



## MINUTES OF THE REGULAR MEETING OF THE BOARD OF DIRECTORS

April 5, 2008

The Directors names in these minutes of the California Youth Soccer Association-South, constituting the Board of Directors of said California Corporation, held its regular meeting on April 5, 2008 at the State Office in Fullerton, California. President and Chairman of the Board, Gregory Falk, called the meeting to order at 9:08am. A quorum was present.

Present:

**Greg Falk, President**

**Dave Deleon Vice President**

**Lila Smith, Secretary**

**Ken Goldman, Treasurer**

**Chris Gallup, District 1 Commissioner**

**John Mullen, District 2 Commissioner**

**Paul Doty, District 3 Commissioner**

**Stormy Medley, District 5 Commissioner**

**Ann Shoemake, District 6 Commissioner**

**Rick Velasco, District 7 Commissioner**

Also present for various parts of the meeting

**Derek Barraza, District 4 Commissioner**

**John Weinerth, Chief Executive Officer**

**Bill Lewis, Director of Marketing & Sales**

**Steve Marquez, League Accounts**

**Luis Salcedo, Membership**

New agenda items: State Cup and National Cup appeals and subsidies

Motion #1- Dave Deleon moved to approve minutes as written except for acknowledgment that Rick Velasco was approved in Executive Session in March. Paul Doty seconded. Motion passed unanimously

President's Report:

Due to airline situations Board members need to make sure airline tickets are booked in advance as prices will be rising. Will be reviewing conflict of interest forms completed by board members

Rick Velasco wanted to thank John and staff for their time in his District Commissioner Orientation Training at the Cal South office to start his new term.

CEO Report-Presented by John Weinerth. See written report. SYRA applications have been received and will be reviewed by the Board appointed SYRA Interview Panel to determine final interview schedule. John will be meeting with our Insurance Broker representatives from Hilb,

Rogal & Hobbs (HRH) to determine renewal strategies for next year. The market has softened a bit and we will more than likely shop both the accident & GL policies as a means of accessing the market and making improvements where possible. Cal South has been pleased with the performance of our carriers and coverage as a whole.

Corporate Office Report-presented by John Weinerth. See written report.

Sales and Marketing Report-Presented by Bill Lewis. See written report as presented in his report still ongoing communications with companies listed in report. AT&T has had some internal issues which has caused a delay. Also speaking with ReCharge, Wells Fargo and Chickfila national agency.

Dave DeLeon attended a meeting with Bill Lewis and was very pleased with how he presented himself at the meeting.

Competition and Membership Development Update- presented by Luis Salcedo. See written report. Luis Salcedo commented on how a BU12 Chivas USA team from the LA Futbol Circuit was a finalist in State Cup along with recent winner from Sueno MLS tryout for a spot on the Chivas USA roster was also a participant in the Circuit through Anahuak Youth Soccer League.

League Accounts Management Report- presented by Steve Marquez. See written report Per Steve no other items to report.

Coaching Education and ODP Report-presented by John Weinerth. See written report.

State Tournaments Report-presented by John Weinerth. See Written report.

TOPSoccer Report presented by John Weinerth. See written report

Sanctioned Tournaments Report-presented by John Weinerth. See written report

Risk Management Report-presented by John Weinerth. See written report

2009 Far West Regional Report-presented by John Weinerth. See written report

Protests, Appeals, Discipline Report-presented by John Weinerth. See written report

Per John Mullen there were issues with State Cup moving BU16 one week forward with only 3 weeks notice, teams not given enough notice and SAT are that weekend. Per Dave DeLeon we need to look at changing dates. Per John Mullen we need to think of customer satisfaction. Greg Falk discussed how we need to think of customer satisfaction due to competition when making these decisions. We might need to make changes for next year

Motion #1- Chris Gallup motioned that we approve reports as reported.  
Dave DeLeon seconded. Motion passed unanimously

Motion #2-Paul Doty motioned that we approve the addition of a second weekend for FC Irvine tournament. They will be splitting Boys and Girls and 5 games per day. Fields are available.  
Chris Gallup seconded. Motion passed unanimously.

