
11 Matt Dacey, Eastern Washington Technical Director
Terry Fisher, CEO
12 Shaneika Lai, Creative Director
Nicole Peters, Competitive Programs Coordinator
13 Sam Tomek, Ameri-Corps
Rachel Wilton, Director of Community Development

14 GUESTS

15 Judy Andrews, Legal Counsel
16 Taylor Graham, Seattle Sounders FC
Dan Redwine, TorrX
17 Erin Redwine, TorrX
Greg Sambrano, BOD Nominee

18 ASSOCIATION/CLUB REPRESENTATIVES

19 COWLITZ YOUTH SOCCER ASSOCIATION (CYSA):
20 Morgan Aberle
21 EASTSIDE YOUTH SOCCER ASSOCIATION (EYSA):
Fred Beuthel
22 FEDERAL WAY SOCCER ASSOCIATION (FWSA):
23 Joshua Cheatham
24 GRAYS HARBOR FOOTHILLS YOUTH SOCCER ASSOCIATION (GHYSA):
Gerrilynn Lindley

25

1 ROSTER OF ATTENDANTS (CONTINUED)

2 GREATER RENTON-TUKWILA YOUTH SOCCER ASSOCIATION (GRTYSA):
James Leeper

3 LAKE WASHINGTON YOUTH SOCCER ASSOCIATION (LWYSA):
4 Cheryl Manao

5 LEWIS COUNTY YOUTH SOCCER ASSOCIATION (LCYSA):
Chris Johnson
6 Katrena Johnson

7 NORTH COUNTY YOUTH SOCCER ASSOCIATION (NCYSA):
James Calvert

8 NORTHSHORE YOUTH SOCCER ASSOCIATION (NYSA):
9 Bryan O'Donnell

10 NORTHWEST SOUND YOUTH SOCCER ASSOCIATION (NSYSA):
Bob Bjornemo
11 Darcy Buell
Valerie Corden

12 PIERCE COUNTY SOCCER ASSOCIATION (PCSA):
13 Curt Carroll
Kelley Jean

14 SEATTLE YOUTH SOCCER ASSOCIATION (SYSA):
15 Phil Herold

16 SKAGIT VALLEY YOUTH SOCCER ASSOCIATION (SkVYSA):
Chad Burton

17 SNOHOMISH YOUTH SOCCER ASSOCIATION (SnYSA):
18 Hal Uderitz

19 SNOQUALMIE VALLEY YOUTH SOCCER ASSOCIATION (SnVYSA):
Sophie Harris

20 SOUTH COUNTY SOCCER ASSOCIATION (SCSA):
21 Dean Aldridge
Patrick Mooney

22 SOUTH SNOHOMISH YOUTH SOCCER ASSOCIATION (SSCYSA):
23 Chris Jones

24 SOUTHWEST WASHINGTON YOUTH SOCCER ASSOCIATION (SWYSA):
Michelle Beard

25

1 ROSTER OF ATTENDANTS (CONTINUED)

2 SPOKANE SHADOW YOUTH SOCCER (SSYS):
Noah White

3
THREE RIVERS SOCCER CLUB (3RSC):
4 Jason Quintero

5 THURSTON COUNTY YOUTH SOCCER ASSOCIATION (TCYSA):
Candice Bock

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1 SEATTLE, WASHINGTON; SATURDAY, MAY 18, 2019

2 (The meeting began at 9:07 a.m.)

3 DAN POPP: Good morning, again, Ladies and
4 Gentlemen. Good morning. What's that game where you run
5 around and find your seat, Phil? What's that game, when the
6 music stops?

7 UNIDENTIFIED SPEAKER: Cake Walk?

8 PHIL HAROLD: Cake Walk?

9 DAN POPP: Cake Walk. No, just teasing.

10 PHIL HAROLD: You didn't have kids, did you?

11 DAN POPP: Too many, too many. Good morning,
12 Ladies and Gentlemen. Good morning. My name is Dan Popp.
13 I'm the Board President for Washington Youth Soccer. I just
14 want to say thank you for being here, and let's call our
15 meeting to order, shall we? (Gavel sounding.)

16 First off we'll start with roll call so we know
17 who of our many members are here today. I'm going to hand
18 the mic over to our board secretary, Jane.

19 JANE MCGILLIVRAY: Good morning. I'd like to take
20 roll call. Let's start with Columbia Basin Youth Soccer
21 Association?

22 Cowlitz Youth Soccer Association?

23 CYSA: Here.

24 JANE MCGILLIVRAY: Eastside Youth Soccer
25 Association?

1 EYSA: Here.

2 JANE MCGILLIVRAY: Federal Way?

3 FWSA: Here.

4 JANE MCGILLIVRAY: Grays Harbor Foothills?

5 GHYSA: Here.

6 JANE MCGILLIVRAY: Greater Renton-Tukwila?

7 GRTYSA: Here.

8 JANE MCGILLIVRAY: Highline Soccer Association?

9 Lake Washington Soccer Association?

10 LWYSA: Here.

11 JANE MCGILLIVRAY: Lewis County Youth Soccer

12 Association?

13 LCYSA: Here.

14 JANE MCGILLIVRAY: North County?

15 NCYSA: Here.

16 JANE MCGILLIVRAY: Northshore Youth Soccer?

17 Northwest Sound Youth Soccer?

18 NSYSA: Here.

19 JANE MCGILLIVRAY: Olympic Youth Soccer?

20 Pierce County Soccer Association?

21 CURT CARROLL: Here.

22 JANE MCGILLIVRAY: Seattle Youth Soccer?

23 PHIL HEROLD: Here.

24 JANE MCGILLIVRAY: Skagit Valley Youth Soccer?

25 Snohomish Youth Soccer?

1 SnYSA: Here.

2 JANE MCGILLIVRAY: Snoqualmie Valley Youth Soccer?

3 SnVYSA: Here.

4 JANE MCGILLIVRAY: South County Soccer?

5 SCSA: Here.

6 JANE MCGILLIVRAY: South Snohomish County?

7 SSCYSA: Here.

8 JANE MCGILLIVRAY: Southwest Washington Youth
9 Soccer?

10 SWYSA: Here.

11 JANE MCGILLIVRAY: Spokane Shadow Youth Soccer?

12 SSYS: Here.

13 JANE MCGILLIVRAY: Three Rivers Soccer?

14 3RSC: Here.

15 JANE MCGILLIVRAY: Thurston County Youth Soccer?

16 TCYSA: Here.

17 JANE MCGILLIVRAY: Whatcom County Youth Soccer?
18 Whidbey Island?

19 Yakima Youth Soccer?

20 We'll move on to the Board of Directors.

21 CHAD BURTON: Excuse me. I got missed.

22 JANE MCGILLIVRAY: You got missed.

23 CHAD BURTON: Skagit Valley.

24 JANE MCGILLIVRAY: Oh, thank you. Skagit Valley.
25 Anybody else I missed? Thank you.

1 Oh, yeah. Thurston County Youth Soccer. Second
2 page.

3 NYSA: Northshore.

4 DAN POPP: And Northshore. Morning, Bryan.

5 JANE MCGILLIVRAY: All right. Board of Directors.
6 President Dan Popp?

7 DAN POPP: Here.

8 JANE MCGILLIVRAY: Vice President Felipe Mendez?

9 FELIPE MENDEZ: Here.

10 JANE MCGILLIVRAY: Treasurer Leah Gray?

11 TERRY FISHER: New Zealand.

12 JANE MCGILLIVRAY: I'm here.

13 Jill Christiansen?

14 JILL CHRISTIANSEN: Here.

15 JANE MCGILLIVRAY: Brian Smith?

16 BRIAN SMITH: Here.

17 JANE MCGILLIVRAY: Greg Rogers?

18 GREG ROGERS: Absent.

19 JANE MCGILLIVRAY: Rich Austin?

20 RICH AUSTIN: Here.

21 UNIDENTIFIED SPEAKER: Yeah, he's still here.

22 JANE MCGILLIVRAY: Lauren Pendergraft?

23 LAUREN PENDERGRAFT: Here.

24 JANE MCGILLIVRAY: Chris Stiles?

25 CHRIS STILES: Here.

1 JANE MCGILLIVRAY: Lane Smith?

2 LANE SMITH: Here.

3 JANE MCGILLIVRAY: Thank you. That is roll.

4 UNIDENTIFIED SPEAKER: Terry Fisher.

5 DAN POPP: Right.

6 JANE MCGILLIVRAY: Oh, yeah.

7 DAN POPP: And CEO Terry Fisher is here.

8 Thank you. Good morning. Thank you, Jane.

9 Appreciate that.

10 We'd like to start this morning with a tribute and
11 a moment of silence. One of Washington Youth Soccer's
12 greatest contributors passed away earlier this spring.
13 Walt Schmetzer, who has had a significant role in the growth
14 of youth soccer and soccer in general in our state, passed
15 away.

16 And I'd like to give a moment to anyone else in
17 the audience who would like to recognize or pay tribute to
18 someone else you're familiar with, and then we'll have a
19 moment of silence.

20 (Moment of silence.)

21 (Phone sounding.)

22 DAN POPP: That was the alarm for our moment of
23 silence. Thank you, Jane.

24 Thank you for that. Appreciate it. I didn't know
25 Walt personally. I met him once or twice, but obviously his

1 contribution to the game in our state was significant, and
2 his offspring are even -- even greater contributors, so
3 thanks to Walt for all he's done.

4 Next up, Item 4 on our agenda, is approval of the
5 minutes for our Annual Player Fee Meeting from
6 January 26th, 2019. Can I have a motion to approve the
7 minutes?

8 PHIL HEROLD: Seattle will so move.

9 DAN POPP: Thank you, Seattle. Moved. They're in
10 your packets, by the way, if you want to review them,
11 but ...

12 Is there a second?

13 GREG ROGERS: Greg Rogers will second.

14 DAN POPP: Let's move to second. Any comments?
15 All in favor?

16 (Simultaneous group vote.)

17 DAN POPP: Any opposed? Hearing none, the
18 approval of minutes passes. Thank you.

19 Okay. We had some fun stuff. We're going to
20 share a video as soon as we can work through some of our
21 technical difficulties, but stay tuned for that.

22 Next up, as you know, Washington Youth Soccer
23 Board of Directors has been growing over the last couple
24 three years, and we look for colleagues and peers in the
25 industry who are interested in soccer, interested in

1 engaging and growing the game for kids in our state but also
2 bring unique skill sets to our board so as to broaden our
3 experience, broaden our collective skill sets and do better
4 as an operating board.

5 So, to that end, we have a new nominated board
6 member the Washington Youth Soccer Board has approved. His
7 name is Greg Sambrano. Greg is -- oh, he has a mic?
8 Okay -- Greg is -- resides in the Tri-Cities but has a lot
9 of history around Central Washington and other parts.

10 So I'm going to let you introduce yourself, Greg.

11 GREG SAMBRANO: Thank you. My name is
12 Greg Sambrano. I'm from Kennewick, Washington. Been
13 involved in soccer my entire life, both as a player and a
14 coach, and really looking forward to having the opportunity
15 to serve you all.

16 DAN POPP: Thank you, Greg. So your ballots for
17 Greg are in the envelopes in front of each of you. There is
18 an actual check box on the ballot, but if you miss that and
19 you just throw it in the envelope, we'll assume that that is
20 a vote for the positive for Mr. Sambrano. And, if you would
21 please, just -- I don't know if one of our staff can kind of
22 circle around and grab. Bri's going to circle around and
23 grab the ballots, and we'll come back with the results of
24 that.

25 FRED BEUTHEL: Actually, do you want them in the

1 envelope, or do you want --

2 BRIANA AGUILA: Envelope would be great.

3 DAN POPP: In the envelope's fine, yeah.

4 CURT CARROLL: Dan, could I just quick question?

5 DAN POPP: Yes.

6 CURT CARROLL: This is nothing against Greg, but
7 we're expanding the board so that he is the only one running
8 for that position, or are we expanding for the east side?
9 What's the purpose of expanding?

10 DAN POPP: Well, there's a couple -- a couple of
11 thoughts, Curt. Number one, our bylaws actually suggest
12 that we have a 13-member board, and -- although, we've -- in
13 my history we've been below that number. One could argue
14 that a smaller board, it's made the case historically and
15 research-wise that a smaller board is more effective, but we
16 also want to have representation from other parts of our
17 state. We now have four board members that reside in the
18 Spokane market. We have one board member that resides in
19 Yakima. That's Rich Austin. Where's Rich? Down on the
20 end. And now we have a board member that resides in the
21 Tri-Cities.

22 We are doing hard work to make sure that all of
23 our state is represented at all levels of play, and adding
24 Greg was a good add. And good for him. He raised his hand
25 to do that, so we're pleased to have him on the board

1 presuming his confirmation from you all.

2 Any other questions about that? All right.

3 BRIANA AGUILA: Anyone else? Ballots?

4 DAN POPP: Any other ballots for Bri? Sounds like
5 a movie title, Ballots for Bri.

6 Are we ready for the video?

7 SHANEIKA LAI: Yeah.

8 DAN POPP: Thumbs up. Okay. Well, this is just a
9 hype-up intro, so enjoy.

10 (Video playing.)

11 (Applause.)

12 DAN POPP: I had not seen that yet. That was
13 awesome. Thanks to our media crew, Shaneika and Bri, who
14 did all the work throughout the year to support our social
15 media platforms and to drive some amazing videos. If you go
16 out to our website, you know, each of the major tournament
17 events are captured by Shaneika, and her production skills
18 are phenomenal, and that I think culminates in a very --
19 that was one minute, but, man, that was a ton of work for
20 our staff and our members to pull off everything that was
21 shown in that one minute. That is a year of really, really
22 hard work by Washington Youth Soccer staff, and I want to
23 congratulate them on a phenomenal year, and I'll lead a
24 round of applause for the amazing work that they do.

25 (Applause.)

1 Truly, that was great, Shaneika. Thank you for
2 that. It's inspiring.

3 All right. Well, we'll move on to new business,
4 shall we? We have a super special guest here today. The
5 Seattle Sounders Taylor Graham has joined us.

6 And I beg your pardon, Taylor. You'll have to
7 introduce your title because I hadn't memorized that, but
8 I'll just set the groundwork for Taylor's discussion to say
9 that over the last couple of months, we've been having
10 multiple conversations with the Sounders about how to deepen
11 our partnership, both in the short term and, even more
12 importantly, for the long term.

13 So we've -- their Chief Operating Officer
14 Bart Wiley, Maya Mendoza, who is the Chair of the upcoming
15 2026 World Cup bid for Seattle, and Taylor and the others in
16 the Sounders organization reached out to us to ask us how we
17 can do more together. So they asked if they could attend
18 today, and we were thrilled to have them, and I'll hand it
19 off to Taylor to talk a little bit about high level what
20 this next era of partnership looks like.

