



**Florida Youth Soccer Association
Board of Directors Meeting – Sunday, October 19, 2025, at 9:00AM
Agenda**

- I. Call to Order
- II. Roll Call
- III. Adopt Agenda
- IV. Recognize Guests
- V. Approve Minutes of Previous Meeting
- VI. Correspondence
- VII. Reports (*See Written Reports*)
 - a. Administrative Officers
 - i. President's Report
 - ii. Secretary's Report
 - iii. Treasurer's Report
 - iv. VP of Player/Coach Development Report
 - b. Additional Board Member Reports
 - c. Executive Director's Report
 - i. Program Reports
 - ii. Media Summary (*See Exhibit E*)
 - d. Standing Committees
- VIII. Unfinished Business
 - a. Committee Formation/Ratification (*See Exhibit A*)
 - i. Protests & Appeals
 - ii. Women in Soccer
 - iii. Community & Social Impact
- IX. New Business
 - a. Sponsorship Broker Proposal (*See Exhibit B*)
 - b. Playing Up Rule - United Soccer Association (*See Exhibit C*)
 - c. New Affiliate Applications (*See Exhibit D*)
- X. Executive Session
 - a. Legal Update
 - b. Contract
 - c. R&D Committee Correspondence
- XI. For the Good of the Game
- XII. Adjournment

Meeting of Florida Youth Soccer Association's Board of Directors
September 16, 2025
Via Zoom

Roll:

Present	Name	Position	Present	Name	Position
Yes	Daragh Cullen	President	Yes	Justin Lauer	Reg. B VP
Yes	Deborah Ruiz	VP Player/Coach Dev.	No	Hugo Arce	Reg. B Comr. N.
Yes	Eric Heidel	Secretary	Yes	Moncef Hadiji	Reg. B Comr. S.
No	Justin Goldman	Treasurer	Yes	David DiTillio	Reg. C VP
Yes	Mike Hyatt	VP Admin. & Comm.	Yes	Mike Callaway	Reg. C Comr. N.
Yes	Olaf Henke	VP Comp.	Yes	Ed Kinsey	Reg. C Comr. S.
Yes	Alice Smith	Registrar	Yes	Louis Richard	Reg. D VP
Yes	Marino Torrens	Reg. A VP	Yes	Melissa Alford	Reg. D Comr. E.
Yes	Russell Walker	Reg. A Comr. N.	Yes	Sean Acosta	Reg. D Comr. W.
Yes	Tom Tianich	Reg. A Comr. S.			

Minutes Recorded By: Eric Heidel

Action Items are in red; **Motions are in bolded italics and underlined.**

Quorum: Yes

Call to Order: The meeting was called to order at 6:32 p.m. EDT.

Roll Call: Roll was taken by Eric Heidel.

Adopt Agenda:

It was moved to adopt the agenda as presented.

Motion from: Marino Torrens

Second by: Mike Hyatt

Motion Carried

Recognize Guests:

Ryan Foley, Executive Director, FYSA; and

Rebecca Messina, Marketing Content Administrator, FYSA.

Approve Minutes of Previous Meetings:

It was moved to approve the minutes from the August 10, 2025 and August 27, 2025 meetings of the Board of Directors as presented.

Motion from: Marino Torrens

Second by: Mike Hyatt

Motion Carried

Correspondence: None.

President's Report: None.

Secretary's Report: None.

Treasurer's Report: None.

Additional Board Reports: None.

Executive Director's Report: Written report provided.

Director of Coaching's Report: None.

Standing Committee Reports: None.

Unfinished Business:

It was moved to approve Sean Acosta as an additional member of the Competition committee.

Motion from: Marino Torrens

Second by: Tom Tianich

Motion Carried

It was moved to approve Mike Ray, Barb Newton, Wayne Martin, and Tommy Thompson as members of the Hall of Fame committee.

Motion from: Marino Torrens

Second by: Mike Hyatt

Motion Carried

It was moved to approve Maca Leon, Patty Wilson, Petty Herodier, Chris Brunner, James Bowen, Wayne Scott, Dan Baccarini, and Carlos Bonilla as members of the Review & Discipline committee.