John Weinerth advised that we received 7 applications for the SYRA position by the deadline. The information will be passed on to the Committee that has been formed. Greg Falk would like the process done within 30 days in time for discussion at the May 10<sup>th</sup> meeting.

Per Greg, Tom Bobadilla has sent an email requesting information on RM for referees and was given what the process is.

John Weinerth presented a sample player card with no signature requirement and photo will be on the front of the card instead of the back. This will be required for the 2008-09 year and notifications will be sent out to all League Registrars and League VIPs.

A relationship was initiated last year between Cal South & Univision as the network did a series of content segments featuring top Cal South players in a weekly feature called "Promesas de Futuro". Univision is the largest Spanish network in the country and #1 Spanish network in California and Bill Lewis met with them to discuss potential expansion of the partnership. Univision in the past couple of years has run tournaments in San Diego and Santa Barbara and they had a desire to do one in Los Angeles. The 6v6 tournament they are looking to host would be heavily promoted via their television and radio network and will feature a 1-hour tournament wrap up highlight special on Univision. They would handle all sponsorship sales and activation components with us running the soccer tournament component. We also met with Primetime, who does event activation for Univision and also runs the MLS Futbolito events and would work for Univision on this project. Waiting for a final agreement from Univision advising that Cal South would have no cost risk in running this tournament. Per Luis Salcedo, a partnership would be a win-win for both sides. Tournament would be 6 X 6 format at Taylor Yards in Los Angeles, looking at 80-100 teams. Hosted by Cal South.

Per Bill Lewis as an extension of this agreement we are discussing the potential of recurring Cal South player segments and promotional PSA's going forward.

Motion#3 –Derek Barraza made the motion to approve tournament as a Class I & III Copa Univision July 12-13<sup>th</sup>, 2008.

Dave Deleon seconded. Passed with opposition by Ken Goldman

John Mullen discussed a request for exception to Cup tied rule for San Diego Surf GU-17.

Stormy Medley discussed a request from a player that transferred to Arsenal and would like to transfer to Eagles now to play state cup..

Per Ken Goldman the approved 07/08 budget has \$135,000 allocated for team subsidies for Far West Regional Championships and \$100,000 for the USYS National Championships. This year we have upwards of a record 38 teams that have qualified through the Cal South National Cup, Region IV wild cards and Far West Regional League wild cards: 16 National Cup Champions, 5 WC, 9 from Fall FWRL & 8 Spring FWRL. Discussion ensued that as to whether considerations should be made in terms of giving Cal South National Cup winners more and how to stretch the dollars. Many proponents spoke up that all winners should be given unilateral support of their player costs and that \$5000 should be given to each team even though this far exceeds the budgeted amounts

Motion #4- Paul Doty made a motion that the travel subsidiary for Regional Travel will be \$5,000 per team for Far West Regional Championship travel and National Championship qualifying teams will be given \$10,000 for 2008.

John Mullen seconded. Passed with opposition by Ken Goldman and Chris Gallup

Ken Goldman has received numerous complaints and third party rumors on how the funds given to teams are distributed and that not all clubs distribute the money to the players. We need to advise all parents that money is being given to the teams to help with player costs and that the Clubs need to be transparent as how these monies are allocated and the #1 priority is to defray player travel costs. A letter to each family will accompany the check sent to the club.

Motion #5- Greg made the motion to go into Executive session.

Derek Barraza seconded. Passed unanimously.

Entered executive session at 11:41 am.

Out of Executive session at 12:20 pm

Motion #5-Paul Doty made the motion to approval the League as shown on the attached sheet. Seconded by Chris Gallup. Passed unanimously.

Meeting adjourned at 1:15 pm.