21 TAYLOR GRAHAM: Sure. Can you guys hear me okay?
22 Thank you. It's an honor to be here. My name's
23 Taylor Graham. I work for the Sounders. I'm on the
24 Business Operations and the Marketing Team. When I joined the
25 Sounders front office, I asked our CEO Bart Wiley -- I said,

1 what's your job? What's the -- what's Business Operations?
2 And he said, I'm still trying to figure it out. It's a lot
3 of just growing the game of soccer. And I've just been on
4 this ride of soccer.

5 I think that's what's interesting about this group
6 is, the journey of this game, this game that we've been
7 chasing, has taken us in a lot of different directions, and
8 it's brought me here. I've been chasing the ball since I
9 was ten years old. I've been chasing my brothers and my
10 sisters soon after that. And this journey of soccer, again,
11 a really small world. I see a lot of familiar faces. For
12 those I know, thanks for putting up with me this morning
13 crashing the party. For those that don't, I look forward to
14 introducing myself and to getting to know you, your clubs,
15 your associations and your role within the game.

16 We at the Sounders -- we essentially are -- we are
17 doing the same things you guys are trying to do. All right?
18 We're trying to grow the game that we love, and we each have
19 very unique platforms in our ability to do this. Thank you
20 again, Terry. Thank you again, Dan, for letting us --
21 letting me speak on behalf of the Sounders, on behalf of our
22 players, on behalf of our ownership in terms of some of the
23 things that we've been thinking about.

24 You guys know the history of the Sounders arguably
25 better than I do, but the Sounders have been in the

1 community for a long, long time. Three different leagues
2 between the NASL, the A-League USL and then Major League
3 Soccer.

4 Since 1974 the Sounders have been on the ground
5 trying to grow the sport, the sport that we all love. It's
6 looked and felt a little bit different as it's grown since
7 1974, but in 2007 when Major League Soccer came along, there
8 was a big opportunity to take it to the next level. So the
9 franchise was granted in 2007, and then about 18 months
10 later we got to see what the actual product could look like.
11 That first match in 2009 against the Red Bulls, it was an
12 idea, and it was a concept, but we didn't really know what
13 it physically would transform into.

14 2019 is actually a pivotal year for the
15 organization because we look back at the last ten. It's an
16 opportunity to take a step back and celebrate ten years of
17 Major League Soccer and look back at moments like this and
18 say, Gosh, where were we, and where do we want to go? And
19 this is a -- this reflection, again, provide the opportunity
20 to do a lot of assessment in terms of things that we're
21 doing well and opportunities that we collectively can do
22 that we can do better.

23 We got to think about what if. You know, imagine
24 if Nico Lodeiro got to play with Obafemi Martins, and how
25 many goals would he score with that type of serves? There's

1 a lot of things that we can play with this ten years of
2 Major League Soccer. What if these three guys could play on
3 the field at the same time? How many goals would we score?
4 Would it work? I actually don't even know. Would we
5 defensively be sacrificing something if we had Fredy, Clint
6 and Raul playing at the same time?

7 But it's this emotional connection to looking back
8 at the last ten years that we've spent a lot of time
9 thinking about. We've had the opportunity to revisit some
10 of our successes, some of the successes on the field to
11 winning the MLS Cup in 2016, and certainly looking back at
12 some of the successes we've had off the field and in the
13 community because it's equally as important as everything
14 we're doing on the pitch. The wins and the losses take the
15 organization and the sport in some direction, but it's
16 everything that happens off outside with your organizations
17 in the community on the ground that are essential. We've
18 got to do both.

19 It's an opportunity to look back at those
20 partners, both corporate and community, that have been with
21 us along the way, and Washington Youth Soccer has been with
22 us since 2009, and even earlier, but has helped. We have
23 grown together, and we look back at some of the things that
24 we've done together.

25 Soccer for Success. We love this program. Our

1 groups -- our players love getting out in the community
2 making sure that we were reducing the barriers to play the
3 game that we all love.

4 We built many pitches. We saw that in the
5 presentation. This one's specific to Beverly Park, which I
6 think we partnered with a couple years ago just to make sure
7 that there's more opportunities to play, to play the sport.

8 TOPSoccer. This was a picture from a clinic in a
9 throwback jersey in that small corner, but you can see
10 Roger Levesque again. We spend a lot of time making sure
11 that there's opportunities to play the game for everybody
12 regardless of their age, their gender, their ability, their
13 physical limitations. You know, TOPSoccer's a program that
14 we have supported, but we've got to find new ways to be able
15 to support it moving forward.

16 And then how can we leverage our platform, our
17 audiences, to do -- to fundraise because we know that funds
18 ultimately might be a limiting factor in terms of reaching
19 new -- reaching new and then potential soccer players.

20 So this -- this perspective led to multiple
21 conversations between the Sounders organization, between
22 Washington Youth Soccer to look back and say, What have we
23 done well? What do we want to do better? What have been
24 some of the pain points that not only they might be feeling,
25 but some of the clubs and associations are feeling too?

1 What can the Sounders do in addition to the things that we
2 just talked about to make sure that we are growing this?
3 What do we want the next ten years to look like? In ten
4 years from now when we're sitting here today again and we're
5 talking about years 21 through 30, what do we want to be
6 celebrating, and how do we want to be able to get there?

7 And so it led to some very honest and productive
8 conversations. It led to us addressing some of these
9 opportunities and pain points. But it's -- it's allowed us,
10 again, to take a step back and to refocus some of the
11 priorities that we -- that we are talking about
12 collectively. And we are committed in the next ten years to
13 deepening our relationships not only with Washington Youth
14 Soccer, but all of its membership associations and all of
15 its clubs because, again, I don't think that success for us
16 is mutually exclusive. In fact, it's probably
17 complementary.

18 And so when we look through the next ten years,
19 our owner Adrian Hanauer up -- sorry.

20 We celebrated our 40th birthday in the last ten
21 years, and I remember celebrating Washington Youth Soccer's
22 50th. For those that were at this match, that was another
23 great opportunity for us to, again, celebrate our lineage,
24 our history, our tradition.

25 So the next ten years. Our owner challenges us

1 all the time. For those that know Adrian, this will
2 resonate with you, but he says, There's got to be something
3 more than wins and losses, and what motivates our staff or
4 our players or our coaches to show up to work every single
5 day and to continue to do what's needed to be done to grow,
6 to grow the game of soccer? And it's more than wins and
7 losses. It's got to be, right? We definitely want to win.
8 It certainly makes us -- the business opportunities easier
9 when we are winning, but it's -- it kind of boils down to
10 three unique things which resonates not only with our
11 ownership, but with our technical staff as well.

12 We want to create as many moments. Right? There
13 are positive moments, and there are frustrating moments.
14 Right? What I can tell you if you were at that game, when
15 you watched it, it's -- despite what the result was when we
16 lost to Portland Timbers in the playoffs last year, that was
17 a spectacular event. Right? That was a match that you will
18 remember one way or the other, those moments of pure elation
19 and just heartbreak. Moments can be anything from -- from a
20 goal or something that happens on a field, or it can just be
21 interaction between one player and one child and one coach
22 or you name it. So we want to create as many moments as we
23 can throughout the next ten years.

24 We want to leverage the game of soccer to make
25 sure that we are improving lives. So many -- so many

1 important lessons that we know that this game provides for
2 kids and for coaches and for families. That is why we are
3 doing what we're doing, because we want to make lives better
4 and leveraging the game of soccer to be able do that, and
5 soccer is this platform. Soccer is the platform that we are
6 talking about to be able to unify our city, our county, our
7 state, our nation, and ultimately one of the opportunities
8 through soccer, again, is through the -- it's the world's
9 game and growing it just beyond a -- we are a local product,
10 but we strive to be an international brand because soccer is
11 a very unique language that we know that can connect to all
12 parts of the world.

13 2026. We're spending a lot of time talking about
14 2026. We know that this is coming to The States. We know
15 that it's coming to North America. And Seattle is in a very
16 unique opportunity to put its best foot forward, and when
17 you look at the next eight years, this is one of those
18 moments that we feel could be transformational not only in
19 terms of the sport locally, but the sport statewide and,
20 again, the sport as a country.

21 I was 14 years old when the World Cup came in
22 1994, and I remember that was my first time I ever went
23 to -- went to a soccer match with my dad. It was in the
24 Bay Area in California. And the progress that was able to
25 be made for this sport from the World Cup in 1994 was

1 pivotal. It essentially launched Major League Soccer.

2 2026 is that next massive step forward that can be
3 transformational for all of us. And so I think that is
4 on -- that is on our horizon for us in terms of, What are
5 the steps that we need to be able to do in the short term to
6 not only, one, ensure that these matches are coming to
7 Seattle, but, two, how are we going to leverage this
8 tournament to, again, grow everything that we are
9 collectively working towards?

10 And so when we look at the next ten years -- I'll
11 get back to that in a little bit, but we -- again, the
12 Sounders, we stand here today with a commitment to
13 Washington Youth Soccer, to all of its member associations
14 and to everybody else to do -- to do what's needed to take
15 our relationships forward for the next ten years. We
16 understand that it's not a one-size-fits-all approach. We
17 are committed to finding new and unique opportunities to
18 celebrate the fact that Washington Youth Soccer is the
19 biggest youth organization in the state. Right? We need to
20 do a better job of telling that story and continuing to grow
21 this. Not only grow it, but to make sure that we're doing
22 it in a unique and innovative ways and we're reducing the
23 barriers just to ensure that we have the ability to grow and
24 grow sustainably.

25 We know that we can support this in a lot of

1 different ways. We can help with fundraising. We can help
2 with -- with content. We can help with recognition of the
3 athletes that we all represent and successes that they are
4 feeling and that they're experiencing not only on the field,
5 but in the community. We can help with coaching
6 curriculums. We can help with hospitality. There's a lot
7 of different ways that we can help Washington Youth Soccer
8 and we can help each and every one of you.

9 We, again, know that this is not a
10 one-size-fits-all approach, but when we look at the next ten
11 years, we have to do a better job, and we will do a better
12 job, and we're committing starting today to building
13 relationships with every organization in this room and
14 deepening those relationships.

15 So these are big abstract things that we
16 understand it's tough to really circle a couple things and
17 say that this is going to happen, but we do want to address
18 some immediate opportunities in the short term.

19 So in the short term what we -- what we would like
20 to propose and discuss with you, again, starting today is,
21 when we bring international opponents to Seattle and
22 celebrate the world's game, U.S. Soccer makes sure that one
23 of the beneficiaries of these matches should be the local
24 soccer communities. That's a system. That's a structure
25 that's already in place between U.S. Soccer and Washington

1 Youth Soccer.

2 And so this summer we're hosting Borussia
3 Dortmund. I was checking my phone right before I came in
4 drinking a coffee hoping that they were actually going to
5 win the Bundesliga. They were 2 points behind Bayern Munich
6 this morning. They ended up winning 2-nil, but
7 Bayern Munich won 5-1 as well. So they -- so they finished
8 still 2 points short. We were hoping to be able to say the
9 Bundesliga champions are going to be coming this July, but
10 they were -- they were knocking on the door but just
11 couldn't get -- couldn't get through, but the second-place
12 team in the Bundesliga is coming to Seattle. Pretty special
13 opportunity for us, again. They are one of the most
14 innovative and up-and-coming teams in Europe, and they have
15 one of the most electric fan experiences. For those that
16 have ever been to a match, I have not, but if I could snap
17 my fingers and go watch one match in one place, I would go
18 to Dortmund because what they've built there from a
19 community inside their stadium and the community as a
20 culture is something that I think everyone in the world is
21 striving to build.

22 So what are we going to do here? So, one, we
23 would love to host each and every one of you in a suite at
24 this match, again, to pull you in and be a part of this
25 experience.

1 We'd love to bring you down to our training
2 facilities -- I know it's easier for some based on geography
3 than others -- to interact with our coaches, to talk to our
4 general managers, to talk to our staff and just to be able
5 to ask some questions and get to -- we want to get to know
6 you better.

7 The next immediate opportunity is actually four
8 days later, is surrounding -- surrounding Portland.
9 We're -- our goal at the Sounders is to make sure that
10 CenturyLink Field is sold out every single time we play the
11 Timbers. We think that the Sounders/Timbers rivalry is one
12 of the best rivalries in sport, not just soccer, but sport
13 inside in the United States and in North America. We're
14 committed to making sure that every family, every child
15 knows that this is part of playing the game of soccer is
16 this history that dates back to 1975.

17 And so for those that are wondering like, Gosh,
18 why did the Sounders come up with that new jersey that you
19 have, it's black, and it has a little pink on it. When
20 we -- when we gave our -- the emotion behind the jersey that
21 we wanted to create, we actually sent them this picture. We
22 sent them this picture and said, This is when we beat
23 Portland in front of 65,000 in 2014, and their designers
24 actually reverse-manufactured the emotion from this picture
25 into this jersey with the horizon. So that's a little

1 behind-the-scenes into why the jersey is what it is.

2 But what we want to do is, we want to make it as
3 easy as possible for all of our members to be able to come
4 and to share a part of this. This is one of those big
5 anchors every year that we would love everyone to be
6 thinking, Gosh, if you play soccer and you love soccer and
7 you want to celebrate soccer culture, this is the one thing
8 that we want you to circle on your calendar.

9 And so for this year, we're working with Terry.
10 We're working with Dan. We want to -- we want to launch an
11 initiative in the short term to essentially create a
12 significant ticket initiative for us to be able to fundraise
13 not only at Washington Youth Soccer, but at the clubs and
14 the association level to rally the troops within our
15 communities and use it as a major platform for fundraising.
16 Right? We want to share the significant amount of the
17 dollars from this with you so we can continue to grow.
18 Again, we'll send more specifics later on after this about
19 what that means, but we're committed to finding easy ways
20 that are mutually beneficial to try to create this
21 environment, this culture, which, again, we think will
22 continue to put Seattle and the state of Washington in the
23 forefront of FIFA's mind, in the forefront of U.S. Soccer's
24 mind, in the forefront of Major League Soccer's mind in
25 terms of where the World Cup should be in 2026.

1 So there's a lot here, and I'd love to answer any
2 questions if there's time or interest, but in the short term
3 what I want to close with is that we want to do a better job
4 in the next ten years and build upon this amazing platform
5 that we've started, but we want to do it better, and we want
6 to better understand how we can help you. We want to make
7 sure there there's one person within our organization that
8 can be the -- the person that can service all your
9 questions, opportunities. We're going to identify one
10 person just to build relationships within the soccer
11 community and to make sure that everyone knows who that is,
12 and while we might not be able to say yes to everything that
13 they ask for, what I can promise you is that we will
14 approach it from the perspective of, let's try to identify
15 the intent of what you're looking for, and we'll try to find
16 creative ways to be able to solve that. Right? We will
17 always come to it with the perspective of, Okay, let's talk
18 about anything, and we'll do our best to support it in any
19 capacity.

