

**Summary of the Meeting of the
Board of Directors of the United Soccer Coaches Association**
Wednesday, July 22, 2020
Board Call



Board Members in attendance: Lynn Berling-Manuel (non-voting, *ex officio* board member – CEO), David Carr, Ashlee Fontes-Comber, Jeff Farnsworth, 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, Geoff VanDeusen

Call to Order

President Kevin Sims commenced the conference call at 9:00am Eastern Time, Wednesday, July 22, 2020.

1. Welcome Remarks – K. Sims

- Mr. Sims called the meeting to order.

2. Association COVID-19 Fiscal Update – L. Berling-Manuel

- Lynn Berling-Manuel updated the Board on recent fiscal developments related to the coronavirus.
- Revenue from College Services has been impacted significantly as more college conferences continue to announce that they will not play games in the fall.
- While this revenue would have been booked in the 2020-2021 fiscal year, the lack of renewals has an immediate effect on cash flow.
- In addition, exhibitor revenue for the upcoming 2021 Convention has been substantially behind past years. Follow-up conversations with exhibitors indicates that they are also feeling financially pinched and that many do not plan to travel due to health concerns.
- Based on these and other factors, Ms. Berling-Manuel explained that the Association will need to hold the 2021 Convention remotely rather than in person.

3. 2021 Convention Plan with Q&A – G. VanDeusen

**Summary of the Meeting of the
Board of Directors of the United Soccer Coaches Association**
Wednesday, July 22, 2020
Board Call

- Geoff VanDeusen led the Board through a detailed discussion of how a live digital Convention would operate.
- First, it looks like the Association will be able to renegotiate with the Anaheim Convention Center to avoid most (perhaps even all) penalties for withdrawing from an in-person 2021 Convention. We are most likely to add Anaheim to the back of the current Convention schedule, so the event would return there in 2033.
- Mr. VanDeusen provided a PowerPoint slide deck with explaining the goals and specifications for this form of Convention. Goals for a live digital event include:
 - Engaging for members and exhibitors
 - Provide a positive experience for members and exhibitors
 - Recognize Sponsor, partners, and Award Winners
 - Showcase our brand, education, and membership
 - Affordable
 - Contribute a minimum of \$500,000 to the budget
- Mr. VanDeusen also explained that the new Convention format would allow for fewer sessions than an in-person Convention, but would provide the opportunity for many high profile presenters who might otherwise not travel to attend an in-person Convention.
- Board members asked numerous questions regarding the logistics of a digital Convention, particularly regarding anticipated expenses, cost to members, opportunities for fellowship/networking, and others. Mr. VanDeusen explained the expected financial implications of a digital Convention, as well as if the Convention remained in-person. The cost to members will be considerably less than in-person attendance, and of course members will save on travel expenses. Various forms of technology allow for fellowship/networking, and the Association is exploring those and speaking with vendors.
- A question about online or app voting for the open Board position was also discussed. The digital format of the Convention may provide opportunities for higher membership participation in voting than in the past.
- After Mr. VanDeusen's presentation, the Board expressed support for and excitement about undertaking a live, digital Convention in 2021.
