



**Minutes of the
South Texas Youth Soccer Association
Executive Committee January 25, 2009
Austin Marriott North – Round Rock, TX**

APPROVED By EC – February 6, 2009

APPROVED By Governing Board – February 8, 2009

Officers Participating:

Jesse Harrell	Don Bohnet
Shirley McGraw	Keith Wilson
Chuck Jeffords	Polly Schueneman

Others Participating:

Tom Morrow – State Office

1. CALL TO ORDER:

President called the meeting of the Executive Committee of the South Texas Youth Soccer Association to order at 10:10 a.m.

2. OLD BUSINESS:

Adidas contract. The President discussed our sponsorship package with adidas. The current contract has expired and is running under an automatic extension. We have not received what has been ordered for coaching education. A couple companies have inquired about sponsorships but nothing concrete has transpired.

Marketing STYSA. Various ways to market STYSA were discussed. Other state organizations may be helpful in determining what STYSA is worth. Bringing the Shoot Out back “in house” was discussed. Putting the Shoot Out on our website digitally was discussed as a way to drive people to our website. Articles could be in PDF form for archiving. Separate editions for the local areas could be an advertising tool. Page hits and where they are coming from could be tracked. Hotel sponsorships could be on a page following tournament information. The main website could have multiple regions and may be able to have visitors log in and take them to their chosen region or area. We need a structured plan of where we want to go with the website. This is something that a committee could handle. Tom will communicate with other state administrators to see what they are doing and what they are charging. Tom stated that some out of state tournaments and camps have contacted the state office about advertising on our website. We can use a disclaimer on the page stating that we do not endorse paid advertisers. Several names for the committee were brought forth.

There being no further business, the meeting was adjourned at 11:25 a.m.

Respectfully Submitted,

Polly Schueneman

STYSA Secretary



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