20 We want -- we want more kids to play the game that
21 we love. We want more families to be able to allow their
22 kids to be able to play the game that we love because,
23 again, this is mutually beneficial for us. And, again, 2026
24 is this date that we're all kind of earmarking in the back
25 of our mind. The Sounders through Maya Mendoza, for those

1 that know her, she's fantastic at just kind of connecting
2 the dots, and in the next 12 to 18 months, we will know
3 whether Seattle is one of those 16 markets across Mexico,
4 Canada, United States to host the World Cup in 2026. We
5 want to make sure that we are putting our best foot forward,
6 and there's a lot of different ways that we can all get
7 involved in that conversation so it's impossible for them to
8 bypass the Pacific Northwest for the World Cup.

9 Thank you for putting up with me today. I
10 appreciate you guys willing to listen. Our staff knows
11 never to give me a microphone because I could talk shop all
12 day long, but thank you for opening the doors to me and the
13 Sounders. On behalf of the ownership, thank you for what
14 you've already done, thank you for what you're doing, and I
15 look forward to discussing opportunities for us to, again,
16 figure out ways for us all to be able to push this into the
17 next ten years of something special. Thanks.

18 (Applause.)

19 DAN POPP: Taylor, thank you. On behalf of
20 Washington Youth Soccer, I just want to say how happy we are
21 to work on our partnership together. These are great people
22 in the front office of the Sounders, and I know that over
23 the next two to ten years, we're going to do some great
24 things together. And I think the most sincere part of that
25 is, it's not just what happens with our state association

1 but how we engage our local members and bring the Sounders'
2 message and the Sounders' energy and enthusiasm out for you
3 to be able to leverage in your local markets and grow the
4 game with kids.

5 I'll say also thank you to Taylor because he
6 brought some pretty cool swag. So for those of you who are,
7 you know, Sounders fans -- and I'm going to say everyone is
8 today, everyone, everywhere -- he's got some cool stuff. So
9 we're going to -- a little later on a break, we're going to
10 have an opportunity for you to go out there. It's a whole
11 menagerie of things that he brought from the Sounders
12 office. There's about, you know -- I don't know -- 80 to a
13 hundred items, so, you know, be respectful of your peers,
14 and maybe find something that you like or maybe something
15 for your kids or whatever, but on a break in a little bit
16 we'll allow you to go through and pick something.

17 TAYLOR GRAHAM: Every three years our staff goes
18 through a similar exercise where there's a room, and there's
19 always one piece that speaks to an each individual, and so
20 enjoy. Please, whatever you want, just take home something.
21 Hopefully someone will appreciate a little token of gesture
22 from the Sounders.

23 DAN POPP: Thank you for that, Taylor. Any
24 questions for Taylor while he's here?

25 Okay. Well, you can reach out to Taylor directly,

1 or you can come to the Washington Youth Soccer office, you
2 know, if you've got ideas. We're going to -- we're going
3 to -- as we look at this match particularly, we're going to
4 look at ways of how to -- and the Borussia Dortmund match --
5 ways to have you be part of that. So we're brainstorming.
6 If you've got ideas, we're open to them too, but tremendous
7 thanks to Taylor for being here.

8 TAYLOR GRAHAM: Yeah. In the next week we will
9 follow up with direct communication through Washington Youth
10 Soccer to each and every one. We understand. We want to
11 make this as easy and simple and turnkey as possible, and so
12 we'll arm everyone with the resources to be able to and all
13 the information to be able to best execute. And some of
14 these short-term -- these short-term opportunities as well
15 at the same time. Looking forward to discussing with
16 everybody how we can help each and every single one of you
17 do what we collectively want to do.

18 DAN POPP: Super excited.

19 TERRY FISHER: Taylor, I have one comment. In the
20 meeting Maya Mendoza pointed out that there's 17 cities in
21 America competing for ten places, and they are not assuming
22 that Seattle is a given. It's not a slam dunk. And one of
23 the reasons for this Portland match is to, a, put Atlanta on
24 their heels because they continue to talk about their big
25 crowds and a brand new stadium, but it's also to make a

1 statement going forward into the next year that Seattle is
2 alive and well, and this community will rally when called
3 upon to support big events, and this Timbers game in July is
4 a big event for the soccer community. A, it's a great
5 event, rivalry, and a chance for us to show the United
6 States that we're serious about the World Cup in 2026.

7 DAN POPP: Right. So you're going to have your
8 part in that. We're going to be asking for your help in
9 driving the attendance and as well as how you can
10 participate. So thank you again.

11 TAYLOR GRAHAM: Yeah. Really great to see you.

12 DAN POPP: Appreciate it.

13 TAYLOR GRAHAM: Thanks again.

14 CURT CARROLL: Dan, will Keli be the point person
15 for the communications, or will it be coming from somebody
16 else from the office? Just so I know what to look for
17 because we have different.

18 DAN POPP: Yeah, probably Keli as our Member
19 Services lead.

20 KELI BITOW: I'm always here for you guys.

21 DAN POPP: She is. She's always there for you.

22 TAYLOR GRAHAM: And we'll do our part too. We'll
23 make sure that we've got communications, both of our
24 organizations, but my goal is by -- in the next six days, by
25 the end of next week, we're arming you with all the

1 information needed to be able to push this forward. Again,
2 the dates that we're kind of talking about, again, it's
3 July. It's a busy week. We play Dortmund on Wednesday,
4 July 17th, and then we host Portland, our friends from the
5 south, on Sunday the 21st of July.

6 DAN POPP: Yeah. So mark your calendars. It's
7 going to be a fun, fun week. Thank you again, Taylor.

8 Let's move on in your agenda. Next up is Item B,
9 SafeSport update and our own Member Services gal of the year
10 Keli Bitow for an update.

11 KELI BITOW: How's everybody doing today? Great.
12 So you guys all know that we've had SafeSport
13 implementation. Everybody's muddling through it this year,
14 which is great. So I gave you guys all a printout of the
15 slide deck that I sent out to all the association and club
16 registrars. I put a small update in there because a lot of
17 people have the same questions, which is, When do we run the
18 actual background check part? Right?

19 So on Page 2, so if you flip over the main page, I
20 entered in for the registrars and the coaches and things so
21 and so forth that had questions. It allows you guys -- it
22 tells them that they've now got four compliance items, which
23 is SafeSport, concussion, sudden cardiac arrest and the RMA
24 background check. Right? Makes clear to them that they
25 can't be on the field participating without the four

1 compliance items, but I also explain down there for
2 everybody that has the question that is, if you do the three
3 certificates prior to 6/30, they just need to have them on
4 7/1, and that's when they actually submit the background
5 check because there's a lot of people that are -- well, I
6 shouldn't say a lot of people, but there are people that are
7 going in and actually submitting their background check
8 right now, and they don't need to be. So hopefully that
9 helps with that information in there.

10 FRED BEUTHEL: Could you clarify what submit means
11 because if we -- is it actually the registrars who go in and
12 validating all the documents, or are they the ones
13 controlling submission?

14 KELI BITOW: So they will upload their
15 certificate.

16 FRED BEUTHEL: Yeah.

17 KELI BITOW: On 7/1 or a few days after.

18 FRED BEUTHEL: Okay.

19 KELI BITOW: The candidate -- the coach or the
20 volunteer goes in and submits the RMA application, okay?
21 What you're asking about is the validation box on the back?

22 FRED BEUTHEL: We have people who are working
23 ahead of time to have all their certificates lined up and
24 ready to go in Affinity.

25 KELI BITOW: Yep.

1 FRED BEUTHEL: The registrars are going in and
2 validating those certificates.

3 KELI BITOW: Right.

4 FRED BEUTHEL: Who's actually going in and
5 submitting?

6 KELI BITOW: Submitting?

7 FRED BEUTHEL: Who's actually -- who on -- who on
8 July 1st goes back into Affinity and says, Apply?

9 KELI BITOW: So --

10 FRED BEUTHEL: Or do we -- is that -- is that by
11 definition the registrars because they've done the
12 certification?

13 KELI BITOW: Yes.

14 FRED BEUTHEL: Yes. Okay.

15 KELI BITOW: So the -- and this has been a lot of
16 the question is, When do they -- when does your registrar or
17 admin checkmark the validations box on that individual
18 profile?

19 So when the box is checked, if it's checked prior
20 to 7/1, okay -- so today it's checked --

21 FRED BEUTHEL: Mm-hmm.

22 KELI BITOW: -- when they run their RMA
23 application on 7/1, it will automatically approve.

24 FRED BEUTHEL: Mm-hmm.

25 KELI BITOW: If that check box for the validation

1 is not checked, it will go into a pending status.

2 FRED BEUTHEL: Okay.

3 KELI BITOW: Then the registrar will know to go in
4 and validate the certificate.

5 FRED BEUTHEL: Okay.

6 KELI BITOW: Cheryl?

7 CHERYL MANAO: So you're saying that if they run
8 their RMA now and we don't -- it's not checked, it will be
9 pending so that when we check it on July 1st, it will
10 automatically do it?

11 KELI BITOW: Correct.

12 CHERYL MANAO: Because if we mark it now, they're
13 going to have to log back in July 1st to run it?

14 KELI BITOW: Correct.

15 CHERYL MANAO: Okay.

16 KELI BITOW: Yeah.

17 CHERYL MANAO: So tell them all to run it, don't
18 mark it so that --

19 KELI BITOW: Well, you have -- you have to go in
20 and mark the validation check box.

21 CHERYL MANAO: Right, but if I wait and mark them
22 all July 1st, they'll automatically run without the
23 volunteer having to log back in?

24 KELI BITOW: Correct.

25 CHERYL MANAO: Perfect. Thank you.

1 KELI BITOW: Val? Or sorry. Let's do Candice
2 first.

3 CANDICE BOCK: Thank you. One of the questions
4 that keeps coming up in our area is, if they had already
5 done their concussion or cardiac arrest training and it's
6 going through maybe September or October, what happens? Do
7 they need to do it again right now so it's fresh and expires
8 next year at the right time, or are they good until next
9 year?

10 KELI BITOW: The idea is, you want them to be all
11 on the same type of rotation with the RMA. It becomes kind
12 of a ritual, you know. So if -- because they -- if they
13 expire in September, they're going to forget in September
14 they're so busy worrying about other things like coaching
15 and things like that. I would say get it done. Have them
16 just renew it now.

17 CANDICE BOCK: Okay. Thank you.

18 KELI BITOW: Yeah.

19 VALERIE CORDEN: What if you have a coach that
20 needs an RMA now in order in coach now?

21 KELI BITOW: Then they -- they actually don't have
22 to have the SafeSport certificate until --

23 VALERIE CORDEN: That's what I'm saying. They
24 don't have to have the SafeSport and stuff, so can I
25 validate them now, unvalidate them and then have the

1 certificates in because I'm like?

2 KELI BITOW: They still have to run it on 7/1.

3 VALERIE CORDEN: They still have to run it on 7/1.

4 That's what I'm saying. And then now that -- for the ones
5 that use Stack Sports and all the fun stuff, so then we've
6 got to run it again and do the -- you know, go to the home,
7 put a --

8 KELI BITOW: Don't care about Stack's pol --

9 VALERIE CORDEN: -- and it's like, oh, my God.
10 There's so much more layers.

11 KELI BITOW: The bottom line is, the approval
12 requirement is through Affinity.

13 VALERIE CORDEN: Okay.

14 KELI BITOW: Okay?

15 VALERIE CORDEN: Okay.

16 KELI BITOW: The compliance is through Affinity.

17 VALERIE CORDEN: Okay. Okay.

18 KELI BITOW: Any more questions? Michelle?

19 MICHELLE BEARD: I just want to know, so with the
20 checkmark, that works out now, but do those checkmarks go
21 away on July 31st -- or June 30th next year then because how
22 are we going to know the difference between the ones that
23 we --

24 KELI BITOW: That's a piece that we are still --
25 we have -- with the API between SafeSport and Affinity

1 coming, I don't know how that's going to affect us yet.

2 MICHELLE BEARD: Oh, yeah.

3 KELI BITOW: So there are going to be pieces and
4 parts of the discussion we're going to have to have in the
5 upcoming next six to nine months about how this is going to
6 look, and part of it is the stagnant date too because we've
7 now found that the 6/30 is too late, and we need to move it
8 up. And then registrars, we've all agreed that we're going
9 to vote on it, and we're going to make a decision what works
10 for the registrars. I think it's going to be 4/30, so, but
11 I'll keep you guys all in the loop with that. Okay?

12 Val?

13 VALERIE CORDEN: And then, also, are we going to
14 do -- because we have to physically go in, and the
15 registrars have to physically go in and delete all the
16 certificates because we're doing it annually now. Are they
17 going to fix that also?

18 KELI BITOW: I don't know yet. That's still the
19 to-be-seen on that.

20 Any more questions?

21 VALERIE CORDEN: Yeah, yeah. So are they -- so
22 can we still contact them at Affinity and ask them to delete
23 it all for us if we already have the certificate in?

24 KELI BITOW: Yes.

25 VALERIE CORDEN: Okay.

1 KELI BITOW: So you do have an option as an
2 association or a club to request to Affinity annually or
3 whenever you want have all of your pictures, certificates,
4 whatever's in their profiles wiped out as an organization so
5 that you require it each year to be uploaded. You have that
6 option. I'd like to make it an agreement of the majority of
7 the state. I think that that's a good idea to have common
8 practices throughout, but, again, that's an open piece of
9 conversation. If you just decide that you want it, you're
10 welcome to do that.

11 So anything else?

12 So those are the big changes right now, and I will
13 keep you guys all updated as things come out.

14 UNIDENTIFIED SPEAKER: I've got a quick question.
15 Can we have the clubs get access? I know right now we have
16 just usually county registrars, just county registrars
17 access to the site. Can we have club registrars as well so
18 they can help upload?

19 KELI BITOW: There are some that already have
20 that.

21 UNIDENTIFIED SPEAKER: Yeah.

22 KELI BITOW: So you just need to contact me. So
23 the hierocracy that's built into Affinity is an association
24 registrar or admin, and then in the club each one should
25 have an admin on there. You just need to contact me and let

1 me know who you want on there, and I'll add them.

2 UNIDENTIFIED SPEAKER: Okay.

3 KELI BITOW: They just have to have their RMA
4 cleared and all that other stuff, so we can do a whole
5 training, all that stuff.

6 UNIDENTIFIED SPEAKER: Okay. Thanks.

7 KELI BITOW: Okay? All right. Anybody else?
8 Great.

9 So I will continue to send out my administrative
10 bulletins, and we'll continue doing the membership meeting
11 calls. Those are all in the important dates that I sent
12 out. And we'll keep you updated with -- as things come out
13 that way. Okay? Let me know. You guys know how to contact
14 me, e-mail me. So thank you, guys.

