



**Florida Youth Soccer Association**  
**Board of Directors Meeting – Saturday, January 24, 2026, at 9:00 AM**  
**Agenda**

- I. Call to Order
- II. Roll Call
- III. Adopt Agenda
- IV. Recognize Guests
- V. Approve Minutes of Previous Meetings
  - a. December 11, 2025
  - b. December 14, 2025
- VI. Correspondence
- VII. Reports
  - a. Administrative Officers (*No Written Reports*)
  - b. Additional Officers (*No Written Reports*)
  - c. Executive Director's Report
    - i. Program Reports (*See Written Report*)
    - ii. Media Summary (*See Exhibit A*)
    - iii. Financial Statement (*See Exhibit B*)
  - d. Standing Committees
- VIII. Unfinished Business
- IX. New Business
  - a. Out of State Permission (*See Exhibit C*)
  - b. Youth Soccer Fests (*See Exhibit D*)
  - c. Marketing Budget Amendment (*See Exhibit E*)
  - d. US Consortium of State Associations (*See Exhibit F*)
- X. Executive Session
  - a. Competition Update
  - b. Event Proposal
  - c. Community Partnership Agreement
- XI. For the Good of the Game
- XII. Adjournment

**Meeting of Florida Youth Soccer Association's Board of Directors**

**December 11, 2025**

via Zoom

FYSA Office

**Roll:**

Present	Name	Position	Present	Name	Position
Yes	Daragh Cullen	President	No	Justin Lauer	Reg. B VP
Yes	Deborah Ruiz	VP Player/Coach Dev.	Yes	Hugo Arce	Reg. B Comr. N.
Yes	Eric Heidel	Secretary	No	Moncef Hadji	Reg. B Comr. S.
Yes	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 6:33 p.m. EST.

**Roll Call:** Roll was taken by Eric Heidel.

**Adopt Agenda:**

**It was moved to adopt the agenda as presented.**

Motion from: Mike Hyatt

Second by: Sean Acosta

Voting Method: Voice Vote

Motion Carried

**Recognize Guests:**

Ryan Foley, Executive Director, FYSA;

Rebecca Messina, Marketing Content Administrator, FYSA;

Mike Sroka, Appointed Region B Commissioner, FYSA.

**Approve Minutes of Previous Meetings:**

*It was moved to approve the minutes from the October 19, 2025 meeting of the Board of Directors as presented.*

Motion from: Marino Torrens

Second by: Tom Tianich

Voting Method: Voice Vote

Motion Carried

**Correspondence:** None.

**President's Report:** None.

**Secretary's Report:** None.

**Treasurer's Report:** Pre-submitted financial report.

**Additional Board Reports:**

1. VP Competition highlighted the expansion of the Cup Competitions to affiliates of any U.S. Soccer organization, not just those of U.S. Youth Soccer.

**Executive Director's Report:** Pre-submitted written report.

**Director of Coaching's Report:** None.

**Standing Committee Reports:**

1. Pre-submitted written report from the Chair of the TOPSoccer committee.

**Unfinished Business:** None.

**New Business:**

*It was moved to authorize the collection of applications for FYSA Foundation Grants.*

Motion from: Justin Goldman

Second by: Marino Torrens

*It was moved to amend the preceding motion to indicate the application window will remain open through February 28, 2026.*

Motion from: Tom Tianich

Second by: Marino Torrens

Voting Method: Voice Vote

Motion Carried

**It was moved to amend the motion to authorize the collection of applications for FYSA Foundation Grants through February 28, 2026.**

Motion from: Tom Tianich

Second by: Marino Torrens

Voting Method: Voice Vote

Motion Carried

**It was moved to adopt the changes to Rule 5000.1 as set forth in Exhibit E of the meeting documentation.**

Motion from: Marino Torrens

Second by: Olaf Henke

Voting Method: Voice Vote

Motion Failed

**It was moved to table further discussion of the changes to Rule 5000.1 as set forth in Exhibit E of the meeting documentation until the Rule is reviewed.**

