

AYSO Board Meeting

June 8, 2021

Participants

X	Taj Chiu	X	Caroline Amicone
X	Neil Weinberger	X	Steve Hawkins
	James Sheehy		Dana Bradley
X	Mimi Goldstein	X	Bill Owen
X	Shanti Rao	X	Robert Owen
	Dan Jeffries		Ivonne Penichet
X	Terry Takahashi		Marco Quezada
	Joanie Paik	X	Samir Singh
	Stas Petropoulos		Steve Haegelin
X	Patrick Shopbell	X	Tara Mastro
X	Susan Lee		Scott Davis
	Louise Hamlin		Monica Wehbe
	DeWayne McMullin		Mark Evans
	Sam Shaker		Azeem Khaja

Call to Order

Taj Chiu called the meeting to order at 7:22 pm.

Approval of previous meeting minutes (March and April)

Neil moved to approve the May minutes. Terry seconded. Minutes were approved with all in favor and none opposed.

Reports

Report from National, Section, and Area - Taj

National National Annual GM - [Report from Taj](#). The executive members of AYSO who participated voted to re-elect one board member and elect three new board members. The members also voted to eliminate term limits on membership of the national board of directors. There's a lot changing in AYSO right now!

The office staff reduced headcount and expenses substantially, so now 15 people are overextended to run the organization. Pre-COVID, participation was up slightly. Post-COVID, AYSO is projecting a greatly reduced participation for 2021. Steve mentioned that some of what staff used to do (Referee Administration) is now pushed down to volunteers. Only the functions that were absolutely necessary continued.

Some of the trends that are happening nationally include stagnant participation - in all youth sports, fewer kids are playing. DEI and the importance of social and emotional development are starting to be recognized. Player safety and compliance requirements are getting more important. Volunteerism is changing. All together, local soccer regions have greater flexibility to figure out what will work for their community, including allowing choice of business systems and transitioning traditionally internal functions to outside organizations. A region the size of Region 13 has different needs from a region with 50-100 players. Instead of AYSO NO running programs, it will shift its focus to supporting regions.

AYSO is projecting 225,000 players, nationally, down from 380,000 in 2019.

AYSO is getting new financial systems (Divvy, ZipBooks) and a new Learning Management System to replace AYSOU within the next month or two. It will be ready for fall training.

Section Possible EXPO (intensive day of volunteer training) in August.

Area Upper Division planning has begun. No Freeway Jam this summer.

[Registrar Report - Shanti](#)

Click the link for the full report. Over 1000 players and 150 volunteers registered during May, which is comparable to 2018 or 2019. That was only 3 weeks in May, however. In the past, the rate at which parents register their children has been consistent throughout the summer. If the current trend of 25 player/day continues, we can expect 3300 players by September 1. 400 of those would be in 4/5U.

InLeague has been a tremendous success — we received only a handful of requests for help.

Coach and referee volunteerism is about normal — slightly below where we want it. Troubling is we only have 5 adult volunteers who are 35 or younger.

Division rosters are ready for the DCAs. Coach staff is invited to set up a meeting to be trained in how to use them.

To do: players activated from the wait list have not been invoiced yet so they show up as scholarships. InLeague is making changes so we can bill those players this month.

Donations are a little lower than scholarship awards, but the average payment is still hovering around \$160/player.

Everyone seems to want to play with friends, but if we do that in 10U, the games aren't fun. To address this gap, we should consider adding an extra program (mostly run by Launch) to offer Sunday afternoon. Samir ran the skills clinics last year, which included a lot of scrimmaging. What about making a Winter Stars model? Samir says we did that in 2019. Neil suggests we brand this as an official program, and work out a pricing model that covers its costs. Taj really wants kids who aren't playing in the fall to be welcomed and included. When we offer the free stuff, it doesn't feel important. If we can get a little bit of commitment, maybe the program will attract critical mass.

[Diversity, Equity, Inclusion - Shanti](#)

Click the link for the full report. Last year, Shanti, Samantha, and Susan started working on a diversity, equity, and inclusion policy for Region 13. They talked with referees, coaches, and parents, with the national office, and with other sports organizations. They recommend the Region adopt a formal statement affirming its commitment to diversity and inclusion, and identified a number of actions the coaching, referee, and back office should do to promote inclusive team environments and practice inclusive team behaviors.

Shanti has also been talking with Karen Mihara and Scott Snyder (Director of Programs and Education, and Technical Director) at the national office, who are overhauling AYSO's curriculum to more specifically target social-emotional learning. Recognizing that Region 13 serves half as many Black players as the community demographics, we undertook a major outreach campaign this year to invite PUSD students to join, and expanded the scholarship program. The [communication strategy](#) document was revised, and the [player placement guidelines](#) (renamed from "rating") were subtly changed to remove certain loaded words. Now we need to make coaches and referees aware of bias, exclusionary language, and what the best practices are to push that down to the families.

