



Board of Directors Meeting Agenda
7100 Fort Dent Way, Suite 215, Tukwila, WA 98188

Thursday, October 26, 2023 | 1:00-2:00pm PT | Virtual

Attendance: **Chris Stiles, Gabriel Suarez, Jane McGillivray, Lane Smith, Lauren Pendergraft, Leah Gray, Matt Folsom, Rich Austin, Roger Levesque, Chuck**

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| 1. Meeting Called to Order | Chris Stiles |
| 2. Roll Call | Jane McGillivray |
| Absent Lamar Neagle | |

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| 3. Approval of Minutes September 14, 2023 | Chris Stiles |
| Approved | |

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| 4. Financials September 2023 | Chuck Porter |
| Offering a training cycle for EPD. Younger kids can have a chance to see-touch-feel the EPD program. This past Sunday and two more upcoming. Gives the parents a better idea of the program as well. Program has potential for expansion and a great marketing tool for the younger ages to insure they know about the program opportunities. | |
| \$90/3 sessions. | |
| Kids get a t-shirt as well to give them program identity. | |

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|--------------------------------------|-------------------|
| 5. 2023-2024 Budget Review | Finance Committee |
| 6. Program Updates Team Objectives | Roger Levesque |

APFM coming in Jan. Approach early to share info with Associations.
Fees voted on in Jan 2024 APFM are for 2024-2025 (Playing year beginning Sept 2024)
Membership increases: need to build back budget reserves. Open to Assns. helping with Design. → partnership is critical to all of our success.
WA Minimum wage increases factored in, as well as rising costs in other areas.
We are not able to weather another disruption and need cash reserves to keep soccer across our state affordable to all.
All aspects of business have increased – gas, every utility, etc.
Last fee change discussion was focused on Insurance and overarching costs
Need to right size our budget – bump to catch up in 24-25. Anticipate smaller annual increases to



prevent this in the future.

Powerful story of ten-year plan, from Chuck.

Number of kids on Scholarship? Asset on the 5013c go to Sponsoring companies to garner donations.

Zoom based auctions – raise a lot of money! Reduce brick and mortar gala costs.

Need to be careful about “telling” and must create a message where the value of what we offer is clear.

7. AOB

All

8. Adjournment

Chris Stiles

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Next Meeting:

Date: Thursday, November 16, 2023

Time: 1:00-2:00pm PT

Location: Virtual via Microsoft Teams

Board of Directors

Chris Stiles, *President* Lane Smith, *Vice President* Jane McGillivray, *Secretary* Lauren Pendergraft, *Treasurer*

Gabriel Suarez Lamar Neagle Leah Gray Matt Folsom Rich Austin Roger Levesque, Executive Director



WASHINGTON YOUTH SOCCER

Board Meeting | October 26, 2023

TEAM OBJECTIVES | THROUGH AUGUST 2023



Core Objective | Listen, learn, over-communicate (internal & external), **REFINE & REIMAGINE**, and execute.

PRIMARY ESSENTIAL GOALS (PEGS)

PEG #1 | Refine & reimagine programs and processes to improve key stakeholder experience in each interaction with WYS. Document updates and over-communicate any changes. Execute.

- Grassroots Support & Development
- WYS Cups Series
- Elite Player Development Program (EPD)
- WYS Foundation Programming and Supporting Organizational Structure
- Coaching Education
- Eastern / Central Washington Growth
- Business Development via Corporate & Community Partnerships and Grant Development
- Member Services, e.g., Risk Management, OIM, CaseIQ, Boundary Management, etc.

PEG #2 | Invest in League development and facilitate collaboration & cohesion.

- Launch Washington Inland Premier League (WIPL)
- Launch League Washington (High School Regional Rec League)
- Work toward complementary league relationships to improve playing environment (WISL & WIPL, NPSL & SSUL, etc.)
- Instigate communication & facilitate cohesion across WYS sanctioned leagues

PEG #3 | Target process improvement to refine internal & external communication, improve how we work together, and deliver relevant information.

- Further define roles & responsibilities to refine internal communication
- Promote Core Programs, e.g., Cups, EPD, Foundation, Coaching Education, etc.
- Deliver info that adds value to / improves experience for the WYS community

TEAM OBJECTIVES | THROUGH DECEMBER 2023



Core Objective | Listen, learn, and over-communicate. **IDENTIFY OPPORTUNITIES TO EXPAND** and execute.

PRIMARY ESSENTIAL GOALS (PEGS)

PEG #1 | Identify opportunities to incrementally expand programs / leagues that create additional value for Members, address gaps (services, geographies, etc.) in current offerings, and (re)introduce WYS to new markets.

- First impressions (or reimpressions) are crucial
- One measure (but not the only measure) of value creation is “willingness-to-pay”
- Consider the varying needs / challenges of different customer segments, e.g., urban vs rural, recreational vs competitive, etc.
- Examples: EPD 2013 Cycle, Recreational growth in EWA, etc.

PEG #2 | Review core business programs and processes to inform and establish short/long-term financial goals.

- Understand profitability of programs to guide future investment
- Review internal processes / business systems and identify opportunities to improve efficiency
- Identify short-term / long-term financial goals to inform considerations for any player fee updates at APFM (Jan 2024)
- Engage Association Leadership as partners in planning to understand needs and priorities of Members

PEG #3 | Continue process improvement to refine internal & external communication, improve how we work together, and deliver information **RELEVANT TO ALL CONSITUENTS.**

- Further define roles & responsibilities to refine internal communication
- Promote Core Programs, e.g., Cups, Coaching Education, EPD, Foundation, Leagues, etc.
- Deliver information that adds value to / improves experience for the WYS community



THANK YOU

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