15 DAN POPP: All right, Keli. Thank you.
16 Appreciate that. It's on? It is on. (Referring to
17 microphone.) Great. Thanks a lot, Keli. If you have
18 further questions, of course she's always available, so
19 please feel free to reach out.

20 Next on our agenda, I want to insert an agenda
21 item because we have some other special guests here as well
22 today. We have a new marketing partner in TorrX, and TorrX
23 is here. I beg your pardon. I don't --

24 DAN REDWINE: Dan.

25 TERRY FISHER: Dan and Erin.

1 DAN POPP: I'll let you introduce yourselves.
2 This -- I'll let them describe it, but I'll tell you this is
3 one of the most innovative products in the market for
4 air-pumping balls, and we are really happy to be part of
5 your story, and hopefully you'll be a great part of ours
6 going forward.

7 DAN REDWINE: Thank you. Yeah, we're really
8 excited to partner with you guys. Terry, thanks for
9 inviting us.

10 DAN POPP: Do you want my microphone?

11 DAN REDWINE: I'll project. Can everyone hear me
12 okay? Yeah. Yeah, TorrX is a smart ball pump. It
13 really -- the genesis, the heart of it, is to make coaches'
14 lives easier, save time and energy. Erin and I have coached
15 in Washington through club soccer for about ten years.
16 Cheryl Manao walked our youngest around while we were at
17 Crossfire. Shea is now 13. It's kind of a trip. You know,
18 we've done our D license here, our C license here. So the
19 connection to Washington Youth Soccer is one of our proudest
20 partners, and this is such a cool way to get to know you
21 guys.

22 But to the product itself, it is easy to use, and
23 I think some of you have some here, but you basically turn
24 it on. You twist to the right. It locks in with a magnet.
25 When you put it into the ball, it's actually going to give

1 you the PSI. So this ball is at 8.6. If I wanted to put
2 some air into that ball, I would just manually push up on
3 the button. If I wanted to take air out, I would just use
4 the minus button. It's going to give me a new read on the
5 PSI as soon as it has time to think about it.

6 But the cool thing that a lot of clubs are doing,
7 associations are doing, states are doing is using our auto
8 mode to get every ball the exact same. So if I double click
9 A, I can set the PSI to whatever I like. I can click A
10 again, and it will go to that PSI.

11 So those are just the features really quickly that
12 I wanted you guys to see and understand and how the product
13 is impacting the game. We say every day the game is better
14 when the ball is perfect, and if I can walk up to a referee
15 on game day and go, every single one of these balls is at
16 8.5, you don't need to worry about it, if you want to check
17 it, here's a plug, you can just stick it in, and it will
18 show you what that PSI is, and you're good. It beeps and
19 flashes when you're good to go, but that's --

20 ERIN REDWINE: And he forgot to mention the
21 needle. How many times have you been coaching and the
22 needle breaks, and yeah, you can't -- you're kind of stuck.
23 So the needle is custom. It doesn't break. And so it's
24 also micro-USB charge. So I leave mine in my car and just
25 grab it as I head out to the field. You can top off about a

1 hundred balls on one charge, so hopefully it can help you
2 all out in your --

3 DAN REDWINE: So we're here to help you guys.
4 Erin's your point of contact for both. We're based in
5 Kirkland. We can brand these travel bags for you guys.
6 These were actually prototyped for us by the Sounders staff.
7 Nolan and Tyler have been really helpful getting us feedback
8 on these because they actually requested this from us
9 because our box that it comes in is kind of cool and fancy,
10 but it doesn't really help with travel a whole lot. It
11 takes up a lot of room, you know, not really built for the
12 elements.

13 So we'll be delivering these to Terry in the next
14 few weeks when these are all done, but yeah, we're here to
15 help. We'll leave some cards for you guys. I'll leave the
16 bulk order pricing if you're interested in pricing if you're
17 interested in learning more about that. You'll be seeing a
18 promo code come from the folks at Washington Youth Soccer,
19 so you can pass that along to your members if it's
20 something.

21 One final thing I'll say is, it makes an awesome
22 gift for your coaches, so if you have a gift in mind and you
23 want to go, Hey, this will save you some time and energy.
24 That's what you see a lot of clubs do, and that's a lot of
25 fun. But yeah, thank you so much for having us.

1 ERIN REDWINE: Thank you.

2 DAN POPP: Thanks for being here, and I appreciate
3 your partnership. It's a super cool device, so we love
4 innovation.

5 ERIN REDWINE: You have a question?

6 GREG ROGERS: No. I was just going to ask if I
7 could send one to the New England Patriots?

8 DAN REDWINE: We're getting there, slowly but
9 surely.

10 UNIDENTIFIED SPEAKER: Yeah.

11 DAN POPP: Touche.

12 PHIL HAROLD: And I want to know if it's
13 internet-enabled and what you're doing with the personal
14 data.

15 UNIDENTIFIED SPEAKER: Yeah.

16 DAN REDWINE: It's not that smart.

17 TERRY FISHER: It would be Jane. (Referring to
18 microphone sound.)

19 JANE MCGILLIVRAY: Sorry.

20 DAN POPP: Sorry, Jane.

21 JANE MCGILLIVRAY: That's okay. My apologies.

22 DAN POPP: So as a brief introduction, next up our
23 board secretary, who's also our Positive Coaching Alliance
24 lead and greatest champion, is going to talk a little bit
25 about our Respect Campaign and the PCA and how they

1 interact.

2 JANE MCGILLIVRAY: I was just thinking about that
3 ball pump and how great it would be for all the times when
4 my son's coach has asked us to bring a ball to Las Vegas or
5 San Diego and we've got to deflate it for the plane and then
6 reinflate it for the way back.

7 DAN REDWINE: The kids will actually fight over
8 who gets to pump up the balls now, so that's kind of a fun
9 thing.

10 JANE MCGILLIVRAY: Yeah. So thank you.

11 ERIN REDWINE: Yeah.

12 JANE MCGILLIVRAY: I also wanted to thank Taylor
13 because he gave me the greatest segue in the world for
14 Positive Coaching Alliance. I'm just thinking about his
15 comments about what is Adrian's challenge for them, which is
16 positive moments, enrich lives and unify through soccer, and
17 that's exactly what we're trying to do with Washington Youth
18 Soccer, which is to build a really strong community and
19 building a strong community through positivity and wanting
20 people to really participate and as a way to grow our
21 participation not just of our players, but of our volunteers
22 because we need us. We need associations. We need
23 governance because without us creating the space for soccer
24 to take place, it's not going to take place.

25 So thank you for every one of you and your

1 volunteer efforts because it's huge, and it never goes
2 unnoticed.

3 So ways to grow our participation. We started
4 last year with Positive Coaching Alliance, and of course one
5 of the best things about Positive Coaching Alliance is, it
6 helps us realize that youth soccer is not the sport of
7 entertainment. We're not the Sounders yet even though many
8 of our youth aspire to go on to the Sounders. But 70
9 percent of our membership is rec soccer, and these kids
10 deserve a great space. They deserve a place to play with
11 their friends, wear cool uniforms and develop skills.
12 That's exactly what kids say they want out of a youth sport.
13 Parents on the other side, they want their kids to have a
14 great experience.

15 So what is a great experience to players and what
16 is a great experience to parents is a little bit different,
17 but it really all does align through the development zone
18 where we're really helping these kids to become their best
19 selves.

20 So -- and the other part about the development
21 zone is, it really does encourage volunteerism. So we have
22 done a lot already in this last year, but we definitely have
23 more to do.

24 So who in this room can tell me, what does the ELM
25 stand for in ELM Tree of Mastery? Can anybody tell me that?

1 Nobody? All right. That tells me we all need more training
2 because every single one of us should be able to roll that
3 off our tongues. E, effort, L, learning, M, mistakes. And
4 that is the definition of winning from a Positive Coaching
5 Alliance perspective. It is not the score board. The score
6 board belongs to the coaches and the players. We have to
7 help our parents realize that. Parents are overly invested
8 in the score board if you just walk up to a parent and say,
9 Hey, you know, you're stealing from your child right now.
10 You're stealing an opportunity to be resilient, you're
11 stealing an opportunity for them to develop grit, and you're
12 stealing opportunities for them to own their own winning,
13 own their success and own their failure.

14 I love what Kelvin Leerdam said in the last
15 Sounders Monthly, which was, he had a coach who encouraged
16 him to make mistakes, and he says, At the end of your
17 career, you'll be the best player ever if you feel free to
18 make mistakes.

19 Well, you're only going to feel free to make
20 mistakes if you've got a development zone and a coach that
21 encourages you to make mistakes and set -- and when you make
22 a mistake, they say, Wow, what a great job, you tried that,
23 okay, next time try it this way, and gives them a little bit
24 of feedback.

25 And then for our players, one thing that we try to

1 impress on the players is the concept of Triple-Impact
2 Competitor. They improve their self, their teammates and
3 the game. And one thing for all of us with kids of high
4 school ages to remember is that we are all PCA partners and
5 there's a PCA scholarship. All of our high school kids can
6 be applying for this scholarship through the Positive
7 Coaching Alliance. And for us to really create this
8 positive space, we all have to be very intentional about it,
9 and we have to actually believe that this is going to
10 happen, and to do that I've got a proposal for you.

11 So we've done a lot already with training.
12 Clearly we have more to do. Right? So I want to challenge
13 us this year. I want to have an Honor the Game Day. So
14 from a Positive Coaching Alliance perspective, Honor the
15 Game, they have one of their other acronyms, ROOTS, respect
16 for the rules, the officials, the opponents, your team and
17 yourself. Right? That's what Honor the Game means.

18 So I have been thinking let's build on the great
19 work that we've already accomplished and add to the training
20 that we're doing, and I wanted to see if you guys had
21 interest in doing an Honor the Game Day or a Silent
22 Sidelines Game -- Silent Sidelines Day. Several
23 associations that I've talked with have talked about doing
24 it just within their association. I didn't know if there
25 was interest in doing it across the whole state like maybe

1 all together on the same day or if associations just wanted
2 to do it by themselves.

3 What they say for Positive Coaching Alliance is
4 they recommend that, you know, we could provide some
5 scripting for the athletes, and it's the athletes that go
6 and talk to the parents and the fans on the sidelines. They
7 go, and they read their card, and they say why they want the
8 parents to be silent, and then they make that request of
9 them, but we don't have to make them come up with the
10 scripting. We'll provide you with scripting.

11 And then of course if it's a year where you're
12 replacing your jerseys, you're going to be putting the
13 Respect logo on your jerseys, so you'll have the Respect
14 logo plus the Silent Saturday or Silent Sunday, and we can
15 have that just be self-enforced. And then we'll just see if
16 there is success or no success, and we'll just get feedback
17 and continue to build on that.

18 So is there interest in doing that in this room,
19 Silent?

20 CURT CARROLL: Sure.

21 JANE MCGILLIVRAY: Yeah?

22 JOSHUA CHEATHAM: I think it would be better as a
23 state.

24 JANE MCGILLIVRAY: You like to do it as a state?

25 JOSHUA CHEATHAM: Because you can mandate it or do

1 it within your clubs, but then the opponents are coming in,
2 and they're yelling and --

3 JANE MCGILLIVRAY: Good point. That's true.

4 JOSHUA CHEATHAM: If it's not a statewide thing
5 and we say, This is the state Silent Sunday or Silent
6 Saturday holiday across the board --

7 JANE MCGILLIVRAY: Mm-hmm.

8 JOSHUA CHEATHAM: -- then you can't control both
9 sides of the -- both sides of the fence.

10 JANE MCGILLIVRAY: That's a really -- especially
11 if you're in some of the, yeah, competitive leagues.

12 Yep?

13 CHAD BURTON: It also might be easier to propose
14 and put forward if we say, This is coming from Washington
15 Youth Soccer. You know, sometimes that's easier to sell to
16 the parents and sell to the spectators.

17 JANE MCGILLIVRAY: That's true. Thank you.

18 Is there an idea about the date? I have heard
19 some associations say like six or seven weeks after the open
20 of rec soccer because that way, you know, the parents are
21 enough in it, but it's not too close to the end. What do
22 you guys think?

23 CURT CARROLL: Mid-season, just mid-season
24 anytime.

25 FRED BEUTHEL: Yeah.

1 JANE MCGILLIVRAY: Six weeks after? Five weeks
2 after?

3 UNIDENTIFIED SPEAKER: Mm-hmm.

4 JANE MCGILLIVRAY: Okay. So we can take a look at
5 a date, and then we'll make a proposal through e-mail and
6 just get like a vote.

7 JOSHUA CHEATHAM: Say early October before the
8 weather gets bad and people stop showing up.

9 JANE MCGILLIVRAY: Maybe the first weekend in
10 October? Yeah?

11 TERRY FISHER: Yeah. There's no need for a vote.
12 We'll just pick a day.

13 JANE MCGILLIVRAY: We'll just pick a date. Okay.
14 Thanks, Terry.

15 And then we will have a survey after that to just
16 get the feedback and see, how did it go, and what can we
17 improve next year? And if anybody has ideas to make it
18 better, we are all ears. All right. So that's my first
19 proposal.

20 My second proposal is actually a challenge, and
21 it's --

22 JOSHUA CHEATHAM: One quick thing.

23 JANE MCGILLIVRAY: Oh, yeah. Uh-huh.

24 JOSHUA CHEATHAM: We should probably make it a
25 weekend since you've got -- maybe that week can be silent,

1 that weekend's games.

2 JANE MCGILLIVRAY: Yeah, Silent Saturday/Sunday,
3 Silent Weekend?

4 JOSHUA CHEATHAM: Yeah.

5 JANE MCGILLIVRAY: Yeah, that's a good idea.
6 Thank you. Yeah, get all the age levels. Yeah. Thank you.

7 Okay. My second challenge is for us as
8 association leaders, and it is for every association to have
9 at your board level a Lead Your Organization workshop.
10 We've done really, really great with the Double-Goal
11 Coaching. We love our coaches, we've given a lot of
12 training to our coaches, but we need leadership. We need
13 you, and we need you to build your boards.

14 We have been trying very hard to build our board,
15 which has enabled us to get a little bit more done, and I'm
16 thinking about the things that you can get done at your
17 boards. When you offer training, you can say, Hey, we're
18 looking to build our board. We're going to be offering some
19 leadership training to board members.

20 You can also use it as -- on your websites to say,
21 Our leadership is PCA-trained. Our -- most of our coaches
22 are PCA-trained. So you can use that as a differentiator
23 for your clubs and your associations to say that, We've got
24 this training, and we're creating this positive space,
25 and -- What is it? -- Ultimate Frisbee is not beating us in

1 culture, in positive culture.

2 The other things that we're doing to sustain the
3 culture of positivity is continuing to send the PCA
4 newsletters that we get to all of you through Washington
5 Youth Soccer so that we all have those monthly reminders of,
6 you know, tips and tricks to help us keep a positive outlook
7 with our teams, as well as recognizing staff.