Specific to-dos include

- Scan the parent pledge, so parents keep it instead of turning it in
- “Push mentoring” for referees
- Preseason “Positive Coaching” and “Positive Refereeing” meetings
- Provide specific examples during training of how to encourage social-emotional learning and promote one-on-one relationships
- Coordinate consistent messaging through multiple channels -- DCAs, DRAs, Team Managers

Requests:

1. For the Region 13 board to formally adopt the inclusion statement
2. Coach and referee staffs to designate a working group to implement the plan

Shanti moved to approve the diversity statement and post it on the web site. Steve Hawkins seconded the motion. The motion passed unanimously.

Treasurer's Report - Mimi

The fiscal year end is 6/30. The final report looks significantly different from any other year. The COVID programs both turned a small profit. One kind parent donated \$1500.

Fall does not usually look like this, but since we didn't have a season, we still bought some uniforms and equipment to use in 2021 -- about half of the usual amount. Some of the income is really for 2021. Although the region lost money from overhead this year, we did lost much less than expected thanks to Skills & Drills and other income.

For Fall 2021, average income is about \$159/player, including scholarships and family discounts, which is pretty good. The budget for MY2021 will be presented at the July meeting, even though National won't review the budget this year. Equipment costs are expected to be higher (7-10%).

Referee Report - James or Patrick

Referee staff is reaching out to parents. Now that school is out, we will also be reaching out to former and new PRO refs.

The first game of the year is almost always a friendly. We'd like to turn those U10 games into even more practice/scrimmage type things, and a practice game for the referees, too -- get all 4 referees on the field, along with a center mentor and a sideline mentor. At the Ref Expo, other regions said they have “scrimmage weeks” to do something similar. The board was wildly enthusiastic. For the first 3 weeks, the referee staff will focus on mentoring.

How do we find mentors for the 12U and 14U? That's a scheduling challenge, for sure. If we have fields on Sunday, we will look at playing some of those 10U games on Sunday, just for that first Saturday?

Referee Instruction Report - Steve Hawkins

Referee classes will be coordinated with 214 again, to offer parents more options, once teams are formed (usually August 15). We will use the hybrid model, where referees start with the online class, and then in-person, we spend more time on offside. This will allow us to have fewer people in the clubhouse at a time. Intermediate or Advanced classes might wait until the winter. Region 13 will continue to encourage in-person training for 8U referees.

We'll take advantage of Zoom to offer referee refresher seminars, probably with a theme for each one, on Monday or Tuesday evenings, for the first few weeks.

We should expect that the referees are rusty, so there will be some learning. Let's make sure to get that message out to the coaches and parents.

The referee staff has created an official Region 13 Zoom Background.

[PUSD Outreach Report - Tara or Patrick](#)

We tried to reach out the schools more this year. We met with several of the PTAs and principals. We learned that almost every school would appreciate a donation of balls and goals. LEARNS is the after-school program at PUSD, at most of the campuses. During the summer, it runs an academic program for many students. LEARNS will hang up banners and distribute full-color flyers (double-sided in spanish and english). The flyers don't have any prices or years on them so they can be reused next year.

Are there other places to take flyers? Pasadena Education Foundation summer school, Boys & Girls' club, etc.

[Coach Report - Terry](#)

Taj is calling all the DCAs. DCAs will start talking to coaches soon.

[4U/5U - Oscar](#)

[Coach Instruction Report - Dana](#)

How should we do coach training? What is likely to get us the best outcomes?

From inLeague, it's really easy to send emails to any group you want to. We'll be sending out friendly emails to the coaching staff to start conversations and encourage everyone to prepare for a soft open as we all remember how to do it.

We'll have the Coaching Manual again. USSF also has some good online training, with more technical and tactical emphasis. United Soccer Coaches also has good material.

Caroline suggested sending out a combined Coaches + Referees email, and having joint meetings for each division.

[EXTRA Report - Marco](#)

EXTRA held tryouts and is exploring forming a team.

[Fields Report - Marco](#)

PUSD fields are under new management, and terms and conditions are being discussed. They're usually available starting August 1. City fields are available after Labor Day. La Canada fields are available in the middle of August.

Applications have been submitted to the City of Pasadena. Those decisions are usually made around the beginning of August. La Canada fields were decided in December and are the same as usual.

Washington Elementary fields may be available so teams from there.

The JV field situation: the school is putting a full-size pool in where the basketball courts are. How much field will be left? The parking lot will be removed, so maybe there'll be one full-sized soccer field remaining on the southwest side of that area. The varsity baseball field will be preserved. Construction begins on June 22.

For the Launch camp on June 21, Launch will pull its own permits.

Safety Report

CVPA Report - Stas

[Report on the State of California and LA County COVID-Guidelines for Youth Sports](#)

La Canada Hometown Parade - July 5th - Region 13 is signed up to walk in the parade to advertise our program

New Business

We have season tickets for LAFC.

How do we handle masks? The US House of Representatives says you have to wear a mask unless you show proof of vaccination. What happens this summer will inform the decision.

Everyone should log into inLeague this week!

Are we ready for in-person board meetings yet? People travel during the summer anyway, so perhaps we will stay on Zoom for a while.

The clubhouse needs some Marie Kondoing. Bill, Robert, Marco, Caroline, Patrick, and Terry offered to help.

Adjournment

The meeting adjourned at 9:27 pm.

Next Meeting July 1, 2021 at 7:15 pm.

[Next Board Meeting is July 8, 2021 at 7:15 pm.](#)