Motion from: Tom Tianich

Second by: Marino Torrens

Voting Method: Voice Vote

Motion Carried

**It was moved to support a shift in the timing of the Annual General Meeting to the February/March timeframe beginning in 2027.**

Motion from: Marino Torrens

Second by: Mike Hyatt

Voting Method: Voice Vote

Motion Failed

**Executive Session**

**It was moved to ratify the motions from Executive Session.**

Motion from: Marino Torrens

Second by: Tom Tianich

Voting Method: Voice Vote

Motion Carried

**For the Good of the Game:**

1. Tom Tianich: Region A Commissioner's Cup is seeing very encouraging registration. Please encourage additional girls teams to register.
2. Mike Hyatt: Mike appreciates a productive discussion.
3. Marino Torrens: The 7v7 age groups in Region A Commissioner's Cup have 71 teams and may see more.
4. Melissa Alford: Russell was of great support to the Girls in Soccer event in Region A.

5. Eric Heidel: Congratulations to Ryan on his recent marriage.
6. Olaf Henke: Olaf is excited for the upcoming World Cup games.
7. Ed Kinsey: Ed enjoyed the MLS Cup.
8. Russell Walker: Russell thanked Melissa and Rebecca for a successful Girls in Soccer event.
9. Justin Goldman: Melissa is doing a great job bringing different components to Girls in Soccer events, building on each success.

**Adjournment:**

**It was moved to adjourn at 8:40 p.m. EST.**

Motion from: Justin Goldman

Second by: Louis Richard

Voting Method: Voice Vote

Motion Carried

**Special Meeting of Florida Youth Soccer Association's Board of Directors**  
**December 14, 2025**  
via Zoom

**Roll:**

Present	Name	Position	Present	Name	Position
Yes	Daragh Cullen	President	Yes	Justin Lauer	Reg. B VP
No	Deborah Ruiz	VP Player/Coach Dev.	Yes	Hugo Arce	Reg. B Comr. N.
Yes	Eric Heidel	Secretary	Yes	Moncef Hadji	Reg. B Comr. S.
Yes	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 6:33 p.m. EST.

**Roll Call:** Roll was taken by Eric Heidel.

**Recognize Guests:**

Ryan Foley, Executive Director, FYSA;  
Cris Whittaker, Complainant;  
Jenn DiTillio, Respondent's Representative; and  
John Withowski, Respondent's Witness.

**Executive Session:**

**HEARING**

David DiTillio pleaded not guilty to violating Article 8, Section 8 of the Florida Youth Soccer Association Bylaws, which reads in pertinent part as a “failure to adhere to the highest levels of moral and personal conduct both in the performance of their duties and/or actions that reflect upon or represent the association.”

Specifically, the Complainant asserted that Mr. DiTillio:

1. Accessed a Member Club's GotSport Account without authorization,
2. Misrepresented and misused official FYSA communication channels, and
3. Facilitated the participation of an unauthorized individual during Executive Session.

Each party agreed to be provided thirty (30) minutes to speak. Neither party exhausted his time.

**Tom Tianich moved to adjourn at 6:47 p.m. EST.**

Voting Method: Secret Ballot; 6 in favor; 8 opposed; 2 abstained

The Chair did not vote given there was no tie.

Motion Failed

Each party was permitted be heard, present witnesses, cross examine witnesses, ask questions of the other party, provide an opening statement, provide a closing statement, and consult any representative or notes.

The panel, consisting of all members of the Board of Directors except the Respondent (due to a clear conflict of interest) and the President (acting as Chair; permitted to vote only in the event of a tie), was permitted to ask questions of the parties.

The Complainant, Respondent, and Witnesses were not present for the panel's deliberations.

**PANEL DELIBERATIONS AS TO GUILT**

**Eric Heidel moved to call the question.**

Voting Method: Secret Ballot; 6 in favor; 8 opposed; 2 abstained

Motion Failed

Debate ensued as to Mr. DiTillio's guilt.

As to the question of Mr. DiTillio's guilt, Mr. DiTillio was found guilty by majority vote.

Voting Method: Secret Ballot; 9 voted guilty; 8 voted not guilty

The Chair voted to break a tie.

