

**Summary of the Meeting of the
Board of Directors of the United Soccer Coaches Association**
Monday, October 26, 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

Call to Order

President Kevin Sims commenced the meeting at 7:30pm Eastern Time, Monday, October 26, 2020.

1. Approval of Minutes – A. Haile

- Andy Haile presented minutes from the following Board meetings for consideration: August 31; September 14; September 28.
- Following a motion and second, the minutes were approved as presented.

2. CFO Cash Flow Report – B. Sullivan

- Beth Sullivan noted that the most recent cash flow report was sent to the Audit & Finance subcommittee monitoring cash flow on Friday, October 23.
- Based on current revenue, it looks like the Association will not hit its October revenue target for Convention.
- That said, there have been some positive developments. Specifically, there have been two large group sales for Convention (MA Youth and Scottish FA); the Association is still looking at other possible group sales. Some state associations are using the Convention as a substitute for their annual general meetings.
- To date, twenty-three exhibitors are fully paid.
- We are still awaiting a final decision from one major sponsor with respect to its Convention sponsorship. Three Convention sponsors are already locked in.

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- \$333,000 of \$863,710 in budgeted Convention revenue has come in so far.
- Need about 1,800 more attendee sales to reach our Convention budget.
- Ms. Sullivan reported that the Association’s auditors will begin their annual audit in mid-November.
- With respect to the health care costs for the upcoming year, the Association’s insurance broker has provided notice that health care costs will have no increase for 2021. A \$25,000 increase had been budgeted, so this is a significant saving.
- Ms. Sullivan further stated that member club revenue has been slow recently because of uncertainty about the spring season due to COVID.

3. Finance Subcommittee Oversight – G. Hubbard

- Greg Hubbard reported that the most recent cash flow report included a good breakout of revenue received, pledged, and anticipated.
- Past year comparisons are of limited usefulness because this is such a different experience than in-person Conventions.
- The Association is cash-positive for the first two months of the fiscal year, which is a good step given the extraordinary circumstances.
- Lynn Berling-Manuel mentioned that the expenses are significantly lower for Convention this year. Major expenses are “locked down,” so there should be little chance of any unanticipated Convention expenses. In addition, Convention-related payments to Harvest Productions are being made on a periodic basis rather than in a single lump sum. This should help with cash-flow pressures.

4. CEO Report – L. Berling-Manuel

- Ms. Berling-Manuel expressed appreciation for the CEO performance appraisal she received from the Board.
- She reported that staff attention is heavily focused on Convention right now.
- 60 exhibitors are presently scheduled for attendance; we are hoping for over 100.
- Convention registrants are currently at 451, up from 175 at the time of the last Board meeting, and many more are anticipated.

Following this discussion, the Board moved into Executive Session.

5. [REDACTED]

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