Motion from: Marino Torrens

Second by: Russell Walker

Motion Carried

It was moved to approve Lou Confessore, Justin Lauer, Ed Kinsey, and Melissa Alford as members of the Recognition committee.

Motion from: Marino Torrens

Second by: Mike Hyatt

Motion Carried

It was moved to approve Jenn DiTillio as the Chair and Bob Stover, Mike Calloway, Mike Barbera, Scott Hiltonen, Colleen Hiltonen, and Kristi Gregory as members of the TOPSoccer committee.

Motion from: Marino Torrens

Second by: Tom Tianich

Motion Carried

New Business: None.

For the Good of the Game:

Tom Tianich drew attention to page 1225 of the recently revised Rules which indicates minutes and related attachments are to be posted. Mike Hyatt echoed Tom's comments and indicated he does not believe this will be a problem.

Louis Richard welcomed Ryan Foley to FYSA.

Melissa thanked Franchesca Pineda for assistance drafting an Innovate to Grow Grant application.

Marino Torrens indicated members have requested additional funds for field use, and Olaf indicated the Competition committee is discussing the matter.

Sean Acosta's team thanked everyone for their support.

Mike Hyatt welcomed Ryan and thanked him for a smooth first meeting.

Adjournment:

It was moved to adjourn at 7:08 p.m. EDT.

Motion from: Marino Torrens

Second by: Justin Lauer

Motion Carried



WRITTEN POSITION REPORTS

REGISTRAR'S REPORT (ALICE SMITH)

- 10.3.25 Player Comparison Numbers (*Excel Document*)
 - (*This document is only viewable if logged in with an FYSA email*)

VP OF COMPEITION'S REPORT (OLAF HENKE)

I will give my report at the meeting including items such as:

- FSPL Pathway and Qualifier League Collaboration
- League & Cup Participation
- Girls' Participation /Drop off
- Marketing
- FSR – Referee Meeting
- Club Meeting
- AGM 2026 and Future Events
- Cup Competition Restructure

VP OF REGION B'S REPORT (JUSTIN LAUER)

- Activities since last report:
 - Notified recommended committee members that they were approved at the board meeting
 - Notified appointed commissioners of re-appointment for 2025-26 seasonal year
- Tasks I plan to complete prior to next meeting:
 - Work with other regional VPs to confirm any remaining details for Commissioner's Cup with new u9-10 7v7 format
- Tasks I am working on and current status:
 - Reviewing new affiliate applications to make decision on approval by board meeting
 - Requested appointed regional commissioners to be posted on the FYSA website



EXECUTIVE DIRECTOR & PROGRAM REPORTS

EXECUTIVE DIRECTOR

- Attended the USYS Grassroots Symposium & Leadership Summit in September to discuss US Soccer's next steps on the Ecosystem Review & State-by-State Analysis.
- Collaborating on an FYSA community clinic activation with US Soccer & Soccer Forward alongside the US Men's National Team game against Uruguay in Tampa on November 18th.
- Engaging with staff in a "Ways of Working" discussions to identify areas to streamline processes, reduce manual effort, and prioritize organizational focus.
- In the final stages of interviews for the vacant Competitions Coordinator Position, with approximately 20 applications received.
- Conducting outreach to state associations to identify areas to leverage shared resources & programming efforts.

COACHING EDUCATION

- In-person meetings for the Fall 2025 C Courses now complete.
- Second in-person meetings for our two Fall 2025 B Courses to occur in November.
- Two (2) spring 2026 B Courses have been approved by US Soccer with two (2) applications still pending.
- US Soccer is discussing potential changes to the in-person format for future courses (e.g., additional in-person meeting dates).

FINANCE & ADMINISTRATION (SEE EXHIBIT G)

- Preparing for a full audit at the beginning of December 2025.
- Completing the transition to a new payroll, benefits, and human resource administration, and 401(k) plan administrator through a single service. Realized a cost savings on fringe benefits, plan fees, and employee benefit programs (e.g., Tuition Reimbursement).
- Reviewing solutions to streamline the reimbursement process to reduce time spent on manual entry.