**PANEL DELIBERATIONS AS TO PENALTY**

**It was moved to impose a penalty of a six month probation on Mr. DiTillio.**

Motion from: Marino Torrens

Second by: Tom Tianich

Voting Method: Secret Ballot; 8 in favor; 9 opposed

The Chair did not vote given there was no tie.

Motion Failed

**It was moved to impose a penalty of requiring Mr. DiTillio to sign a written agreement indicating that Mrs. Jennifer DiTillio will not (i) join future executive sessions via Mr. DiTillio's account, (ii) be given access to Mr. DiTillio's FYSA email account, or (iii) be given access to Mr. DiTillio's FYSA GotSport Board member account.**

Motion from: Justin Lauer

Second by: Tom Tianich

Voting Method: Secret Ballot; 9 in favor; 8 opposed

The Chair did not vote given there was no tie.

Motion Carried

**During debate of the above motion, Sean Acosta moved to call the question.**

Voting Method: Secret Ballot; 12 in favor; 3 opposed

The Chair did not vote given there was no tie.

Motion Carried

**It was moved to waive confidentiality of the Executive Session, permitting both a publication of the meeting minutes as well as free and open discussion of the topics discussed therein.**

Motion from: Eric Heidel

Second by: Justin Goldman

Voting Method: Secret Ballot; 9 in favor; 7 opposed

The Chair did not vote given there was no tie.

Motion Carried

**It was moved to conclude Executive Session.**

Motion from: Olaf Henke

Second by: Marino Torrens

Voting Method: Voice Vote

Motion Carried

**It was moved to ratify the actions and motions from Executive Session.**

Motion from: Marino Torrens

Second by: Tom Tianich

Voting Method: Voice Vote

Motion Carried

**Adjournment:**

**It was moved to adjourn at 9:05 p.m. EST.**

Motion from: Marino Torrens

Second by: Tom Tianich

Voting Method: Voice Vote

Motion Carried



## EXECUTIVE DIRECTOR & PROGRAM REPORTS

### EXECUTIVE DIRECTOR

- Attended the USYS Workshops & United Soccer Convention, with a focus on competition structure and State Association services.
- US Youth Soccer and US Club Soccer will integrate the National League and NPL next season, strengthening FYSA's connection to ECNL and ECNL-RL. ([Read More](#))
- US Soccer's Pathways Strategy continues to support alignment across the national competitive landscape. ([Read More](#))
- US Youth Soccer announced it has entered into a Letter of Intent to explore shared services (e.g., IT, HR, Payroll, Benefits Administration, Finance, etc.) with US Soccer over the next 90 days.
- Completed a staff restructuring that aligns roles with our core focuses and establishes clearer accountability.
- FYSA welcomes a newly hired Director of Operations and a Registration & Safeguarding Coordinator.

### COACHING EDUCATION

- Educator nominations are in the second phase of the application, which concludes by month end.
- Registration is open for two (2) Spring 2026 B Courses.
- Three (3) D Courses are scheduled for Winter/Spring in Regions A, B, and C
- Grassroots Courses are taking place in Regions A, B, & C.

### FINANCE & ADMINISTRATION (SEE EXHIBIT A)

- Finalizing the audit, with the findings, management letter, and audited statements anticipated by the end of the month.
- FYSA Foundation grant applications are ongoing.

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

- Reviewing the play-date calendar for the 2026-2027 season.
- Discussing formats and structures with the Competitions Committee.
- Managing weekly league operations, schedules, and communicating FYSA policies to clubs.
- Affiliate leagues are meeting regularly to better align rules, processes, and branding.
- FYSA is engaged in ongoing discussions to reimagine FSPL and broader league operations.

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

- Registration is complete for Spring 2026, with games underway in the coming weeks.
- The 2026 FYSA Cup competitions surpassed 1,000 participating teams, a benchmark not reached in recent years. ([Read More](#))
- FYSA opened the State Cup, Presidents Cup, and Commissioners Cup to all US Soccer affiliated teams including US Club, USSSA, MLS Next, etc. ([Read More](#))
- FYSA is actively evaluating the addition of a college showcase component for State Cup and Presidents Cup teams, with potential for 30+ college coaches at appropriate competitive levels.



