

**Summary of the Meeting of the
Board of Directors of the United Soccer Coaches Association**
Sunday, May 20, 2020
Board Call



Board Members in attendance: Lynn Berling-Manuel (non-voting, *ex officio* board member – CEO), David Carr, Jeff Farnsworth, Ashlee Fontes-Comber, Andy Haile, Haroot Hakopian, Greg Hubbard, Warren Mersereau, Rusty Oglesby, Missy Price, Sue Ryan (voting, *ex officio* board member – Advocacy Council Chair), and Kevin Sims.

Staff Members in attendance: Beth Sullivan

Call to Order

President Kevin Sims commenced the conference call at 9:00am Eastern Time, Wednesday, May 20, 2020.

1. Welcome Remarks – K. Sims

- Mr. Sims called the meeting to order.

2. Approval of Minutes – A. Haile

- Minutes from the April 29 and May 6, 2020 Board meetings were approved.

3. Board and Strategic Planning Going Forward – K. Sims/L. Berling-Manuel

- Lynn Berling-Manuel led the Board through a discussion of the draft strategic plan, focusing on whether any adjustments are needed based on changes caused by the coronavirus.
- Board members asked numerous questions. In particular, the Board asked whether financial stewardship should receive heightened attention given the uncertainty resulting from coronavirus.
- Ms. Berling-Manuel and Greg Hubbard answered specific questions relating to the Association's current financial position. At this point, it appears that the 2019-2020 fiscal year will end in a good financial position. 2020-2021 is much more uncertain, but that uncertainty makes specific strategic planning goals relating to finances very difficult to establish.
- The Board also discussed whether Goal 1 (Member-centric) and Goal 5 (Keep membership simple) should be combined into a single goal. After discussion

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of this issue, most Board members expressed support for retaining these as separate goals.

- Several specific suggestions were offered, including explicit reference in the goals to the role of the Advocacy Council and the value of “giving back” through the Foundation. In addition, the Board suggested clear statements regarding membership growth and satisfaction.
- Ms. Berling-Manuel noted the suggestions and plans to circulate a revised draft of strategic goals in advance of the June 3 Board meeting.
- With respect to the timeline going forward, the Board plans to finalize the Strategic Plan goals on June 3, to consider annual business goals at the June 17 Board meeting, and to approve the 2020-2021 budget in July.

Following this discussion, a motion to adjourn was made, seconded, and approved.