FYSA COMPETITIONS - LEAGUES (FSPL, NL TEAM P1, NL CLUB P2)

- Conducting weekly meetings with Marketing/Communications to coordinate weekly social media content and promotion of competitions (e.g., Games of the Week, team highlights, player highlights, etc.).
- Weekly discussions with FYSA affiliate leagues about alignment and pathways into FSPL.

FYSA COMPETITIONS – STATE CUPS (NCS, PC, CC)

- Registration is currently open for State Cup, Presidents Cup, and Commissioner's Cup (Deadline: December 5th).
- State Cup and Presidents Cup received new branding from USYS as a result of the revisions regional/national formats.
- Florida Youth Soccer Association was announced as a Presidents Cup National Qualifier location for June 2026 to be held at Lake Myrtle Park in Auburndale. USYS to manage the operations and logistics.



GRANTS

- Awaiting the decision of two (2) previously submitted US Soccer Innovate to Grow Grants. A decision is anticipated by December 2025.

MARKETING (SEE EXHIBIT E)

- The Buck's Store is open, and all clubs have been contacted with codes and ordering instructions. RVPs and Commissioners were provided an overview for each region.
- Preparing for a website/webpage consolidation to prioritize a "user friendly" experience.
- Posted the Bylaws and Rules from the AGM, and working on formatting on the table of contents.
- Assisting with the marketing for Girls in Soccer through the December dates.
- Submitted FYSA's nominations for the USYS annual awards.
- Created the first iteration of a Media Summary report to monitor and track engagement across FYSA platforms.

OLYMPIC DEVELOPMENT PROGRAM

- Preparing for the final 2025-2026 tryouts sessions in Palm Coast, Fort Myers, Fort Lauderdale, & Pembroke Pines.
- Tryout participation for Regions A-C is anticipated to be approximately 650 participants overall, down 24% compared to the previous year and down 44% from two years ago.
- Region D Training Centers are complete for the fall, averaging approximately 50 participants per session.
- Preparing for North England international trip from November 25 - December 2 for the 2012 age group with approximately 25 players attending.

PLAYER REGISTRATION

- Total of 67,402 player registrations to date, with approximately 68% attributed to Competitive, 31% attributed to Recreational, and less than 1% attributed to TOPSoccer.
- We are tracking slightly ahead of this point last season.
- We have 32 clubs that have not submitted players to date this season.
 - Region A 44%
 - Region B 22%
 - Region C 25%
 - Region D 9%

RISK MANAGEMENT/SAFEGUARDING/DISCIPLINE

- Reviewing Level 2 onsite events from May to invoice clubs for reports where the background check was not submitted. A total of 289 were not submitted initially, which is now down to 101 (or 34%). Clubs are aware that an invoice will be created in their billing account.
- First Risk Management Committee hearing scheduled for October 14th.
- Reviewed 3 matters submitted to the R&D committee (i.e., code of ethics complaints).



EXHIBIT A: COMMITTEE RATIFICATION (UNFINISHED BUSINESS)

	Protests & Appeals	Notes
Chair	Joanne Quinn	<i>Approved 8/27</i>
Region A		<i>Previously: Tony Toledo</i>
Region A		
Region B		<i>Previously: Stanley Smith</i>
Region B		<i>Previously: Andrew Kennelly</i>
Region C		<i>Previously: Chris Sessions</i>
Region C		
Region D		<i>Previously: Alex Thompson</i>
Region D		

Chair Appointed by President, 8 Members Total, 2 Per Region, Recommended by RVP

	Women in Soccer	Notes
Chair	Corina Ramirez	
	<i>Deborah Ruiz</i>	<i>Previously: Deborah Ruiz</i>
	<i>Jasmine Peralta</i>	<i>Previously: Jasmine Peralta</i>
	<i>Samantha Ishee</i>	<i>Previously: Samantha Ishee</i>
	<i>Melissa Alford</i>	<i>Previously: Melissa Alford</i>

	Community & Social Impact	Notes
Chair	Tony Williams	

Legend	
	<i>Ready for Review</i>
	<i>Approved</i>
	<i>Vacant</i>



EXHIBIT B: SPONSORSHIP BROKER PROPOSAL

Opportunity: FYSA possesses extensive sponsorable inventory. 16 USYS State Associations & USYS are utilizing a sponsorship broker to prospect and negotiate deals. SSEC is connected to large brands that are seeking activation in youth soccer.