8 There is on our Washington Youth Soccer website
9 now a Hall of Fame Nomination Form. So I would love to have
10 your input from your areas of the state about who you would
11 like to see not -- as a Hall of Fame Recipient for
12 Washington Youth Soccer. This last year, Walt Schmetzer was
13 one of ours, so, you know, it's big people in the community.
14 We'd love to honor the people that have really built the
15 community in the past and have not yet been recognized.

16 And then of course we love that at the association
17 levels you guys do all the recognition that you guys do.
18 That's just really phenomenal, and it helps too. Yeah.
19 Thank you.

20 So we are also looking to improve our toolkit, and
21 I think we're going to be speaking more about the toolkit a
22 little bit later, but with that, I wanted to see if anybody
23 had any questions or any other input about Positive Coaching
24 Alliance training or -- yep?

25 TERRY FISHER: So we've looked at the calendar.

1 Does the weekend of October 5 and 6 work for most people?

2 UNIDENTIFIED SPEAKER: Yes.

3 UNIDENTIFIED SPEAKER: Yeah.

4 TERRY FISHER: Okay. So it shall be your decision
5 October 5 and 6, Saturday and Sunday. So we'll send that
6 out, notification, next week with some details.

7 JANE MCGILLIVRAY: Uh-huh.

8 TERRY FISHER: And then I wanted to recognize
9 those associations. Paul Bayly? Paul Bayly?

10 PAUL BAYLY: Yeah.

11 TERRY FISHER: Hi there. I'd like you to --
12 Paul Bayly organizes the PCA work within our organization.

13 PAUL BAYLY: (Waving.)

14 TERRY FISHER: And I know that there's some
15 unbelievable achievements by some of our member associations
16 and their work with PCA. And I'd certainly like to start
17 with Northshore. I think everybody in your group went
18 through PCA. Is that right, Bryan?

19 BRYAN O'DONNELL: Yeah. We've also done the board
20 one as well.

21 TERRY FISHER: Anybody matching a hundred percent
22 within their association and the board, all their coaches?
23 Pretty good. That's the standard. That's the gold
24 standard. Seattle Youth Soccer's been a leader along the
25 way as well, but as an association you can -- we have

1 courses. You've paid for them. We have them available. We
2 have many, many more to use in 2019, 2020. So reach out to
3 Paul Bayly to sign up and hold a course.

4 DAN POPP: Thank you, Jane. I also wanted to
5 recognize that participation and driving the messaging of
6 respect on the field, it's also -- and I will reiterate what
7 we talked about in January at the APFM that having the
8 Respect logo on jerseys of every single player playing in
9 Washington Youth Soccer drives and lands that message every
10 single time.

11 It also gives concert to our membership that we
12 are part of an -- of a large body of hundreds -- of tens of
13 thousands, if not a hundred thousand, kids across our state.
14 Branding for Washington Youth Soccer is very important, and
15 I just want to recognize a couple of the clubs that we've
16 already -- and if you've done this and there are -- I think
17 you saw in the one-minute recap of the year, we have 19
18 associations I think that have requested the Respect logo
19 for their jerseys, but a couple of really cool examples in
20 your packets out there.

21 Valor Soccer recently added the Respect logo onto
22 the sleeves of every one of their jerseys. Highline --
23 sorry. Harbor also did so. That's the second page of this
24 packet. And it is something -- we talked about that you can
25 incorporate into your numbers on the back of the jersey.

1 You can incorporate it somehow where there's less screen
2 printing. There's multiple colors available, as you recall
3 from our APFM presentation of it, but we strongly encourage
4 you to help us land the brand of the Respect Campaign and
5 Washington Youth Soccer with every kid that steps on the
6 field. So we appreciate your support on that and, frankly,
7 the support of each other in that process.

8 Yes?

9 CURT CARROLL: Dan, we have a couple of clubs in
10 the association that have a hard time funding anything, and
11 that's where they're at, and anytime we've asked them to do
12 a little additional, it hits into their budget they really
13 don't have. Is there any way to look to the state so that
14 if you want this to go statewide to actually kick back to
15 the clubs that do it, or is it something just the first two
16 years, and then it will be expected? I mean is there a
17 partnership or an olive branch that we could possibly do for
18 a small fee if we could find out what that cost is for a
19 club that can't afford it? I.e., Harbor is a premier club,
20 so they're in a different situation.

21 DAN POPP: Yeah.

22 CURT CARROLL: And then we have other clubs that
23 are on the far-end spectrum of our association that could
24 not -- just can't do it.

25 DAN POPP: Yeah.

1 CURT CARROLL: But that's what they keep asking
2 us, and I don't have a strong answer, so I was hoping to get
3 something here.

4 DAN POPP: Well, I think, you know, the idea that
5 ownership of the brand and the campaign at the local level
6 is really important, and investing in that brand, investing
7 in that partnership is also important. I would submit -- to
8 answer your question, quite frankly, we don't have a reserve
9 fund that's available for funding it, but what we can do
10 perhaps is, as we talk about these marketing partnerships,
11 as we talk about the Sounders, as we talk about TorrX, that
12 these are opportunities for those clubs also to do their own
13 fundraising that we can help support them locally.

14 So let's leverage the broader relationships that
15 we're developing in terms of sponsorships and fundraising,
16 and perhaps we can target branding and the Respect Campaign
17 as one of the investments from that.

18 CURT CARROLL: That would be awesome.

19 DAN POPP: I'm just thinking off the cuff, Curt,
20 but it seems to me like that would be a great use of those
21 funds.

22 CURT CARROLL: No, that would be awesome. And
23 then if we get just direction from the state with that
24 partnership with that, Hey, if you do this, you -- this is
25 what we want or have --

1 DAN POPP: Yeah.

2 CURT CARROLL: -- with that partnership. I love
3 it. I mean it's something that we have to give them the
4 opportunity to raise the funds to do it because it's not
5 that much --

6 DAN POPP: Yeah.

7 CURT CARROLL: -- but -- to us, but to them it's
8 like pulling teeth. So thank you.

9 DAN POPP: Yeah. No, completely understand.
10 Yeah.

11 CURT CARROLL: Appreciate it.

12 DAN POPP: Rachel Wilton in the back, our
13 Community Service and Soccer for Success Director.

14 RACHEL WILTON: Thanks. Yeah, I just had a
15 thought on that. There are a lot of small grants through
16 local stores everywhere. So like Target has where they'll
17 give out thousand-dollar grants specifically for things like
18 that, and they're like a one-sheet grant. They're not
19 difficult. It just says what you're going to be using it
20 for, and you get approved, or you don't. And you can apply
21 for all of them around your area. So if you have multiple
22 Target stores, you can apply for every single store that's
23 around your area. So that's another idea.

24 DAN POPP: Yeah. And another thought occurred to
25 me too that maybe as each organization approaches their

1 local, if it's a local printer or screen-printer or
2 something, or even at the -- if it's a large organization,
3 ask that they donate that bit, that they donate the Respect
4 Campaign logo, to help drive the message, and maybe they'll
5 reduce the cost to cover that in the -- or include that in
6 their -- in their pricing. I think most organizations that
7 are in that business would appreciate the opportunity to
8 contribute to that as well. Just a thought.

9 All right. Anything on that? Yes?

10 JAMES CALVERT: Dan?

11 DAN POPP: Yes. Sorry. One sec. Go ahead.

12 JAMES CALVERT: James with North County Youth
13 Soccer. So one thing about doing logos is, the cost is
14 because we're putting it on a sleeve or a back or somewhere
15 else. So normally it's -- you're paying per position. So
16 if you build that Respect logo into the screen you're
17 already doing, there shouldn't be any additional cost.

18 The question might be if we have graphic people
19 from the state that can help some groups put those logos
20 together rather than paying someone to put that together.

21 DAN POPP: Yeah.

22 JAMES CALVERT: Because that might be a cheaper
23 way. It might be \$50 upfront to redesign your logo, but
24 then your screen charge is going to be the same because it's
25 just one.

1 TERRY FISHER: Yeah. Shaneika is ready and
2 available to help incorporate that design. She loves to do
3 that kind of work. Don't you, Shaneika?

4 SHANEIKA LAI: I love it.

5 TERRY FISHER: But we'll do it for you.

6 SHANEIKA LAI: Yeah. If you could just give me
7 the font that you like to use, I can place it above the
8 numbers or below the numbers, and then if you want it on the
9 sleeves, if you want to put it with the RCL, we can work out
10 different combinations like that. You just have to e-mail
11 me your request, and I'll be happy to help you.

12 DAN POPP: Yeah. She's a phenomenal graphic
13 artist. Great suggestion, James. And we did -- if you
14 remember when we introduced it initially, we actually showed
15 it integrated into the number because appreciate the fact
16 that it is a lower-cost approach than adding it. So thanks
17 for reiterating that.

18 FRED BEUTHEL: I guess you need to make sure that
19 your clubs actually request for that sort of treatment
20 because I've had a couple clubs who have gone in, and it's
21 like, We got a plain logo back. It's like, What happened to
22 the numbers? It's like your clubs actually have to make a
23 fairly direct request about what they're looking for.

24 SHANEIKA LAI: Yes, that's true. Right now when
25 you send me the logos, I create the color variations for you

1 guys and then send it back. I don't get requests about,
2 Hey, can you help me design it so that we have it with the
3 numbers, but if I do get those requests, then I will execute
4 on that.

5 DAN POPP: So yeah. Dean.

6 DEAN ALDRIDGE: So we at Valor just went through
7 this process, and it was so simple. We just took our
8 jerseys, sent it to her. She -- you gave us five or six
9 suggestions. It wasn't just one. We sent it off to our
10 vendor, and literally there was no cost, to support what
11 he's saying. It was little to nothing to put it on there --
12 and, Washington Youth Soccer, you did a phenomenal job of
13 taking our color scheme --

14 SHANEIKA LAI: Thank you.

15 DEAN ALDRIDGE: -- and it was really phenomenal,
16 for what it's worth -- because we were going through a
17 uniform cycle already. Now, I suspect if you're not going
18 through a uniform cycle, bit more daunting.

19 DAN POPP: Might be different, yeah. Someone here
20 had a question or comment?

21 LANE SMITH: Oh, I was just going to -- for the
22 clubs that have already gone through this process, you said
23 it was nominal costs, but maybe some that have the patches,
24 do we have records of pricing of, what is the cost per
25 uniform, so we could look at like what that is to go, try to

1 grab some money for it?

2 DAN POPP: That's a great question. I don't know
3 if that's -- I don't know that we -- we haven't done that
4 work in terms of vetting it. Part of the challenge is that
5 there are so many vendors that do that work, I don't know if
6 we could consolidate it, but --

7 JOSHUA CHEATHAM: I want to say when we -- and it
8 wasn't that specific logo. When I just went through my
9 contract, it was 2.50 for anything we put on a jersey.

10 DAN POPP: 2.50 was -- was to add --

11 JOSHUA CHEATHAM: 2.50 to --

12 DAN POPP: -- an additional patch, yeah?

13 JOSHUA CHEATHAM: For a -- yeah, for any printing
14 that they had to do.

15 DAN POPP: That was soccer.com?

16 JOSHUA CHEATHAM: Yeah.

17 DAN POPP: Okay. Remind me to call the president
18 of soccer.com and have him donate that. Not kidding.
19 They're doing a tremendous amount of work for a lot of clubs
20 in Washington, and I think there's some quid pro quo that we
21 might ask for.

22 DEAN ALDRIDGE: Yeah. Dan, I don't even think
23 they charged us for the logo or the American flag that we
24 put on there through soccer.com.

25 DAN POPP: Okay.

1 DEAN ALDRIDGE: I don't think there was any fee
2 associated with it at all. They were already doing the
3 jerseys, so.

4 DAN POPP: Yeah. So there you go. There's
5 precedent.

6 DEAN ALDRIDGE: Well, yeah.

7 DAN POPP: I'm kidding. I'm kidding.

8 DEAN ALDRIDGE: Happy to quote us and say, Hey, we
9 charged -- I don't think they charged us.

10 DAN POPP: Well, maybe. Well, let -- I think
11 there's -- there's a great opportunity to partner better on
12 that and to Curt's point, and we will continue to work on
13 those options as well.

14 Phil?

15 PHIL HEROLD: Just so you know, it's a different
16 game between dealing with a select club that's going -- that
17 has a contract and is going through a biannual uniform cycle
18 as opposed to a local rec club who goes through school -- I
19 forgot the name of the vendor, but you're talking \$15 a
20 jersey. So, you know, 2.50 for an extra imprint, you know,
21 that's a -- that's a good chunk of the cost.

22 DAN POPP: Yeah, yeah.

23 PHIL HEROLD: So this is going to be a
24 long-term -- at least for Seattle's clubs, it's going to be
25 a long-term deal, and some of our clubs still use loaner

1 jerseys, you know, so.

2 DAN POPP: Yeah. Look, it's a -- it's not a
3 mandate here. It's a request that we sync up better in all
4 of our programming, both to drive the Respect messaging but
5 also to gain synergy from the volume of kids under the
6 Washington Youth Soccer banner that we're all part of, so I
7 appreciate your comments.

8 PHIL HAROLD: It's going to be a good-faith
9 effort.

10 DAN POPP: Yes. That's -- I think that's the ask
11 really. Thank you.

12 All right. Anything else on that? We appreciate
13 it. I just want to reiterate for those associations that
14 are driving that and doing what they can for it, we really
15 appreciate it on our board, and we're going to continue to
16 message this out.

17 All right. Next up, a little brief -- since we're
18 talking to Shaneika, a little brief update on the US Youth
19 Soccer marketing and graphics that have been introduced.
20 Oh, Bri's going to do it. So, Bri, you're up.

21 BRIANA AGUILA: Can everyone hear me? Yeah, that
22 works. Hi. My name's Bri. I do the communications at
23 Washington Youth Soccer, particularly the website,
24 newsletters and social media.

25 Quick update. US Youth Soccer has completely

1 rebranded. They've changed their identity, their logos.
2 That old logo is now outdated. In your packets you've
3 received a two-page document with an example of their new
4 logo and what is being done with it.

5 So the top logo and the logo on the right-hand
6 side of the paper are the two primary logos that US Youth
7 Soccer will be using going forward. These logos are also
8 available in white instead of the navy Youth Soccer portion
9 of it. The shield that you see in the left-hand corner is
10 their secondary logo, so it's not the one you should be
11 putting on your website.

12 If you turn the page, you'll also see an example
13 of them rebranding their National Championship series. They
14 redid all of our programming, so they have new logos for
15 their leagues, their Presidents Cup, their National
16 Championship series, TOPSoccer. If your association
17 supports TOPSoccer and has a program running, there's a new
18 logo for that.

