

**Summary of the Meeting of the
Board of Directors of the United Soccer Coaches Association**
Monday, October 12, 2020
Board Call



Board Members in attendance: Lynn Berling-Manuel (non-voting, *ex officio* board member – CEO), David Carr, 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 Member in attendance: Beth Sullivan, Geoff VanDeusen

Call to Order

President Kevin Sims commenced the meeting at 7:30pm Eastern Time, Monday, October 12, 2020.

1. Convention Update – G. VanDeusen

- Geoff VanDeusen provided a Convention update to the Board. With the Convention going to a live, digital format for the first this year Geoff noted that “everything is new.”
- The staff is learning how to best use the Pathable system, which will be the platform for the Convention.
- Given the format, Convention expenses are more predictable than other years.
- Mr. VanDeusen reported that all departments of the Association are focused on Convention related tasks, including marketing the Convention, planning with Convention partners (such as Adidas, soccer.com, Verizon, and Volkswagen).
- An exciting opportunity given the format is the use of the studio for interviews, analysis of sessions, “history minute” with Ray Cieplik, and other live events hosted by Dean Linke.
- With respect to Convention registrations, we may see later than usual registrations this year because there is no need to lock in hotel rates or travel fares.

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2. Financial Oversight – G. Hubbard

- On the point of Convention registrations, Greg Hubbard noted that revenue from registrations is lower than anticipated at this point. This revenue stream will be watched carefully over the next several weeks, and consideration will be given to potential responses in the event that revenue continues to lag.
- Again, however, the good news is that Convention expenses are lower than when the event is presented in person, and expenses are unlikely to vary significantly from budget.

3. CEO Update – L. Berling-Manuel

- Lynn Berling-Manuel reported that Convention registrants number approximately 175 at present.
- The Association's college lobbyist is retiring and Lesle Gallimore is heading the search committee for a replacement. Ms. Berling-Manuel expects a good number of applicants and hopes that the search committee will narrow the pool to 2-3 finalists for consideration.
- Finally, Ms. Berling-Manuel stated that "all hands are on-deck" working toward the Convention. This will be the focus for the staff over the next few months.

Following this discussion, the Board moved into Executive Session.

4. [REDACTED]

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