- [Click here](#) to learn more about SSEC.

Current FYSA Sponsorship Revenue: \$110,000 Cash

Proposed Work:

- SSEC shall work with FYSA to examine FYSA's sponsorable assets and explore packages that are likely to generate sponsorship revenues.
- SSEC shall also examine business development opportunities that can generate other revenues such as advertising, licensing, merchandise, leveraged sponsorships, grants, CVB funds and more.
- After the initial review of assets and opportunities, SSEC shall work with FYSA management to package opportunities, build a media kit and take the FYSA opportunity out to market.
- SSEC shall dedicate key SSEC staff members to the FYSA sales efforts.
 - **SSEC Principal (Garrett Shea)** – Oversees strategy and leads pitches
 - **SSEC Sponsorship Manager** – Manages day-to-day strategy
 - **SSEC Coordinator** – Conducts day-to-day outreach to brands regarding FYSA
- Output
 - Broad Outreach - SSEC Coordinator conducts broad outreach (casting a wide net)
 - Strategic Outreach – SSEC Manager will conduct a strategic outreach campaign targeting key brands and agencies.
- Reporting
 - SSEC shall provide a monthly report (email) to FYSA on sales progress/pipeline
 - SSEC shall conduct a monthly call with FYSA staff to discuss pipeline and progress. (SSEC shall maintain weekly dialogue with appropriate FYSA staff)

Sponsorship/Revenue Goals:

- This is a model/example of how we have built revenue for clients. Most importantly the below shows how we "STACK" Sponsorships or "Build a Book of Business." **This is not a guarantee but rather a projection.** Until we take the offering out to the marketplace, we will not know how the market reacts to price and assets you can offer.
- Example for Year 1: contract \$215,000 in revenues.
 - Five (5) \$10,000 annual sponsorships (two-year deals)
 - Three (3) \$15,000 annual sponsorships (two-year deals)
 - Two (2) \$25,000 annual sponsorships (three-year deals)



- Two (2) \$35,000 annual sponsorships (three-year deals)
- Example for Year 2: contract \$350,000 in revenues.
 - \$215,000 carries over from year 1 as part of multi-year deals
 - One (1) \$50,000 annual sponsorships (two-year deals)
 - One (1) \$35,000 annual sponsorships (three-year deals)
 - Two (2) \$25,000 annual sponsorships (two-year deals)

Terms:

- *See Agreement (Executive Session)*



EXHIBIT C: PLAYING-UP RULE (UNITED SOCCER ASSOCIATION)

OVERVIEW: United Soccer Association requests that the Board of Directors reconsider the “playing-up” rule for 6U/7U players. The reduction to one-year from two-years for competitive players under 8U has an adverse impact on teams that completed try-outs, formed teams prior to the rule change, and registered in leagues for competitions.

- The rule change was adopted by the membership at the AGM; the Board has authority to review and adjust based on practical implementation concerns.
- The change was made after team registrations had already been submitted to leagues, leaving clubs without time to adjust rosters or league participation.
- Clubs reported operational and competitive disruptions from the timing of the change; families and players may also be impacted.
- Affected players include those competing in clubs that do not offer or do not have enough players for a team at the correct age group, leaving no alternative in-club option.
- While a relatively small number of players are restricted from playing up, these players often make teams “viable.” Without them, other players may be unable to participate.
- Clubs within the league shared that the rule is perceived as restrictive or unfairly timed, and some clubs may look to competing platforms for greater flexibility.

REQUEST: Modify the rule back to the two-year allowance for the 2025-2026 season to allow teams/clubs to effectively plan and implement the change for next year.

PROPOSED CHANGES:

209.2 Playing up (above a player’s normal age group):

It is FYSA's policy that all players compete at a level they are capable of both physically and developmentally.

(1) ~~Recreational In-house~~ Players up to 8U age groups will be allowed to roster up ~~for~~ two (2) years provided they have parent permission and approved by the Club Board of Directors.

~~(2) Recreational Travel and Competitive players 8U age groups will be allowed to roster up one (1) year, provided they have parent permission and are approved by the Club Board of Directors.~~

(3) Players in the 9U to 14U age groups will be allowed to roster up to two (2) years.