19 Essentially there is a lot of cleaning house to do
20 with that old logo. So my business card and Shaneika's
21 business card is in the goody bag that you received earlier
22 today. Please feel free to reach out to us and get your
23 hands on these logos. We ourselves are going to start
24 changing everything out. We were waiting for the end of our
25 state cup season to start implementing the majority of this

1 overhaul of cleaning house, but this is definitely something
2 in the next year that we're going to be going out and
3 looking for to make sure that all of our clubs and
4 associations are reflecting the new identity brand. That's
5 it.

6 Okay. Any questions?

7 FRED BEUTHEL: Fred Beuthel, Eastside Youth
8 Soccer. Are there sort of -- is it like an artwork packet
9 or something like that that you've got for this so that
10 we've got the graphic files so we're -- I mean most of this
11 stuff -- most of this is just website.

12 BRIANA AGUILA: Yes. And so if you guys reach
13 out, and then we can find out which program you work with
14 because there's a huge packet that you're not going to --

15 FRED BEUTHEL: Not going to take the whole set.

16 BRIANA AGUILA: Yeah. And so I'd rather just get
17 you what you need. That way you use it effectively. And
18 it's just simple, quick e-mail, and I can Dropbox you a link
19 to whatever it is that you need.

20 FRED BEUTHEL: Okay.

21 BRIANA AGUILA: Any other questions? Thanks, Dan.

22 DAN POPP: Thank you, Bri. Thank you, Bri. Thank
23 you, Bri. Thank you, Bri. Great. That was awesome, and we
24 will be updating, as she said.

25 Next up on our agenda, playing season for the

1 2019/2020 season. This isn't -- we don't have a
2 presentation or anything. We just wanted to open it up
3 briefly to see if there was any questions from you all
4 around the schedule, around the playing season, any
5 challenges, suggestions, opportunities, et cetera.

6 Felipe was on point to do that, but he's headed
7 out to coach his U8 rec team his son is playing on, so we
8 wish him well.

9 TERRY FISHER: He'll be back.

10 DAN POPP: He'll be back. Anything we can address
11 relating to the next -- to the upcoming season starting this
12 fall?

13 TERRY FISHER: I'll start. I wanted to ask about
14 the interest increasing in the Rec Cup. I know it's had
15 some growing pains, some -- and I'd like to encourage
16 everybody to get involved in the Rec Cup in the fall because
17 it is an important competition for that segment of the
18 population. And is there anything that we can do to help
19 you all recruit kids, teams for that competition or promote
20 it? Is there anything else? I know there's a few experts
21 sitting in the room here on Rec Cup. So I have a question
22 about that.

23 CURT CARROLL: I would say one thing is, the dates
24 need to be solidified earlier. The dates need to be
25 solidified earlier --

1 TERRY FISHER: Okay.

2 CURT CARROLL: -- for every cup that we're doing
3 and have it out as early as possible, and I think we do
4 better with the larger cups, but the Rec Cup at the time
5 seems like it almost like sneaks up on them. So if it's
6 there prior to the season opening for fall, then everybody's
7 expected to know as well.

8 I think we also need to put who is expected to
9 play in the Rec Cup -- or not who is expected but who plays
10 in the Rec Cup, the competition level, things like that,
11 because I think they get confused on the other Championship,
12 Presidents and other cups as well to know where they fall.

13 TERRY FISHER: Bastien, could you come here and
14 please speak about this? Bastien, I think you all know him.
15 He runs all of our cup competitions, and we'll translate
16 through the accent.

17 BASTIEN CATRIN: So we -- every district/region of
18 person that I'm in touch with, we decided a week ago the
19 e-mail -- I sent them e-mail -- the Rec Cup final will be
20 December 14th and 15th, and the quarterfinal will be the
21 weekend before. So the dates have been saved already, so it
22 has been sent to all your reps and will be posted on our
23 website in the next week or so.

24 So -- and any team who has not a paid coach who
25 didn't go through tryouts can play in the Rec Cup. So this

1 is only about the Rec Cup. It's not if you're a paid coach
2 and not if you're select players, and that is very
3 subjective, as always.

4 TERRY FISHER: This a really important cup. We
5 struggle sometimes, does recreational -- should they have a
6 competition since the PDIs talk about not competition, but
7 the smiles on those kids' faces that participate in that are
8 as important as any state championship you'll ever see.

9 So we'd like to grow the numbers. Bastien, do you
10 recall how many teams were there this year? 200 some, 190?

11 BASTIEN CATRIN: Yeah.

12 TERRY FISHER: Well, we'd like to grow it back to
13 where it was, which was 50 or a hundred teams more. So if
14 there's something we need to say to the associations to help
15 you, let us know. We'd love to have that Rec Cup be
16 vibrant. You run it locally until it gets to our level, and
17 then we host it, and we're really -- it's important. Dan
18 has announced almost a hundred teams this year in cups,
19 champions and finalists, and it's quite a nice event. We'd
20 love to do it better.

21 BASTIEN CATRIN: And we put the same effort into
22 the Rec Cup that I put into the Championship. When I say
23 that the final weekends, for me it was the same cup. So
24 they have the same -- pretty much all the same setup, the
25 same as other cups, so even if it's -- everything is not

1 cheaper. We put the same effort. For me the Rec Cup and
2 Championship Cup is the same. When it comes to the Rec Cup,
3 we have the full atmosphere on Saturdays and Sundays. We
4 make sure that four referees are on all semi and finals.

5 DAN POPP: Yeah, question, Bob?

6 BOB BJORNEMO: Well, our association is
7 experiencing this, and I'm sure other associations are at
8 the high school level with participation. Numbers of teams
9 have gone down, and -- and we're seriously considering going
10 to a 7v7 or something like that. So will that automatically
11 kick us out of the Rec Cup? Is there a creative way we can
12 have a Rec Cup entry with a 7v7 season I mean because that's
13 the only way we're going to have a league this year I think?

14 DAN POPP: Are you suggesting you would compete
15 7v7 in the tournament as well or upgrade to 11v11 at the
16 high school ages?

17 BOB BJORNEMO: No, no. I've heard rumors that
18 they take -- at the end of the year, some clubs take and
19 combine the teams.

20 VALERIE CORDEN: I would merge the teams. I would
21 like (descriptive sound).

22 DAN POPP: Well, I don't know that anyone here can
23 give you an answer on that today, but I think it's an
24 interesting discussion, and certainly we wouldn't want to --
25 I mean we need to be creative in the way we encourage and

1 engage kids for playing. So we'll take -- we'll take that
2 as a point of order and see what we can create. If there's
3 anyone else who has ideas around that, feel free to chime
4 in.

5 BASTIEN CATRIN: I do not believe we can be very
6 restrictive because I have teams, and like this year we
7 had -- I added a city field division because in one division
8 the city field was not big enough. So I can be creative. I
9 have fields. We can create more things if you need to, but
10 I need to know to be able to welcome. So share information.
11 If you want to sit in this event, the Rec Cup, for high
12 school age, we can do that. We have the fields. So then
13 it's just us knowing about it, and then we create it, and we
14 can try.

15 BOB BJORNEMO: I'm just -- I'm just saying that we
16 may have to go to a 7v7 in order to have a league this
17 year --

18 DAN POPP: Yeah.

19 BOB BJORNEMO: -- because of our losses at the
20 high schools.

21 DAN POPP: All kinds of fun going on next door.
22 (Referring to cheering in conference center.) Can we start
23 a chant too? I'm so competitive.

24 TERRY FISHER: But I think within the rules, 7v7
25 still qualifies as you only need seven. It isn't a function

1 of you playing five a side. Seven is the minimum, so you
2 can play 7v7 in a league, and it qualifies. That's what you
3 need. Am I wrong, I had the wrong --

4 PAUL BAYLY: No, you are correct. Minimum of
5 seven players have to be available to play. Once you drop
6 below that, you --

7 BOB BJORNEMO: I realize that that's --

8 PAUL BAYLY: But everybody has to play with the
9 same rules.

10 DAN POPP: Yeah.

11 PAUL BAYLY: So many times they say, Okay, we'll
12 go seven, and now we're losing, and then we're going eight,
13 nine, ten, 11.

14 JANE MCGILLIVRAY: Yeah.

15 PAUL BAYLY: They have to agree that everybody's
16 playing with seven.

17 DAN POPP: All right. Well, that's an interesting
18 thought. Yeah, go ahead.

19 CHAD BURTON: Chad Burton, Skagit Valley Youth
20 Soccer. One thing for us in our association seem to be the
21 cutoffs, the entry deadlines. Is there any thought to being
22 able to maybe back that up a couple weeks? I know in our
23 case it seems like our seasons just barely get going, and
24 suddenly we have to talk about the deadlines to enter for
25 the Rec Cup, and most of our coaches and teams don't even

1 know if that's something they're thinking about, much less
2 do they have a team that they feel could be competitive at
3 that level, you know, and succeed and that kind of thing.
4 And would there be any thought to backing that deadline up a
5 couple weeks? I know it probably crunches the planning a
6 bit, but what's the thoughts on that?

7 BASTIEN CATRIN: So the deadlines are not set by
8 us. The deadlines are set by your reps. So my deadline for
9 me, it's October 31st. I need to know how many teams are
10 entering for each stage so we can prep for the draw for
11 quarterfinal.

12 Before that, it's your own reps resetting of the
13 deadline. So we can e-mail to our associations who are the
14 reps, and, again, we can show it to them, and they can use
15 their dates, because the preliminary round I don't do
16 anything with it. The Rec Cup is organizing everything.

17 CHAD BURTON: And so I think the deadline we were
18 told was October 1st, and in a case of a late-start season,
19 first weekend after Labor Day, which is typical for us.
20 We're only three weeks into an eight-week season, and
21 suddenly we have to tell the coaches, You have to make a
22 deadline decision whether you're even going to enter this
23 thing right now or not. I mean I wonder if there's any way
24 to back that up and say it's the first or second week of
25 October I mean or a couple weeks into October.

1 DAN POPP: Maybe we can -- maybe we can
2 communicate to the reps from our office, Bastien, to ask if
3 that's okay with everyone to bump that a couple days -- or a
4 couple weeks, rather. I don't know what kind of pressure
5 they're under to get it done to make sure that Bastien has
6 it by the end of the month, so, you know, these are all --
7 you know, they're volunteer positions obviously. We want to
8 make sure that we can work with everyone, but it's a valid
9 point, so let's --

10 TERRY FISHER: Fred, what's your deadline?

11 FRED BEUTHEL: Our deadline is something that
12 works out every year depending on the -- depending on what
13 the schedule is, but essentially the challenge you face is
14 if you're going to have group games and you have any
15 level -- any volume of teams at all, you've got elimination
16 rounds. It ends up taking five or six weeks to run the
17 district level part of the tournament, and so you can't back
18 up a whole lot further. It depends a lot on the size of the
19 district you're working with.

20 TERRY FISHER: So in Skagit how many teams entered
21 last year the Rec Cup?

22 CHAD BURTON: We only had two teams from our whole
23 association enter last year.

24 TERRY FISHER: Okay. So I would think in managing
25 that date, you could locally put it back a week or two and

1 manage the numbers of teams. There aren't many.

2 CHAD BURTON: We were thinking about it, and all
3 of a sudden we said, We have deadlines, and they said, Well,
4 we're not going to make that decision right yet. They don't
5 even know -- coaches don't even know what kind of team they
6 have.

7 TERRY FISHER: Let's not put barriers up. Let's
8 put opportunities up, and if we need to move it back so they
9 have more opportunity, we can do that. And it's a small
10 number that we can probably manage. In Fred's case he's got
11 more teams, and it takes a while to run the competition.

12 BRIANA AGUILA: This past Rec Cup Shaneika put
13 together a promotion video that we sent to all associations
14 to get their clubs to sign up. I just got the nod from her
15 that she will do that again this year.

16 We also have the Rec Cup video that she put
17 together from this past year available, and we'll send that
18 out to everyone as well so that your clubs can see the
19 experience that these players will be getting and how, like
20 Bastien said, equivalent it is to any other state cup
21 tournament that we run. We're here to help you guys, and
22 any promotional assets that we can give you that we haven't
23 already created or can be created, please feel free to reach
24 out to us.

25 DAN POPP: Yeah. That's one of my favorites, by

1 the way, the video of the Rec Cup competition.

2 All right. Anything else on the 2019/2020 season
3 that we can assist with? Well, you know, you always can
4 reach out. Bastien is our tournament director, and the rest
5 of the staff is always more than happy to support you. So
6 thanks.

7 Look, we may not see you before your season
8 starts, so it's an early best wishes, but from the board of
9 directors, we hope you have a great summer experience if
10 your clubs are participating in tournaments and of course a
11 smooth start to your fall season.

12 TERRY FISHER: One of the things that you can be a
13 help in growing the participation is try to keep
14 registration open. If a child calls you at the end of July
15 and just arrived here from some other part of the country
16 and needs a place to play, when they reach out to our groups
17 and say, Registration's closed, that's a real downer. There
18 are creative ways to add kids to rosters. If any kid calls
19 you and wants to play, try to find him a place to play.
20 Don't say, Registration is closed.

21 DAN POPP: All right. We are inclusive.

22 All right. Let's -- hearing no other ideas, I
23 have a fun little exercise that I want to share with you all
24 that I experienced.

25 We talk about attrition. We talk about the

1 Positive Coaching Alliance. We talk about the way to keep
2 kids engaged and have a positive experience in what they do
3 in all of our programming. And last fall, early last fall,
4 Terry and I participated in the US Youth Soccer Leadership
5 Summit. They host it every year, and they bring all 55
6 state associations into one venue, and we talk about how we
7 support the game and support youth in the game. And last
8 year one of the most intriguing exercises was one presented
9 by this fellow John O'Sullivan. If you don't know about
10 John Sullivan, you should look him up. He has launched a
11 project that he calls the Changing the Game Project. It's
12 really a guide for parents to make the experience -- it's
13 very much like Positive Coaching Alliance -- make the
14 experience for their children better, make it positive, make
15 it where it resonates for them that this is something that
16 they want to do, that they want to continue to do. And the
17 attrition among players as they hit age 13 and 14, even 12
18 in some cases, kids are stretched more and more thin every
19 year in their school activities and their curriculum and
20 their other distractions, et cetera, and we want to keep
21 them engaged in the game.

22 So John did this exercise that was -- seemed so
23 simple in my mind in retrospect, but was so enlightening for
24 me. So I'm going to -- I'm going to take about ten minutes,
25 and we're going to do this exercise. It's very fast, it's

1 very easy, but it's something that everybody gets to
2 participate in. Right?

3 So on your tables you will see some sticky notes,
4 a pile of them. So everyone find your sticky notes, grab a
5 pen, and I'm going to read this so I can get it right, and,
6 John -- when I asked John if I can do this, it's -- in his
7 mind it's not a copywritten thing, but he's very -- he's
8 very passionate about this concept and the idea that he
9 brings to the table, but he gave me permission to run this
10 exercise for this group.