## GRANTS

- Two (2) U.S. Soccer Innovate to Grow Grants were denied. Feedback was requested of the submissions.

## MARKETING & PARTNERSHIPS (SEE EXHIBIT B)

- Progress is ongoing in the second phase of website reorganization (e.g., page and content consolidation).
- FYSA is restructuring its budget to clearly allocate marketing costs across all program areas.
- FYSA is contracting with event photographers and videographers to increase on-site content, with an emphasis on player-focused social media engagement.
- 2026 AGM branding and logo design is complete.
- Participating in a Soccer Forward “Story Telling” partnership, related to the US Soccer World Cup Campaign.

## OLYMPIC DEVELOPMENT PROGRAM

- Pool training will finish in early February, before moving to the game and talent scouting phase.

## PLAYER REGISTRATION

- Total of 85,059 player registrations to date, with approximately 60% competitive and 40% recreational, and less than 1% TOPSoccer. Registration counts are trending down 5% compared to the same period last seasonal year.
- FYSA is supporting member clubs with the transition to Seasonal Year Age Calculation via club webinars and email communications.
- The window for Affiliate applications closed on January 15.

## RISK MANAGEMENT/SAFEGUARDING/DISCIPLINE

- Continuing to communicate with US Soccer on a more efficient clearance process upon receipt of an adverse result (FDLE).
- Legislation was introduced into the Florida State Senate to provide organizations with result information from ACHA.
- Planning to provide a comprehensive update to member clubs in February related to the legislative direction and potential impacts.

# Profit and Loss

Florida Youth Soccer Association Inc.  
September 1, 2025-January 21, 2026

Distribution account	Total
<b>Income</b>	
30000 Membership Income	\$3,191,718.00
3001 Affiliation Fees	6,345.00
<b>Total for 30000 Membership Income</b>	<b>\$3,198,063.00</b>
31000 Tournament Income	815,539.60
32000 Interest Income	25.26
33000 Other Income	1,148.11
36500 Sponsorship Income	37,888.33
<b>Total for Income</b>	<b>\$4,052,664.30</b>
<b>Gross Profit</b>	<b>\$4,052,664.30</b>
<b>Expenses</b>	
41700 Salaries	285,131.49
41800 Taxes	9,820.68
41900 Benefits	19,108.53
42000 Rent	30,613.49
42100 Utilities	8,716.76
42200 Insurance Expense - Players	2,123.68
42300 Insurance Expense	19,077.52
42350 Background checks	356,625.75
42370 Dues and Affiliations	419,617.48
42400 Supplies	65,616.84
42600 Printing	2,477.47
42700 Telephone	4,417.33
42800 Credit Card/Bank Fees	57,693.80
42900 IT Support Costs	23,926.70
43000 Repairs & Maintenance	6,132.37
43100 Professional Fees/Licenses	89,310.88
43200 Postage/Freight	8,881.15
43300 Travel	87,953.69

## Profit and Loss

Florida Youth Soccer Association Inc.  
September 1, 2025-January 21, 2026

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Distribution account	Total
43310 Referee Support	1,971.05
43350 Meals	85,981.63
43400 Contractors	204,952.29
43500 Rentals	15,072.59
43600 Awards	15,230.47
43700 Apparel	31,181.90
44000 Miscellaneous	70.00
44100 Gifts/Donations	83.23

## Profit and Loss

Florida Youth Soccer Association Inc.  
September 1, 2025-January 21, 2026

Distribution account	Total
44200 FYSA Sponsored Program	76,900.21
<b>Total for Expenses</b>	<b>\$1,928,688.98</b>
<b>Net Operating Income</b>	<b>\$2,123,975.32</b>
Other Expenses	
50000 Dividend-Interest on Investment	-42,236.05
51000 Change In Market Value-Investme	-341,573.45
52000 Management Fees on Investment	21,804.45
<b>Total for Other Expenses</b>	<b>-\$362,005.05</b>
<b>Net Other Income</b>	<b>\$362,005.05</b>
<b>Net Income</b>	<b>\$2,485,980.37</b>