(4) Players in the 15U and older age groups will be allowed to roster up to any older age groups. There will not be an approval process in place and no exceptions to the above guidelines will be granted. Roster rules will be set in FYSA’s registration system to permit clubs to roster players who meet these guidelines.

Failure to obtain proper permissions may result in the player being removed from the team’s roster and sanctions against the team/club.



EXHIBIT D: NEW AFFILIATE APPLICATIONS

The following applications have been received for Affiliate Membership at the October 19th, 2025, Board of Directors meeting.

- Existing members may file an objection to the prospective affiliate's acceptance, based on the requirements found in Rule 102.3.
- The objection must be in a formal letter to the [RVP](#) explaining why the application should not be accepted.
- The letter must be sent to the appropriate [RVP](#) (care of the State Office: jcannon@fysa.com) and shared with the Regional Commissioners at least seven (7) days prior to the BOD meeting at which the affiliation will be submitted for ratification. No objections have been received to date.

REGION B (JUSTIN LAUER):

- **Central Florida United Soccer Academy, LLC dba CFU Soccer**
 - **Field Location:** Hickory Point Park Recreation Complex - 27341 FL-19 Tavares
- **Soccer NextGen Inc.**
 - **Field Location:** Forest Lake Academy 500 Education Loop Apopka, FL 32703

REGION C (DAVID DITILLIO):

- **Naples Eagles Futsal Inc.**
 - **Field Location:** Paradise Sports Complex 3940 City Gate Blvd N, Naples, FL.
- **South Tampa Youth Soccer Club, Inc.**
 - **Field Location:** Madison Middle School 4444 Bay Vista Ave Tampa Florida 33611



EXHIBIT E: MARKETING & MEDIA SUMMARY – SEPTEMBER 2025

Key Media Distributed:

- **FYSA and Aspen ACL Injury Coalition:** FYSA has joined the National ACL Injury Coalition (launched by the Aspen Institute and the Hospital for Special Surgery) to address rising ACL injuries among teen athletes—especially girls. They emphasize that neuromuscular training (NMT) — short, structured exercises — can reduce ACL risks by 50-80%. ([Click here to read](#))
- **Partnership Announcement:** FYSA has partnered with the Protential Foundation to launch a Soccer Access Initiative aimed at making soccer more available to youth in underserved Florida communities. Their goals include reducing financial and structural barriers, creating pathways from recreational play into coaching, refereeing, and leadership roles, and strengthening collaboration with clubs, schools, and community groups. ([Click here to read](#))
- **Celebrating Barb Newton & Rebecca McLaren:** FYSA is saddened to announce the passing of long-time board members and volunteers Barb Newton & Rebecca McClaren. Their many years of service and commitment to FYSA have undoubtedly made an impact on the association. FYSA's Rebecca Messina wrote a tribute to both Barb and Rebecca. ([Click here to read Barb's tribute](#) & [click here to read Becky's tribute](#))

Newsletter Insights:

The Header is FYSA's official monthly newsletter. It is aimed to keep the membership informed of upcoming events, while also highlighting the success of the previous month.

August Header:

- Distributed to: 448,807 Recipients
- Open Rate: 19.0% (84,360)
- Click Rate: 0.2% (946)

September Header:

- Distributed to: 447,832 Recipients
- Open Rate: 17.1% (75,727)
- Click Rate: 0.3% (1,229)

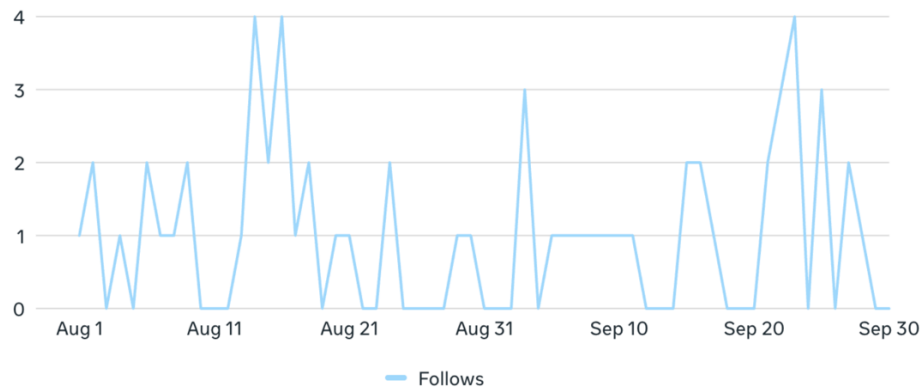
Social Media Insights:

