

Royse City Soccer Association

July 2025 Meeting Minutes

July 7, 2025

ATTENDEES:

BOARD MEMBERS:

Lauren, Liz, Jacinta, Elliott, Ally, Mario, Glenn, Kristen, Tyler, Austin, Chandler, Rachel, Olivia

SPECIAL GUESTS:

Patricia & Richard Chambers (volunteers), Alexi Upton - Head Coach of Royse City High School's Boys Soccer Program, Sandra Taylor owner of Quickfoot Tournaments, Justin Lawrence & colleague of RCYSA

Invocation

Led by Kristen, at 7:05pm.

New Business

“One Royse City” Community Outreach (Liz)

Umbrella initiative that unifies all youth-focused programs, keeps the “why” front-and-center, and allows flexible and scalable growth with consistent, trustworthy messaging.

1. Current Sub-Programs Under the Umbrella (Summer 2025):

- a. Co-ed Soccer Camp – Coach Derrick Krone (Mambas)
- b. All-Girls Soccer Camp – Coach Caree Annis
- c. **“Soccer for Success: Be EPIC” Mentorship** – Pilot runs Fall 2025, exclusive to U9-U12 registered RCSA athletes

2. “Be EPIC” Mentorship Highlights (Liz)

- a. EPIC = Encouraging Passion, Integrity & Commitment.
- b. Core message: “More than a game—bigger than soccer—One Royse City.”
- c. Delivered in partnership with Royse City High School boys **and** newly committed girls soccer programs.

Guest Introductions (Liz):

Alexi Upton, new RCHS Boys Soccer Head Coach

- i. **“Soccer for Success: Be EPIC!” Mentorship Program:** Leading the collaboration with HS Boys & Girls Soccer as part of our broader **One Royse City** initiative.
- ii. Will be leading the upcoming Coach’s Clinic — August 16th. (part of mentorship program)
- iii. **Alexi’s contact info: Cell: (214) 422-3342; Email: alexu.upton@rcisd.org**

Sandra Taylor w/QuickFoot Tournaments:

- iv. QuickFoot Tournament to be hosted by Royse City Soccer Association. Sandra w/QuickFoot and team would manage logistics of event, while RCSA would be responsible for lining/marketing up the field (grass) if using grass fields. Sandra & team would mark up turf field using plastic, nonpermanent markers. QuickFoot pays out a portion of the proceeds from event to RCSA, per registered team. RCSA would have their own vendors present as well, to earn from. Liz plans

to leverage sponsorship packages available in exchange for booth registration, more details to come on that. All proceeds earned from this event would be earmarked for Marketing to go towards Marketing's end of year party and awards ceremony.

- v. Liz to meet with Michael Summers over Facilities for RC ISD - on Wed 7/9 to discuss using the high school facility (preferred, vs. either of the middle schools), will provide update to the board after meeting.
- vi. Marches would be either 3v3, 4v4, 6v6 depending on age group. Adults are welcome to play as well, just a matter of what we want for the event. Plan is to include an adult division.

Guest Introductions (Lauren): RCYSA Board Member Introductions

Justin Lawrence & Guest from RCYSA.

- Remaining 2 board members from what was previously known as "Royse City Youth Sports Association" (RCYSA) came to meet the board. Provided brief history outlining challenges with leadership and how they leveraged their bid renewal period with help from the city to make changes.
- Plans to move away from "RCYSA" to "Royse City Diamond Sports" (RCDS) and would like to discuss a potential "merger" with RCSA over the coming months. Initial suggestion of how a partnership might work is that the baseball board and soccer board both respectively would continue to exist and operate as usual, separately and independent from one another. One would not interfere with the other's business. Meanwhile, both boards would be "governed" by an overarching executive board of directors to ensure operational and financial transparency & accountability. Justin mentioned that while they are a nonprofit that it's still important to operate as a business does, ensuring that they're able to pay their bills each month. Typically they have a surplus of approximately \$50 - \$80K per year. Very keen on re-establishing healthy relationships especially with the city of Royse City and the Royse City ISD.
- Operationally their short term goal is to have 15 board members by the end of this fall season (2025). Mentioned that on Sunday 7/13 they are having a townhall meeting for their parents and coaches. "Unofficially" RC Diamond Sports has won the bid. When word of them winning the bid was "leaked" registrations for their Fall season double overnight. Recommended that both boards are given time to consider what's been discussed internally and that they come back next board meeting to continue discussion and brainstorm on what a merger could look like.

RCSA Board Re-elections:

1. Recommended that Mario move from U6 to U7, Jacinta motioned, Austin seconds, all voted in favor.
2. Recommended that Tyler move from U5 to U6, Rachel motioned, Austin seconds, all voted in favor.
 - a. Lauren will be "acting" U5 Commissioner in the interim until someone else becomes available to serve in that role.
3. Jacinta motions for Lauren to stay in the role of Vice President. Rachel seconds. All voted in favor.
4. Ally to remain as U8 Commissioner. Lauren motioned, Rachel seconded, all voted in favor.
5. Glenn to remain as the Chairman of Fields, Rachel motions, Liz seconds, all voted in favor.

NEW BUSINESS:

Open positions

(moved to after "new business" due to multiple guests being in attendance)

New meeting venue option available to use as needed (Liz)

Richard Chambers has offered us the use of his conference room at his place of business if we should need it. Located in what used to be Timothy Swafford's physician's office.

MDRE Group 1101 I-30 Frontage Road, Royse City, TX 75189

Labor Day/Board Meeting - Potential Scheduling Conflict

Labor Day Holiday and September board meeting both fall on the same day 9/1. Group decided to move the meeting to 9/2/25 instead of 9/1/2025. Will possibly utilize Richard's office for this meeting as Kristen has to work and likely won't be able to get us into the church office building that day. Kristen will let us know. Jacinta motioned the move, Austin seconds. All voted in favor.

Scholarship Applicants

May Meeting Minutes Approval:

Group votes to approve minutes provided a couple of minor corrections are made. Liz to get with Jacinta to verify and complete the corrections. Jacinta motioned the vote, Austin seconds, all voted in favor.

June Meeting Minutes Review & Approval

Tabled until August meeting, to provide more time to review.

- 1. Approval of May 2025 Board Meeting Minutes**
- 2. Approval of June 2025 Annual Board Meeting Minutes**

Commissioner Reports

Chairperson of Coaches Commissioner:

What's the cut off dates for Safesport?

- If the training is taken before 5/31/2025, it must be retaken for fall 2025. If taken on 6/1 or after, that person is good to go for fall.

Chairperson of Fields:

Requests that new goals for Fox Fields are purchased (U10 & below).

Marketing Updates

Social Media presence and each steadily growing, for example, views & interactions are up 58% each respectively, while our net followers are up 152%.

Our target audience is women, aged 35-44, followed by women aged 25-34. Men make up 20% of our audience to women's 80%. Weekend afternoons offer the highest traffic times. All of this mentioned to let the group know there is process in place and to consider this if posting onto the page, tagging the page or sharing the page.