



New Mexico State Soccer Association

8100 Wyoming Blvd NE Ste M4 #365

Albuquerque, NM 87113

www.nmssa.net

MEMORANDUM FOR: Member Leagues

FROM: NMSSA Social Media Director

Tasha Gray

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SUBJECT: Social Media Director Annual General Meeting Report April 2025 to December 2025

- Officially voted onto NMSSA Board a Social Media Director Chair in April 2024
- Attended Region III Workshop May 30th and 31st in New Orleans, Louisiana
- Attended USASA Annual General Meeting September 25th and 26th in Chicago, Illinois
- Attended US Soccer Member Meeting on November 9th in Atlanta, Georgia
- Served on a Referee Abuse Hearing on the following dates:
 - 04/18/2025
 - 11/27/2025
- Meetings I Attended:
 - NMSSA BOD Monthly Meeting on 04/25/2025 in Albuquerque, NM
 - NMSSA BOD Monthly Meeting on 05/23/2025 in Albuquerque, NM
 - NMSSA BOD Monthly Meeting on 08/08/2025 in Albuquerque, NM
 - NMSSA BOD Monthly Meeting on 09/12/2025 in Albuquerque, NM
 - NMSSA BOD Monthly Meeting on 10/15/2025 in Albuquerque, NM
 - NMSSA BOD Monthly Meeting on 11/15/2025 in Albuquerque, NM
 - NMSSA BOD Monthly Meeting on 12/12/2025 in Albuquerque, NM
- Assisted with the following tournaments:
 - July 2025: Dog Days Men's & Women's Tournament at Ruidoso, NM
 - August 2025: Land of Free Coed Tournament at Kraemer Fields
 - October 2025: Nightmare on Kraemer Men's & Women's Tournament at Kraemer Fields
 - November 2025: Fall Classic Coed, Men's & Women's Tournament at Santa Ana Soccer Complex



Proudly affiliated with United States Adult Soccer Association (USASA) and the US Soccer Federation (USSF)



- Assisted with the following events:
 - May 2025: NM United Block Party
 - September 2025: Intel Suidice Prevent Event

Involvement with NMSSA:

Since joining NMSSA in April 2025, I have been committed to strengthening our digital presence and community engagement. As Social Media Director, I hit the ground running by revitalizing our platforms, increasing activity, and improving communication with our players, leagues, and partners. I was the procuring cause for NMSSA's participation in the New Mexico United Block Party, expanding our visibility within the local soccer community. Throughout the year, I represented NMSSA at the Region III Workshop, the USASA Annual General Meeting, and a U.S. Soccer membership meeting, gaining valuable insight and building relationships within the larger adult soccer landscape. I have been present at all NMSSA tournaments since April, managing on-site coverage and serving as the voice behind our growing social media presence. Our online engagement continues to rise, helping leagues promote play opportunities and increasing awareness of the many ways adults can participate in soccer across New Mexico.

In addition, I have worked to create new fundraising opportunities by helping NMSSA partner with local businesses to be vendors at our tournaments, establishing a model where NMSSA receives a percentage of vendor sales at each event. These partnerships not only support our tournaments and enhance the player and spectator experience, but also keep resources circulating within our local community. Local vendors such as Puffed Up Candy and Shake It Up Lemonade have been great partners in this effort and we are open to bringing on more partners as we continue to grow!