## EXHIBIT B: MARKETING & MEDIA SUMMARY – DECEMBER 2025

### **Key Media Distributed:**

- **New York Life and U.S. Soccer Donation:** U.S. Soccer's legacy initiative, the Soccer Forward Foundation, in partnership with New York Life, has awarded Florida Youth Soccer Association (FYSA) a \$10,000 donation to expand access, participation, and development opportunities for girls' soccer in the Greater Tampa Bay Area. ([Click here to read more](#))
- **FYSA Cup Competitions Kick off with over 1,000 Teams:** Florida Youth Soccer Association (FYSA) will officially kick off its Cup competitions this February as more than 1,000 teams take the field across the State Cup (National Championship Series), Presidents Cup, and Commissioners Cup; a significant benchmark for competitive youth soccer in Florida. ([Click here to read more](#))
- **TOPSoccer Winter Wonderland:** On December 7, 2025, Florida Youth Soccer Association (FYSA), in partnership with the Tampa Bay Rowdies, proudly hosted a Winter Wonderland-themed TOPSoccer Festival at Al Lang Stadium, welcoming athletes of all abilities for a joyful and inclusive day on the field. ([Click here to read more](#))

### **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.*

#### **December Header:**

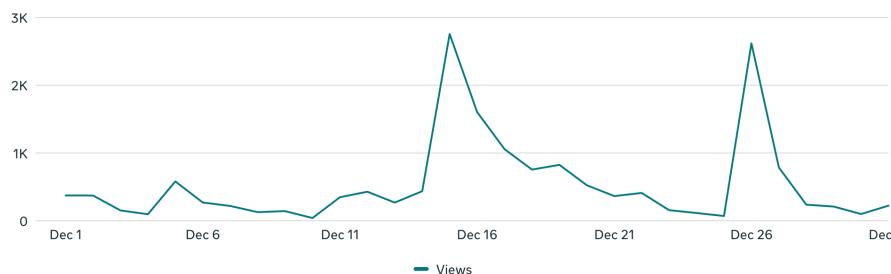
- Distribution: 444,873 Recipients
- Open Rate: 3.5% (15,613)
- Click Rate: 0.1% (466)

### **Social Media Insights:**

#### **FYSA Facebook (December 1, 2025 – December 31, 2025):**

- Page Visits: **2K**
- Posts received **22.5K views**
- Posts reached **7.6K accounts**
- Posts were interacted with **156 times**
- Followers increased by **46**. Our follower count is **8,217** as of January 16, 2026.

#### **Daily Engagement Activity (Facebook)**

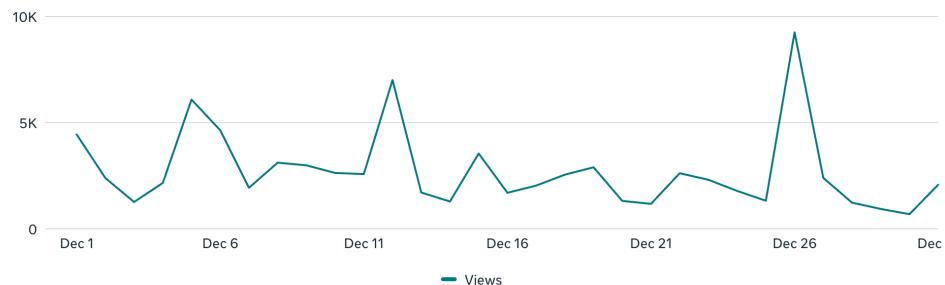




### FYSA Instagram (December 1, 2025 – December 31, 2025):

- Page Visits: **1.1K**
- Posts received **84.1K** views
- Posts reached **10K** accounts
- Posts were interacted with **840** times
- Followers increased by 162. Our follower count is **10,100** as of January 16, 2026.

