



**Utah Youth Soccer Association
Board Meeting - UYSA State Office
January 23, 2020 - 7:00pm**

The January Board of Director's meeting was called to order at 7:09 PM MST by Brian Smith.

Attendance in Person

Lisa Brockbank, Justin Harryman, Toby Yoshida, Brian Smith, Bryan Attridge, Brian Babcock, Zig Peacock, Ranata Lawson, Scot Boyd, Cindy Baron, Eric Landon, Matt Rader, Michelle Wixom, Stephanie Larsen, Amanda Sanders, Tracy Proulx, Dick Kunz, Matt Downing, Kylee Downing

Attendance on Conference Call

Russ Austin

Board Members Absent

Kyle Pasley

Reports & Announcements

2020 Board Meeting Schedule – Bryan Attridge

January 23, March 13, April 16, June 25, August 20, November 19

AGM Reminder – Location, Dates, and Elections – Bryan Attridge

March 13-14, 2020 at the Provo Marriott Hotel and Conference Center

Field Grant Applications Open – Bryan Attridge

\$60,000 has been budgeted for the 2020 Field Grant Program. Applications can be found on the Field Grant page of the Utah Youth Soccer website. Click [here](#).

Legacy Fields Reports – Michelle Wixom

Michelle reports Region 6 Shivwits Fields are hoping to break ground in September 2020. Brian Smith encourages those clubs who want to build fields in their regions to contact Michelle Wixom. Bryan Attridge mentions that membership wants more regular information on field updates. Michelle will be sending out information to the clubs on progress for the fields in their region. Toby suggested letting membership know when there are positions opened for the legacy fields committee.

2020 UYSA Staff Initiatives – Bryan Attridge, Eric Landon, Matt Rader

Brian Smith - Annual Objectives

Bryan Attridge, CEO

Recreation Jersey Program: In an effort to grow grassroots soccer in Utah, UYSA has been meeting with sponsors to help subsidize the cost of jerseys for recreation programs.

Legacy Field: Working with Michelle and the committees more closely to help further the program

Technology Platform: Affinity Sports was recently purchased by Stack Sports. Brian Smith informed the board that we are looking at other vendors, reviewing their platforms, in an effort to find improved technology and pricing.

Club Communication: Goal to meet with all the clubs prior to the AGM. In the future UYSA would like to continue meeting with clubs each year in an effort to collaborate and build



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relationships. Brian Babcock suggests letting the region director know when we are meeting with the clubs within their region.

Eric Landon, Technical Director

Hiring of Assistant Technical Director: Would like to hire an assistant by June 1, 2020. A job description is written for the position. Applicant would be able to meet and collaborate with clubs.

Club Standards/ Club Development program The next meeting will be in February. The curriculum is geared toward helping Organizational Members with coaching development and curriculum.

US Soccer Roadshow: Provides coaching education resources for coaches to connect with member associations.

Referee Recruitment: Marketing (Video/Campaign) RSL Mentoring Program, RSL Scholarship funding with UYSA. Toby Yoshida mentioned that we need to have more headsets for referees.

Brian Smith emphasizes the importance of needing more mentors. Matt Rader discussed the Club Lines man program and a program called iRef.

Matt Rader, COO

Creation of Sponsor Material- Working on creating more value to our members by drive more revenue to the association's programs.

Anti-Racism Campaign: Has been brought up by clubs. Working to create Kick Racism campaign. Create contests, pledges, petitions, sponsor to donate \$ for every pledge. Brian Babcock mentioned that we could show something at the AGM.

US Youth GRIP Report (Growth and Retention) – Bryan Attridge

Bryan Attridge explained chart that shows the GRIP Report presented at the US Youth workshops in Baltimore, which identifies trends, weaknesses, and opportunities as well as showing club retention rates. This service has been provided by US Youth Soccer to analyze player data for each club. The goal is to be able to help clubs grow their programs. This analysis is free to Utah Youth Soccer organizations.

US Youth Leadership Summit Initiatives/Updates – Brian Smith and Bryan Attridge

Bryan Attridge Talked about National Calendar and a shared resource center that will be provided for each state.

Brian Smith discussed the new futsal initiatives with US Youth Soccer. He has joined a committee with 6 other state presidents to organize regional and national futsal tournaments.

Disciplines and Protest – Matt Rader

Matt Rader spoke on a few Presidents Cup incidents that are currently being addressed.

Study Session

1411 Application Procedures

The board discussed different ideas on how to ensure that there are more checks and balances for new organizations. Discussion on raising the minimum number of players to 200. Cindy Baron brought up the idea of a probationary period with the clubs. Brian Smith wants to make sure we



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provide a path of government for the protection of players. Zig Peacock would like to have a call for more discussion on this topic.

Consent Agenda

November 2019 Board Minutes
Financial Reporting

Brian Smith motions to pass. All in favor

Business

6325 2.d.1 Determine Pre-Alignment

Zig Peacock motions to approve policy change
Seconded by Russ Austin
All in favor.
Motion passes

6325 2.d.3 Determine Pre-Alignment

Zig Peacock motions to approve policy change
Seconded by Toby Yoshida
All in favor.
Motion passes

Legacy Field Money Approval

Region 2 Appraisal - Land owner willing to give to UYSA if we can get the right appraisal. The cost for appraisal is 5k. Regional and state approval is required in order to proceed.
Justin Harryman motions to approve
Seconded by Brian Babcock
All in favor.
Motion passes

Meeting adjourned at 9:05 PM MST.

Next scheduled board meeting will take place on March 14, 2020 at the Provo Marriott Hotel & Convention Center.