11 So here's how it goes: Basically I want you to
12 think about your childhood, if you can remember that. I
13 struggle sometimes remembering my childhood, but think back
14 to your childhood, and on each individual slip, I want you
15 to write one attribute per slip. You know, five's the max.
16 If you want to do fewer than that if you can't think of
17 more, it's fine, but here's the exercise: List the five
18 qualities of the best coach or teacher you've ever had. So,
19 Board, you should do this. If you don't have sticky notes
20 up here, let's get some sticky notes. What's going on?

21 KELI BITOW: All right. I'll come around.

22 DAN POPP: All right. Everyone's in. You guys in
23 the back too. Come on, staff. Grab a sticky note. I want
24 everyone in on this because it's enlightening. I want you
25 to think about this. Each sticky note, one quality. What

1 is the best quality you've ever had, one per sticky note.

2 VALERIE CORDEN: One per sticky note. Got it.

3 (Attendants participating in group exercise.)

4 DAN POPP: Okay. One per, up to five. One
5 attribute per sticky note, up to five, the best qualities
6 you had in a coach or a teacher. Doing all right?

7 UNIDENTIFIED SPEAKER: Dan, you can't see what you
8 wrote at all.

9 DAN POPP: Yeah, I know. It's just for a
10 placeholder, but I'll explain in a second. Okay. You doing
11 all right?

12 JANE MCGILLIVRAY: Mm-hmm.

13 DAN POPP: Everyone done? I'll give you another
14 minute if you need it because, you know, I want you to be
15 thoughtful.

16 TERRY FISHER: Precise and thorough.

17 DAN POPP: So this next part of the exercise is
18 telling. I see most everyone's done. Are you good? If you
19 need a couple minutes more, just raise your hand. It's
20 okay. All right. I think we're good.

21 So here's the reference, and this was the moment
22 where it was like ah-ha, the ah-ha moment. So take your
23 five sticky notes, and on each of these walls, as Shaneika's
24 writing out, this one is Knowledge of the Game, and on that
25 board it's Connection. So I want you to grab your sticky

1 notes and look at what you wrote down about the attributes
2 or qualities of that coach or teacher, and if it was related
3 to Knowledge of the Game, put it here. If it's related to
4 Connection, stick it on that wall over there. Go ahead. If
5 you look at your attributes, Connection over there,
6 Knowledge of the Game over here.

7 (Attendants participating in group exercise.)

8 DAN POPP: All right. You're doing great. All
9 right, everyone. You doing good? All right. All right.
10 When you're done, feel free to have a seat. So how's that
11 for an ah-ha moment?

12 John said -- as I spoke with him, he said, You
13 know, when I get into most of these activities, what we find
14 is, the connection we make with coaches, mentors, teachers
15 runs infinitely deeper than what we learn about the actual
16 activity that we're in. You can translate that to a soccer
17 coach. You can translate that to a math teacher. Having
18 that connection between the adult driving the activity and
19 the child participating in the activity is the connection.
20 John said, You know, on average it's about an 80/20 rule, on
21 average 80/20 rule, connection to knowledge. What would you
22 say our percentage is?

23 JANE MCGILLIVRAY: 90/10.

24 DAN POPP: 90/10?

25 JANE MCGILLIVRAY: And I just want to say, if

1 you're questioning whether you should go have your coaches
2 go for a D license or a PCA training, just take a look where
3 they should go. I'm thinking PCA training, and we've got a
4 lot of open classes. They're already paid for. You know,
5 it will make such a huge difference in your community.

6 DAN POPP: Thanks, Jane.

7 JANE MCGILLIVRAY: Thanks, Dan.

8 DAN POPP: So that was it. It was just an
9 enlightening moment that I had, and I got John's permission.
10 I would encourage you to go out and check out Changing the
11 Game Project. You can follow him on Facebook. He just
12 comes up with some really cool ideas and examples and
13 stories, and it's a great book. You can recommend it to
14 your parents. It's not expensive. It's like -- I don't
15 know -- ten, 12 bucks or something like that, and it's a
16 great read, and I just wanted to share this as we went
17 through that leadership experience about how important it is
18 that we continue to help with the connection for kids. So
19 thanks for that.

20 I still have the mic, and I'm going to do the next
21 couple agenda items, and they're pretty brief, but any
22 questions on that?

23 PAUL BAYLY: I think, Dan, that's why my marriage
24 is still going. It's not because of this. It's because of
25 that.

1 DAN POPP: It's because of that. Good for you,
2 Paul. You're a good student.

3 JANE MCGILLIVRAY: That's also why you get
4 promotions. So when you're trying to build your board and
5 you're talking about Lead your Organization, the 5-to-1
6 magic ratio of, you know, giving people five positive
7 comments before you give them a construction, a constructive
8 comment, it doesn't apply to just kids and soccer. It
9 applies to the people you manage and work with at work, your
10 personal relationships. So it's a great selling point for
11 the building your boards.

12 DAN POPP: Thank you. All right. Well, that was
13 fun. I hope you enjoyed it. I assume -- I really did when
14 I went through it, so thanks for that.

15 So next up, a couple of items. They're very brief
16 actually. I just want to remind you that we have done a few
17 updates, and we want to encourage. We have two agenda
18 items. One is around recruitment of volunteers. We have
19 refreshed this document. It's on your table and your
20 packets today. But we also -- I feel like a grandfather
21 when I have these glasses on my nose -- we also make it
22 available from our website. We encourage you to go out and
23 get it, to use it, to share it, share it with your local
24 recreational program managers, with your clubs.

25 It's increasingly more difficult to find

1 volunteers in our communities to help support what we're
2 doing, right? We know. All of us that sit here at this
3 dais are volunteer people, and we know that you all are
4 passionate volunteers and you want to surround yourself with
5 like people.

6 So there's some great pointers in this -- if you
7 haven't gone through it, I encourage you to do that -- about
8 how to increase the number of volunteers you have in your
9 own board and your own organization, as well as how you
10 support the organizations that are in your association. So
11 I encourage you to use it. We've invested a lot in it. We
12 think it's high-quality. The graphics are good. It's an
13 easy read. And it just generates some great ideas of how to
14 engage more people.

15 The second one, next agenda item, is around how to
16 increase participation. Well, I -- of course, you know,
17 making a connection is part of that. It's as much -- it's
18 as much importance to retain the players that we have as it
19 is to find new ones.

20 So we know that the pyramid of players, the
21 bottom, the base, is enormous or, as I -- you know, I
22 remember two years ago talking with Carlos Cordeiro, the
23 new-as-of-last-year president of the U.S. Federation, and we
24 talked about -- he talked about the pyramid, and I'm like,
25 Well, it's really more of a funnel. We need to flip it

1 upside down, and we fill it at the top with hundreds of
2 thousands of kids new each year across our country, but
3 it's -- that funnel narrows really heavily at age 12 and 13,
4 ten even.

5 JANE MCGILLIVRAY: Mm-hmm.

6 DAN POPP: You know, it just goes (descriptive
7 sound). So that -- that ability for us as organizations to
8 keep kids playing is, as I said, equally important to
9 finding new ones.

10 Imagine if -- what the volumes of kids in your
11 individual associations would look like if you kept every
12 one of them from age five all the way through age 19.
13 Imagine how large those organizations would be, how many
14 more. In our state alone, tens of thousands of kids would
15 be playing each year. And we know as volunteers the benefit
16 that they get out of that. That's why we do what we do,
17 right? Leadership, teamwork, fitness, nutrition, frankly in
18 some cases just keeping kids out of environments that they
19 shouldn't be if they were left to their own devices and
20 time.

21 So retention is part of this model in our how to
22 grow or increase participation, but it's also some great
23 input on how to promote and market your organization, to
24 engage with local institutions, whether it's schools or
25 community organizations or churches or, you know, even

1 daycare if you're going to start as low as -- as four and
2 five in the rec programs.

3 So I encourage you to get out and adopt some of
4 the activities that are in here. Now, look at it this way:
5 I put them in order specifically. Get volunteers so you can
6 do more to recruit and retain players. See how that works?
7 See what I did there? I'm teasing of course. We think
8 these are great resources, and I encourage you to use them.

9 All right? Any questions on either one of those?
10 No. Okay.

11 Mr. Fisher?

12 TERRY FISHER: Would you speak about the -- our
13 board members attending their meetings and getting those
14 appointees?

15 DAN POPP: Oh, yeah. We talked in our board
16 meeting last night about how proud we are -- honestly, I'm
17 proud -- of the improving of relationships that we have with
18 our membership, and some of that's due to the fact we have
19 more board members. We've grown it. Some of it's due to
20 the fact that we have geographically present board members,
21 as we talked about. But we want to -- we want to continue
22 to improve in the time and the frequency in which we hear
23 from you and that we talk with you about the challenges that
24 you're facing on a local level and how we can support that
25 at the state level.

1 So I want to encourage you. When -- when our
2 board reaches out and they want to show up at one of your
3 board meetings or if you have some other activity that's
4 relevant to the growth and the volunteers or an event, a
5 jamboree or whatever that's, you know, a special time for
6 you to be organizing and driving your programs, we want to
7 be participants in that. And it's not -- it's selfish on
8 our part in some respects because we want to know more. We
9 want to know as an organization leading the state
10 association what challenges you're facing, what successes
11 you're having so that we can share best practices across the
12 organization.

13 So I encourage you to reach out to us if you want
14 us to attend, and if we reach out to you, help us coordinate
15 to be able to get out and spend time with your board and the
16 rest of your organizations. It's important. You know, I've
17 reiterated this from the time I stepped into a
18 semi-leadership role in the board that we have to do better.
19 We have to do better in having relationships with our
20 members because it gives us more ammunition to do better
21 things.

22 So help us with that, if you don't mind, and
23 invite us. Invite us out to see what's going on in your
24 local markets. We have enough board members, and we're
25 geographically dispersed to be able to do that without a lot

1 of significant travel on anyone's part, so.

2 And on that note, by the way, I didn't say it at
3 the beginning, but I said thanks for being here, but I mean
4 really thanks for being here. The fact that you all travel
5 in some cases a significant distance to be here on a
6 Saturday morning when there's a ton of other stuff you could
7 be doing, I recognize the investment that you're making in
8 being a participant in our state association. So thank you
9 on behalf of our board.

10 JANE MCGILLIVRAY: You're welcome. Thank you very
11 much.

12 DAN POPP: Yes. Thank you. So, lastly, just
13 moving on, I did want to -- before I get to good of the
14 game, I did want to close on the board election and let you
15 know that we had 75 votes. You remember some members have
16 multiple votes based on their membership. 75 votes in the
17 positive for Greg as a new board member, and we had seven
18 just nonvoting, but clearly that's a 90, 90-plus percent
19 approval. So thanks to Greg Sambrano for raising his hand
20 to be part of our board, and congratulations.

21 GREG SAMBRANO: You're welcome.

22 (Applause.)

23 DAN POPP: Last on our agenda is good of the game.
24 Any contributions for good of the game? Cool ideas? Yes,
25 Curt?

1 CURT CARROLL: Yes. I don't want to brown-nose
2 because Keli and I -- and I love to butt heads with her, but
3 I love what she's doing to keep the communication started
4 after -- yeah, I think they -- you all can hear me.
5 (Referring to microphone.) I've got a coach's voice. I
6 don't think I need the mic -- is that after we left and you
7 guys did something, it really speaks I mean very important
8 to the board, at least from our association and our clubs,
9 that you took and heard what we asked, and you actually did
10 something. And Keli already was doing some things, but then
11 the calls started, or the bulletins started, or it seems
12 like more communication is flowing than I've ever seen in a
13 long time, and to me we're all missing it in our own
14 association, our own clubs, and you guys are missing it just
15 because you're busy and everything else, and we're all
16 volunteers, but with Keli being a paid position and a piece,
17 you're tapping her maybe too much. Maybe we might be
18 tapping her out, but the other thing is, we're making --
19 it's making a difference.

20 And so Washington Youth Soccer is being talked
21 about no longer as just, What do they do for us, what --
22 now, What are they doing for us? And I think you need to
23 hear that because I'm one that has a big voice to say both
24 sides always, and I really think you need to hear the
25 difference, and I think Keli's doing that.

1 Like I said, it's salt and water sometimes, which
2 I think is awesome because I love that, that it's not just a
3 rollover thing either. You're just not pushing things down
4 our throat, and we're not pushing things back. It's a thing
5 of, we're taking ideas, and we're meeting in the middle, and
6 I think that's what the Washington Youth Soccer needs to do
7 for our associations, so thank you.

8 DAN POPP: Well, thanks. That's phenomenal.
9 Well, and I said earlier, our staff is amazing, and the
10 monthly -- I'm forgetting what we actually call them, Keli.

11 UNIDENTIFIED SPEAKER: Membership meeting?

12 KELI BITOW: Membership meeting calls.

13 DAN POPP: Membership services calls, those
14 monthly calls, you are all invited for. You should throw
15 them on your calendar. It's a recurring event. Keli's been
16 great in presenting new ideas, updates on the current stuff
17 we're doing around SafeSport and PCA. I would -- it's only
18 an hour I think.

19 KELI BITOW: Not even.

20 DAN POPP: Not even. 45 minutes once a month.
21 And I think those who participate -- there's always --
22 here's my -- as a guy who's been in business 30 years in
23 multilocation conference-call environments, it's always
24 telling how many people are paying attention based on the
25 questions that come, either through the chat or through the

1 live discussion, and every time I'm impressed with how many
2 questions we get, which means people aren't sitting there
3 doing their e-mail. They're actually listening to the
4 discussion. So that's kudos to Keli, and we encourage it.

5 KELI BITOW: Thank you, you guys. Real quick, and
6 I'll let -- the membership meetings, when I do them, I do
7 record them. I'm making them available in a Dropbox, and I
8 try to send that out after every meeting. So I will reissue
9 that and resend that out, make sure everybody's got it. I
10 put the documents that we discuss in there and the whole
11 nine yards. So if anybody doesn't know where it's at, just
12 let me know. I am on vacation until Wednesday though.
13 Okay.

14 DAN POPP: Yes, go ahead.

15 CHAD BURTON: I've got a question kind of
16 regarding rules and the player development initiative,
17 especially with the young kids and the build-out line rules.
18 With the new changes coming from laws of the game this year,
19 especially regarding things like goal kicks, has there ever
20 been any thought to tweaking some of the language in the
21 build-out rules or any thoughts to that?

22 DAN POPP: We have --

23 TERRY FISHER: We have Paul Bayly and Matt Dacey
24 back there. Matt, Matt, would you please stand up,
25 Matt Dacey? So Matt is our current person that's working

1 with all of our groups in Eastern Washington. Matt has an
2 incredible background as an instructor, as a coach, as a
3 person involved with the DA, U.S. Soccer.