#### Daily Engagement Activity (Instagram)



### FYSA Website Insights:

- **Number of Website Visits:** 19K (18,980)
- **Page Views (Number of Pages Visited):** 36.4K (36,443)
- **December's Highest Traffic Webpages (Non-Registration)**
  - 2025 Sanctioned Tournaments (4,824)
  - ODP Calendar (3,467)
  - Homepage (3,290)
  - 2026 Sanctioned Tournaments (3,095)
  - TOPSoccer Winter Wonderland Story (2,633)
  - New York Life and US Soccer Donation Story (2,597)



## **EXHIBIT C: OUT OF STATE PERMISSION AMENDMENT**

**OVERVIEW:** US Youth Soccer approved changes to USYS Rule 201, which effectively removes the requirement for players to register within the State Association in which they reside. While the standard practice within the South Region in recent years, the change aims to simplify the registration of players across the entire USYS landscape.

**REQUEST:** Amend the applicable FYSA rule.

### **PROPOSED CHANGES:**

#### **203. PLAYER REGISTRATION**

**203.1** *[No Change]*

**203.2** *[No Change]*

**203.3** ~~Players must register in the state in which he or she resides with his or her parent(s) or guardian(s), or in the case of a student in residence at a boarding school, college or university, the player may register in the state in which the boarding school, college, or division of the college or university is located. Any other question of residency may be determined by the state in which the player registered to vote or holds a current driver's license.~~

**203.4** ~~Any Youth player wishing to play on a team of a member of a State Association other than the State Association where the player is registered must receive written permission from:~~

- ~~1. The State Association where the player is registered;~~
- ~~2. The State Association of the team on which the player wishes to play;~~
- ~~3. Permission must be obtained each seasonal year~~

#### **203.5 FOREIGN AND OUT OF STATE PLAYERS**

**203.5.1** A player twelve (12) years or older registering with FYSA for the first time must comply with the following:

- All players coming from ~~another Youth or Adult State Association or~~ a foreign country and seeking a current year transfer must have clearance papers or a release signed by the official registration chairman or secretary of the foreign association, ~~out-of-state association, or inter-state release~~ before they are allowed to register with FYSA. Players born in or having previously resided in a foreign country must comply with USSF Policy 601.6 (quoted below).

*[Quoted]*

**203.5.2** *[No Change]*



## **EXHIBIT D: FYSA YOUTH SOCCER FESTS (FYSA WORLD CUP COMMUNITY PROJECT)**

**OVERVIEW:** The 2026 FIFA World Cup presents a once-in-a-generation opportunity to elevate awareness of the sport and expand youth participation across Florida. U.S. Soccer marketing research consistently identifies the 100 days leading into and the 100 days following the World Cup as the most impactful window for grassroots engagement. FYSA's Youth Soccer Fests are designed to capitalize on this momentum by introducing the game to new audiences and strengthening community connections.

- Host FYSA Youth Soccer Fests from March through October 2026 to engage communities statewide and drive participation, access, and excitement around the sport during the World Cup cycle.
- Expand reach beyond traditional soccer channels by partnering with schools, local youth-serving nonprofits, faith-based organizations, and other community groups not historically engaged with FYSA, establishing a pipeline for future participation with existing FYSA affiliates.
- Register the Youth Soccer Fests with U.S. Soccer as "[Soccer Forward Fests](#)" (at no cost), aligning FYSA with a nationally recognized initiative and amplifying visibility through a unified, nationwide celebration of soccer.
- Leverage the Fests as a catalyst for philanthropic engagement, launching a donation and sponsorship strategy targeting individuals, local businesses, and high-net-worth supporters motivated by the World Cup's global spotlight.
- Create a lasting legacy initiative that positions the Youth Soccer Fests as a long-term driver of participation growth, access, and community impact beyond 2026.
- Deliver a compelling marketing and storytelling platform that highlights FYSA's stewardship of the game, its commitment to access and inclusion, and its leadership role in growing soccer across Florida.

### **STRUCTURE:**

- **Phase 1: FYSA Hosted Fests**
  - 20 Total Fests (Approximately 5 Per Region) Hosted by FYSA between March and October.
  - Each Fest will engage with a specific community (e.g., School, Local Youth Non-Profit, FYSA Affiliate, Community Organization).
  - **FREE** to participate – NO REFEREES.
  - 2 - 1 Hour Sessions featuring two age groups/times.
    - Hour 1: 5U-7U
    - Hour 2: 8U-10U
- **Phase 2: Club Hosted Fests**
  - FYSA to develop a toolkit for affiliates.
  - Affiliates can host their own Fest, utilize FYSA branding, and request coach educator support.
  - Applications for Club Hosted Fests to open at a later date.



