

**Agenda for Annual Planning Meeting  
Farmington  
July 27-29, 2007**

Friday

**8:00 p.m. -- Informal meeting in the courtyard of the Courtyard**  
**No food served – eat before you come, or bring a plate from the restaurant.**

- Discuss the proposed Mission Statement of NMYSA: *It is the mission of NMYSA to provide a safe environment for youth to learn and play soccer and to improve the mental and physical growth of boys and girls in all levels of competition.*
- Preliminary discussion of the proposed New Mexico version of the Oregon table for risk management.

Saturday

- **8:00 a.m. -- Breakfast**
- **8:30 a.m. -- Sponsorship, grants and new sources of revenue**  
The budget process becomes harder every year because of legitimate and attractive competing uses for money. This is an opportunity to brainstorm ideas for creating new sources of revenue.

We have had some informal discussion of grant writing, seeking sponsorships and even having a direct mail campaign. We have tried a new tournament as a fundraiser (Fast Feet Fives). The informal discussions have not set a focus, nor defined the objectives. What are our opportunities for raising revenues without raising fees? What programs should benefit from those new funds? There has been considerable discussion of raising scholarship money – where should that come from?

To start the discussion, the staff would propose that two areas have to have budget attention: scholarships and general revenues to offset registration expense. \$20-25,000 would greatly improve these two areas. Thoughts?

- **10:00 a.m. Organizational issues – role of DCs; direct club registration with the state**

There are two organizational issues that can be discussed, and they are interrelated.

The first is that District Commissioners no longer play a governing role, and by practice, they no longer play a representative role for the smaller leagues. Historically, our By-laws and General Procedures and Rules were designed for DCs to 1) be the governing arm of NMYSA in local leagues, 2) the communicator from the state to the league, and 3) the representatives of the leagues to the state association. As a practical matter, online registration and 21<sup>st</sup> century communication means that many of the old governing requirements are met by the registration system and much of the communication is done by direct local league contact with the state office.

The second issue is direct club registration with the state. We now have one league that is not affiliated with a specific geographic district, and two clubs that are affiliated with three different districts. Again, practically speaking, 13 of the 17 leagues/organizations in the state do not have a substructure under the league structure. Should we rewrite our rules to allow clubs to register players, regardless of geography, and to govern themselves without forming a playing schedule?

In order to start this discussion, we formulated the following proposal that addresses a solution to these two issues. Please be aware that the four of us have been beating this issue to death for several months.

#### Organizational Proposal

As a staff, we believe that the practical functioning of the DC system is as good as anything we could come up with. The current Board of Directors currently operates as a group of experienced soccer people from different soccer backgrounds that come together to make decisions for the state. This is as good a system as any. With the following changes, we believe it would get better (we're proposing these in concept – the By-law changes will have to be written later):

- 1) Allow direct club registration with the state. This allows multi-districted clubs to have a coherent and logical structure based on their player development model, regardless of the restrictions of multiple leagues.
- 2) Create a District 9 for any member organization that meets each of the following: a) registers players directly with the state, b) does not run a schedule nor is a member of a league that runs a schedule, c) registers more than 20% of its players from two districts and d) wants to be a member of District 9. The Native American Soccer Organization would be an example of this, and both Rio Vista and Rush might meet the four criteria above. They would elect one DC.

3) Create a District 10 for any member organization (league, club or organization) that is not the largest member organization in their district and wishes to be represented by someone other than their current District Commissioner. The “District 10 Committee” would elect one DC annually. The “District 10 Committee” would be organized around one member, one vote principle.

- **11:45 a.m. Lunch in Hotel**

- **1:15 p.m. Communications**

Both the newsletter and the website are in need of modernization. The AGM workshop feedback was that the newsletter is a useful tool, but there were only longtime soccer people in the workshop. Net cost of the newsletter is roughly \$6000 an issue.

The website is used in a very 20<sup>th</sup> century manner. It is about postings, announcements and history and is very static. It is not a sales tool, nor a place where someone would go for current news. Is this a priority for the Association, or is it something that should be improved slowly over time?

To start this discussion, the best question might be – What do we anticipate our basic communication device with our players, parents and coaches to be in five years? What is the long-term role of our website? What is the long-term role of our newsletter?

- **2:30 p.m. Competitions**

The two primary issues that we hear most are the proliferation of tournaments, including small sided tournaments, and the need for more opportunities for elite teams.

Just like NMYSA, our members are pinched for funds, and tournaments are a very good way to raise money. Notably, NMYSA is also pushing our own increase in tournaments – 5v5, the growth of 3v3 and the potential of regional Kohl’s American Cups are all good ideas, and much-needed sources of revenue at NMYSA. Unfortunately, the current tournament schedule has children playing soccer 10 months a year – and that’s if they don’t want to travel a long way. Thoughts?

We consistently hear from the elite teams in the state that neither High Noon nor Duke City meets their developmental needs. The basis of their position is that participating in those two leagues requires a high number of games that don’t help an elite team improve. There has been discussion of a statewide competitive league for several years. Tucson and El Paso are both interested in joining a

competitive league. The office staff has discussed a four-game competitive league that would bracket solely to create the most viable competition between entrants. This schedule would make a team eligible for State Cup.

- **4:00 p.m. Risk management**

Discussion of the New Mexico Table – a prescribed approach to RM issues.

## Sunday

- **8:00 a.m. Breakfast**

- **8:30 a.m. AGM**

Decide the dates of the AGM for next year and the role of a committee in organizing it. What are reasonable goals for the AGM next year? Do we intend to break even? What kind of education? What do we want in a vendor show?

- **9:30 a.m. Calendar**

- **10:00 a.m. Board meeting if actions need to be taken**

- **10:30 a.m. Unfinished business**

Adjourn at 11:30