FYSA Facebook (August 1, 2025 - September 30, 2025):

- Posts received **23.5K** views
- Posts reached **10.7K** accounts
- Post were interacted with **227** times
- Our follower count at the end of September was **8,088**, an increased of **58**.



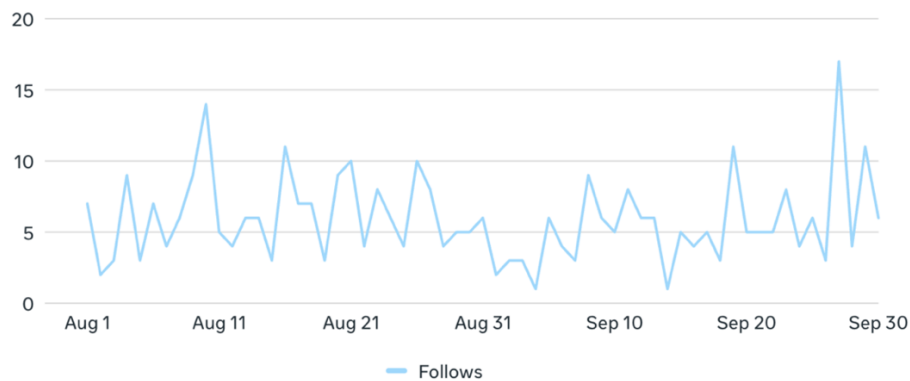
Daily Follower Activity (Facebook)



FYSA Instagram (August 1, 2025 - September 30, 2025):

- Posts received **201.2K** views
- Posts reached **26.5K** accounts
- Post were interacted with **2.2K** times
- Followers increased by **145**. Our follower count at the end of September was **9,883**.

Daily Follower Activity (Instagram)



FYSA Website Insights:

Number of Website Visits

- **August:** 27.6K (27,552)
- **September:** 31.6K (31,600)

Page Views (Number of Pages Visited)

- **August:** 53.4K (53,399)
- **September:** 56.3K (56,343)

Highest Traffic Webpage (Non-Registration)

- Sanctioned Tournaments (17,141)
- Homepage (13,608)
- ODP Calendar (6,261)

Profit and Loss

Florida Youth Soccer Association Inc.

September 1-October 10, 2025

DISTRIBUTION ACCOUNT	TOTAL
Income	
30000 Membership Income	\$767,971.00
3001 Affiliation Fees	405.00
Total for 30000 Membership Income	\$768,376.00
31000 Tournament Income	9,385.00
32000 Interest Income	6.21
33000 Other Income	2,066.19
36500 Sponsorship Income	11,200.00
3700 AGM	-190.00
Total for Income	\$790,843.40
Cost of Goods Sold	
Gross Profit	\$790,843.40
Expenses	
41700 Salaries	93,969.73
41800 Taxes	6,505.27
41900 Benefits	13,119.01
42000 Rent	10,004.41
42100 Utilities	2,591.74
42300 Insurance Expense	6,932.58
42350 Background checks	201,924.25
42370 Dues and Affiliations	38,490.62
42400 Supplies	14,392.20
42700 Telephone	1,771.09
42800 Credit Card/Bank Fees	23,023.05
42900 IT Support Costs	20,610.59
43000 Repairs & Maintenance	2,249.04
43100 Professional Fees/Licenses	45,900.00
43200 Postage/Freight	2,007.30
43300 Travel	40,944.65
43350 Meals	81,090.93
43400 Contractors	30,390.20
43500 Rentals	13,200.99
43700 Apparel	26,189.90
44200 FYSA Sponsored Program	12,500.00
Total for Expenses	\$687,807.55
Net Operating Income	\$103,035.85
Other Income	
Other Expenses	
Net Other Income	
Net Income	\$103,035.85