## **SESSION FORMATS:**

- Warm-Up Activity (10 Minutes)
- Group Activities (20 Minutes)
- 3v3 or 4v4 Scrimmages (25 Minutes)
- Wrap-Up (5 Minutes)

## **“KEEPING SCORE OF WHAT MATTERS”**

As a cornerstone of the Youth Soccer Fests, FYSA will track outcomes that reflect the program's impact and purpose. These “scores” will be displayed in a visual and meaningful way throughout the Fests.

<b>Sample “Scores”</b>	<b>Sample Target</b>
Total minutes of active play	220,000 minutes
Number of first-time soccer players	3,000
Number of attendees	4,000
Number of volunteers	200
Number of zip codes or neighborhoods represented	300
Number of new or strengthened relationships with schools, clubs, or local leaders	40

## **BUDGET CONSIDERATIONS:**

- \$30,000 budget request from the FYSA Foundation classification for Fests through August to cover the cost of paid facilitators (where necessary), initial equipment (order of pop-up goals, balls, signage), and staffing costs (event support/operations). Sponsorship and donation support will be solicited to reduce FYSA costs.
- *Note: FYSA did not utilize the \$80k of funds allocated to the FYSA Foundation for hurricane grants in 2025-2026.*

## **SAMPLE EVENT BRANDING**





## **EXHIBIT E: MARKETING BUDGET AMENDMENT**

**OVERVIEW:** This proposal recommends establishing a dedicated marketing account for each program class within the budget, and provide initial funding at a general level of \$15,000 (in sum) for the remainder of the current seasonal year to support enhanced player-focused marketing efforts. These funds will be used primarily to secure professional videography and photography at key FYSA events, including Cups, ODP, and playoffs, to generate high-quality, player-centric content for digital and social channels.

- Creating an explicit marketing allocation ensures transparency, consistency, and accountability in how marketing resources are deployed across programs.
- The proposal is in direct response to repeated feedback from both members and the Board regarding the need to better highlight the player experience and value of FYSA competitions and services.

## **CONSIDERATIONS**

- Funding will be covered in full via a Truist cash-back benefit.
- Net impact is \$0 to FYSA.
- FYSA to contract with freelance photographers for social media content & secure a videographer for key events.
- Staff to clearly identify deliverables, track engagement, and identify continued use of social media content for FY 2026-2027.

**REQUEST:** Motion to approve the creation of a "Marketing" Account for each program class, and utilize the Truist cashback to initially fund the marketing efforts.



## **EXHIBIT F: US CONSORTIUM OF SOCCER ASSOCIATIONS**

**OVERVIEW:** The US Consortium of Soccer Associations is comprised of 16 USYS State Associations and approximately 900,000 players. The mission is to maximize and unlock the potential of state associations by creating a highly functioning network of state associations. Traditionally, each state association operates independently, limiting growth. USCSA was formed to unify processes, scale business operations together, and leverage the collective size of State Associations.

- State members join to provide an area of expertise (e.g., competitions, technical guidance, grassroots support, etc.).
- Executive Directors/CEOs join a semi-monthly meeting to conduct regular business and focus on key topics.
- Initial application fee of \$750 to support general overhead (i.e., meeting rental, insurance, legal, banking, etc.).



### **EXAMPLE PROJECTS & RESULTS:**

- [\\$180k grant to girls soccer initiatives \(e.g., Free all women's B course\)](#)
- \$200k grant for recreation referee programming.
- Collaboration with MLSNext for competition pathways, talent ID, and event participation.
- Unified process for response & resolution to critical incidents (e.g., racial discrimination, SafeSoccer reporting, etc.).
- Pooling of staff resources for risk, discipline, coaching education, etc.

### **STATE ASSOCIATION MEMBERS**



**REQUEST:** Authorize FYSA to apply and submit the application fee.