4 Paul Bayly just went out to check on the -- What
5 was the Man City score?

6 PAUL BAYLY: 6-0 Man City. Manchester United fan.
7 Yes, 6-0.

8 UNIDENTIFIED SPEAKER: Seriously?

9 TERRY FISHER: So the question from our friend in
10 Skagit was about tweaking some of the build-out lines in the
11 young kids, and Paul and Matt can answer to that question.

12 CHAD BURTON: To accommodate the new laws of game
13 changes regarding goal kicks. The ball is live as soon as
14 it's played -- or as soon as it's been kicked versus before
15 it had to clear the goal penalty area.

16 PAUL BAYLY: Yeah, so there's two references.
17 When the ball is -- the goal kick, so the ball has gone out
18 of play and the goalkeeper now gets it.

19 CHAD BURTON: Yes.

20 PAUL BAYLY: Everybody has to retreat behind the
21 build-out line. Then as soon as the ball leaves the penalty
22 box --

23 CHAD BURTON: It's in play at that point.

24 PAUL BAYLY: -- then the players can --

25 CHAD BURTON: But that's changing now. The new

1 laws of the game says on goal kick, as soon as the ball's
2 kicked, it clearly --

3 PAUL BAYLY: No, we weren't updated on that.

4 CHAD BURTON: Then the player --

5 UNIDENTIFIED SPEAKER: I thought they were just
6 trying it out.

7 (Simultaneous speakers.)

8 UNIDENTIFIED SPEAKER: I think they were trying it
9 out for --

10 MATT DACEY: No, no. It's going to be
11 implemented, so it's --

12 BASTIEN CATRIN: It's a new FIFA rule.

13 CHAD BURTON: It's already published, the laws of
14 the game changes. I don't think the --

15 (Simultaneous speakers.)

16 BASTIEN CATRIN: It's a new FIFA rule that you
17 will be able to just push the ball out and smash it home,
18 and you'll be great.

19 MATT DACEY: So the new law allows -- the new law
20 allows the ball doesn't have to leave the box for the team
21 in possession to touch it. The defensive team cannot come
22 into the box and touch the ball. So it's not necessarily
23 live. The attacking team can have possession. Once that
24 second attacker touches the ball, then it comes --

25 PAUL BAYLY: So when U.S. Soccer sends all that

1 information down, when they say, We're going with this,
2 that's when we'll implement it.

3 CHAD BURTON: Okay. It's --

4 PAUL BAYLY: FIFA and the FA and everything else.
5 I'm going with U.S. Soccer and US Youth Soccer tells me
6 because we're a member of that body --

7 UNIDENTIFIED SPEAKER: Yep.

8 PAUL BAYLY: -- but I hear what you're saying,
9 that you hear all these other things happening, and
10 you're --

11 CHAD BURTON: I'm reading and --

12 PAUL BAYLY: So when that happens, we'll make sure
13 everybody is notified and updated.

14 UNIDENTIFIED SPEAKER: Thank you.

15 DEAN ALDRIDGE: So, Paul, even with that, there's
16 a big disconnect having nothing to do with Washington Youth
17 Soccer, nothing to do with FIFA, having to do with the refs
18 actually understanding the rule. It's just you, right? I
19 mean I've seen that rule interpreted eight different ways.
20 Somebody will say, Well, it's the moment the goalkeeper. He
21 says, No, no, it's the moment it gets to someone.

22 So we worked really hard with our local referee
23 association to educate the referees on what to enforce
24 because these are usually younger games, right, littles? I
25 mean littler. So not all -- I mean whatever the rule is, it

1 will help tremendously if we can get our referees
2 who enforce to actually understand the rule itself.

3 PAUL BAYLY: So we have a combination of these
4 younger ages where we have younger referees who are learning
5 and don't have the experience. In five, six years' time,
6 maybe seven years' time, they'll be those kids who actually
7 went through this --

8 UNIDENTIFIED SPEAKER: Yes.

9 PAUL BAYLY: -- and they're the ones complaining
10 about the referee because they knew the rules, the kids, the
11 coaches. So hopefully that will change that --

12 DEAN ALDRIDGE: Totally.

13 PAUL BAYLY: -- culture, and there's part of us
14 who needs to educate, and there's part of us who needs to
15 engage.

16 DAN POPP: Yes.

17 PAUL BAYLY: Be careful when you're trying to
18 educate a referee. You need to engage a referee in a
19 conversation because, trust me, you get better results that
20 way. Engagement versus education.

21 So until that comes down from U.S. Soccer, we play
22 with the rules that we're given, and then if that changes,
23 then everybody will be notified.

24 CHAD BURTON: Okay.

25 TERRY FISHER: Paul, could you take a chance to

1 pass the mic along? Tell everybody what you do for
2 Washington Youth Soccer, and then give it to the next
3 person.

4 PAUL BAYLY: Okay. So I'm Paul Bayly. Moved here
5 2012. I was a Club Director. Now I'm the Commissioner for
6 the Regional Club League, and I'm also Director of Coach
7 Education for the state, and I also work with Hal on the
8 Soccer Operations Committee. So we meet once a month for
9 coffee with Terry.

10 So yeah, my job is to try to grow the game, keep
11 our rules and regulations with the RCL intact and also work
12 with associations and clubs. So this also gives me an
13 opportunity as an association. When you're going -- this
14 happens through your season with your recreational programs,
15 when you have that voluntold versus volunteer who's looking
16 out for the team. Please consider coach education to come
17 in halfway through your season. Each one of the U.S. Soccer
18 Player Development Initiative licenses, 4v4, 7v7, 9v9,
19 they're all four hours in length, and they all can be broken
20 up into two days. So you can do one day or two days, two
21 hours and two hours.

22 So please look at that if you find that your
23 volunteers is struggling or your associations with your
24 volunteers is struggling. Please contact me if you want to
25 add coach education or one of those licenses to your season

1 or even before the season. So that's kind of my role.

2 MATT DACEY: All right. And I'm Matt Dacey. Four
3 months ago I was hired as the Technical Director for Eastern
4 Washington. I relocated from Portland recently over to just
5 on the other side of the Washington/Idaho border. So I'm
6 working to grow the game, grow our membership, grow
7 Washington Youth Soccer's presence in Eastern Washington.

8 DAN POPP: Welcome, Matt.

9 MATT DACEY: Thank you.

10 BASTIEN CATRIN: I'm Bastien. So I run the state
11 cups from the Rec Cup to Presidents Cup to Founders Cup to
12 Championship Cup, and I'm the Director of the EPD/OPD
13 Program.

14 DAN POPP: All right. Rachel?

15 RACHEL WILTON: Hi. I am Rachel Wilton. I run
16 everything Foundation. So Washington Youth Soccer
17 Foundation, Soccer for Success, fundraising, that side of it
18 all.

19 NICOLE PETERS: I'm Nicole. I also work on state
20 cups and EPD, working with Bastien, and so that pretty much
21 covers everything. Yeah, Washington Youth Soccer state cups
22 and EPD.

23 SHANEIKA LAI: Hi. My name is Shan. I'm the
24 Creative Director. I support all the programs under
25 Washington Youth Soccer and the Foundation. I also help

1 with the Marketing Department, and, yes, that is me.

2 BRIANA AGUILA: I'm Bri. I manage all the
3 communication for Washington Youth Soccer, so I have the
4 website, all the two newsletters we send out monthly, social
5 media, execute most of our marketing efforts with our
6 sponsors and partners and cover all the regional tournaments
7 so that we can show how strong the state is.

8 TERRY FISHER: Not here today is Kyle Rodeheaver
9 who does all the scheduling for RCL. And does he help in
10 other scheduling, Bastien?

11 BASTIEN CATRIN: Yeah, he does. He does all my
12 state cups too.

13 TERRY FISHER: Okay. So Kyle does that work. And
14 I can only tell you that this is a really great group of
15 people, all of which will have bigger careers in the future
16 because they're smart, well educated, committed, dedicated,
17 willing to help and do almost anything to make the work of
18 Washington Youth Soccer better. And I'm really proud of
19 them, and I would like to give them a great thanks for the
20 meeting today.

21 (Applause.)

22 DAN POPP: And I want to add, just because I think
23 most of you know because she's been an integral part of the
24 organization, but Judy Andrews is at the end of our table
25 here. Judy is our attorney who helps us with everything

1 related to the legal nature of corporation, governance,
2 rules, bylaws, et cetera. So, Judy, I know that you attend
3 our meetings, but we talk to you regularly over the phone
4 and over e-mail, and we appreciate all the work that you do
5 for our organization.

6 (Applause.)

7 DAN POPP: And Keli.

8 KELI BITOW: I am Keli Bitow, you guys. A lot of
9 you guys talk to me constantly through e-mail. I'm your
10 Administrative Services, your Member Services Support, all
11 things that you have questions about. Biggest thing has
12 obviously been background checks, anything with Affinity.
13 Pretty much anything else that gets e-mailed, so if you
14 don't know where to go, e-mail me, and I will help you get
15 there. Okay? That's pretty much what I do.

16 DAN POPP: All right. Thank you. That is the
17 staff, and, Curt, to your point, these guys work really hard
18 to make your lives and your programs better, so we
19 appreciate their work.

20 The last thing I have for good of the game,
21 important dates. These dates are in your packets in front
22 of you. Just have them handy. Mark your calendars for
23 these things. I'll reiterate the Seattle Sounders/Portland
24 Timbers match is an important one for us to help the
25 Sounders and also help drive the name recognition of

1 Washington Youth Soccer and what we do in the state.

2 Anything else for good of the game?

3 KELI BITOW: I have one request for good of the
4 game for you guys. On your tables some of you guys have a
5 sheet with your association name on it and all your clubs
6 listed under it. If you could please before you leave check
7 and make sure that the information on those clubs are
8 correct, the city that they're in, the ZIP code that they're
9 in. It is going to be for a new website, and I'm trying to
10 make it as accurate as possible before, so if you can just
11 drop that before you go. Some of you like Eastside, they've
12 already taken care of it, so there's some that have already
13 taken care of it. Okay?

14 DAN POPP: All right. Curt?

15 CURT CARROLL: I just have one last question.
16 With all the state cups and the various teams where teams
17 are going out to regionals and nationals and various things,
18 do we have a fund for the team to visit a -- is it a lunch
19 or dinner from Washington Youth Soccer to show we're
20 supporting? I don't care if it's my association. I don't
21 care if it's the state. They're representing all of us when
22 they travel.

23 So the question is, do we give them \$250 for a
24 team meal? Do we do anything like that in our budgeting
25 process right now? And I've been out, stepped away from

1 that side for a while, so I can't remember if the state
2 actually does that or not, and if they don't, I would like
3 to add it in as a budget item for future because I think
4 2 -- I mean they hit us up at the association level. We do
5 250, and I know your offers are a little bigger than mine,
6 so I'm not saying they need to be a 500 or a thousand, but I
7 think there's something to show. If they're representing
8 us, I think we also need to think about that a little more
9 on some support so they know who we are besides just playing
10 for their team, their club. They're representing us as
11 Washington.

12 DAN POPP: Yeah.

13 CURT CARROLL: I think that's important.

14 TERRY FISHER: Bastien has the answer to that
15 question.

16 BASTIEN CATRIN: So we are paying the entry fee to
17 tournaments, which is 1600 per team.

18 TERRY FISHER: How much was that?

19 BASTIEN CATRIN: 1600 per team, and we have over
20 23 teams going, and right now we're at, I think it's 21
21 teams I believe. So we are paying for all these entry fees
22 for them. So saying we don't have them --

23 DAN POPP: No, no, he's not saying we don't. He's
24 saying we should --

25 BASTIEN CATRIN: It's a --

1 DAN POPP: The answer is, we do.

2 CURT CARROLL: Yeah.

3 BASTIEN CATRIN: We do a lot for them. We pay for
4 the entry fee, which saves them a lot of money. I know a
5 club from Eastside right now that we're helping find a way
6 to -- yeah, it's like talk to them. So we pay for all the
7 entry fee.

8 DAN POPP: Yeah. We also support the referees who
9 attend, and usually when we're there, we'll host a dinner
10 for the referees from Washington as a thank you for taking
11 their time to travel and be there. We are big supporters of
12 making sure that our teams are supported both financially
13 and enthusiastically from our organization.

14 We don't bring bananas. We got in trouble once
15 for not having bananas at the National Championship because
16 Cal South brought bananas, but -- I'm kidding of course --
17 we do provide tremendous support for them.

18 CURT CARROLL: I think administratively you're
19 saying great things, but I think when you get to the player
20 level, I don't think they know what we do for them. That's
21 what I'm saving.

22 So I understand we're paying to get them there,
23 but let's talk about, think about the next step. So when
24 the little guys, the 17-, 18-year-olds can remember and
25 they're coming back to coach, they're coming back to be on

1 our board, What I did I get out of Washington Youth Soccer?
2 Forget about the fees. They want something that they'll
3 remember this. If it's a card, if it's a dinner that's
4 sponsored. I understand all of that's mandatory, and also
5 we do pay a lot for the cup fees, so we understand that
6 they're paying for that as well. So I mean this would be
7 something besides, just to think about.

8 DAN POPP: Yeah. Good ideas. Good ideas.
9 Anything else? All right.

10 Well, I'll remind you that the Sounders brought
11 some cool swag, so, you know, I would just be respectful.
12 It's not a Wal-Mart, you know, kind of midnight shopping at
13 Thanksgiving.

14 TERRY FISHER: Cleanup in Aisle 7.

15 DAN POPP: If there's something -- yeah, no one
16 should leave with bruises or broken bones, but they did
17 bring them as a gift, and I hope each of you can find
18 something that's important for you or someone, a friend or a
19 family member.

20 KELI BITOW: There's also water bottles and extra
21 water bottles and popcorn as well.

22 DAN POPP: Okay.

23 KELI BITOW: And, also, if you could drop your
24 name tags on the table for me, that would be great.

25 DAN POPP: So is there a motion to adjourn?

1 PHIL HAROLD: Seattle will so move.

2 CURT CARROLL: Second.

3 DAN POPP: We are adjourned. Thank you for being
4 here.

5 (At 11:12 a.m. the meeting was concluded, and
6 the court reporter was dismissed.)

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C E R T I F I C A T E

STATE OF WASHINGTON -- COUNTY OF KING

I, the undersigned officer of the Court, under my commission as a Notary Public in and for the State of Washington, hereby certify that the foregoing proceedings were taken stenographically before me and thereafter transcribed under my direction; that the transcript of the proceedings is a full, true and correct transcript of the proceedings taken to the best of my ability; that I am neither attorney for, nor a relative or employee of any of the parties or participants; and that I am not financially interested in the said action or outcome thereof.

IN WITNESS WHEREOF, I have hereunto set my hand and seal this 4th day of June 2019.

Julia Williams

Julia Williams, CCR #2307
License effective until May 9, 2020
Residing at Seattle, Washington



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