

ACYLA Board Meeting
Tuesday, September 3, 2013 – 7 p.m.
New Hope Ice Arena

Meeting called to order at 7:10 p.m.

Present: Laurie Ripplinger (Co-President), Kelly Thompson (outgoing Equipment Mgr); Carol Zehrer (outgoing Secretary); Kent Zehrer (outgoing Treasurer); Mark Palony (Communications); Tony Johnson (Coach & Equipment Manager); Mark Lucas (Webmaster); Jill Ojala (Parent); Kim Wepplo (Secretary); Kara Lucas (Uniforms); Kim McDonough (Fundraising); Karen Lysne (Fields); Michael Charles (Co-president)

Minutes:

The Board approved the August 13, 2013 minutes with an amendment to add Kara Lucas and Sarah Essen as attendees.

Action – Carol: amend the minutes and forward to Mark Lucas for the website.

Treasurer's Report

- Our Go Daddy payment was charged to Julie Carpenter's personal credit card; Kent will reimburse her.
- Kent created a Spring and Summer spending report.
- Mark Palony noticed that Paypal offers a 6-month interest-free payment plan for purchases. This would be a nice feature for families, especially those with multiple players.

Action – Kent: look into this option for families.

Communication's Update

- Mark P is still checking the Gmail account and forwarding pertinent emails to the appropriate person.

Webmasters Update

- Mark L has added the Community tab.

Old Business:

- Bylaw Changes
 - We will not be changing these. Any other changes will be handled in the Operating Policies.
- Sandburg damage: no information.
- Chipotle Fundraisers:
 - Next one scheduled for Tuesday, September 10, 4 – 8 pm, Crystal Chipotle
Action – Kim McDonough: Get a flyer from Chipotle corporate office and forward to Mark Palony to send an email blast. Also send a copy to Mark L to put on website.
- Succession planning:
 - Positions already filled are: Equipment (Tony Johnson), Secretary (Kim Wepplo), Uniforms (Kara Lucas)
 - People continuing in their current positions are: Co-Presidents (Michael Charles & Laurie Ripplinger); Communications (Mark P); Fields (Karen Lysne); Webmaster (Mark Lucas); Fundraising (Kim McDonough)
 - Treasurer: Need to find a replacement for Kent – ASAP.

- Tournaments: Need to touch base with Betty Tapias-Heinrich to see if she is planning to continue with that role.
 - We will probably be doing Grand Rapids and Rochester again. Need to book hotel blocks now for multiple team -- check HotelPlanners.com.
Action -- MarkP: Look into booking blocks in both cities.

- Fall League
 - We haven't received the schedule from Homegrown for our teams yet, but Kara L has found the dates on their website and sent them to the families.
 - The second team may co-op with SLP, but ACYLA will handle the coaching and fields. Michael Charles has been in contact with SLP and Homegrown Lacrosse. We are currently at 13 kids, but SLP kids should be registering now – cutoff will be Thursday.
Action – Kelly T: get the goals moved out of Lions Valley Park.
 - A group of 7/8 Girls are playing in a tournament this weekend, but they are not sanctioned or registered through ACYLA. They were denied field space due to insurance restrictions. They should not be wearing ACYLA uniforms, but may borrow some equipment.

New Business:

- Youth Sports University, September 14 at the Blaine National Sports Center, 9 am – 2 pm
 - Being held for coaches, administrator, and officers. Laurie will be attending; others will check their schedule. There is a cost break for additional attendees.
- Operating Guidelines and Policies
 - Carol has drafted an outline based on the ACYHA Guidelines and information from US Lacrosse, YLM and MBSLA.
 - The main points that we will need to incorporate into ACYLA Guidelines are:
 - Tryout policy
 - US Lac Code of Conduct
 - Refund policy
 - We are looking for some volunteers to help write this document and then bring suggestions to the full Board at future meetings. These need to be completed by Thanksgiving so that the Board can vote on them at the final meeting of the year (December 3). We would like someone from each of the different perspectives – coach, parent, administrative, and girls. Michael and Mark L volunteered and will recruit 2-3 additional members to join the ad hoc committee.
Action -- Michael: recruit some additional members to write the Policies/Guidelines, get a draft copy on a Google Docs account, and set up a meeting in the near future.

- Mark Lucas Letter
 - Mark's letter made suggestions to reorganize the ACYLA structure to include the following positions:
 - President (Youth Director) and Vice President (Assistant Youth Director)
 - Marketing & Recruiting: Community events, newspapers, school flyers
 - Coaches Coordinator: hiring, communicating, and training
 - Volunteer coordinator: possible mandatory hours
 - Boys Coordinator (similar to Girls Coordinator)
 - His additional ideas are:
 - Team Manager meeting each season

- Parent and coach survey at the end of each season: look at creating something on Survey Monkey that would ask “how you heard about ACYLA: hockey flyer, word of mouth, website, etc.
 - Feedback to coaches
 - Registration late fee
 - Board and coach discount transparency
 - Family maximum or family discount
 - Recruiting goalies
 - Enforcement of Code of Conduct
- Carol mentioned that most of these decisions and ideas can be incorporated into the ACYLA Operating Policies and Guidelines.
- Enforcement/Code of Conduct
 - The Board discussed how to handle the specific instance of poor parent behavior this past season. Our waiver doesn’t specifically call out the behavior of parents and players. While the ad hoc group will break this topic down, we have to deal with this specific situation in a timely manner. We don’t have a good trail of documentation. It was suggested that the Board invite this parent to a future board meeting to discuss her opinion or grievance.
 - Action – Laurie:** Invite the parent to the next Board meeting if you deem it appropriate.
 - Armstrong Homecoming Parade
 - ACYLA will march in the parade and have a table and banner. Boys & girls will both be marching and giving out candy.
 - Action – Laurie:** Organize table, candy and banners.
 - Action – Mark P:** Send out blast email.
 - Action – Mark L:** Get info on website.

Optional Topics:

- 2014 grants - US Lacrosse AED & PE Programs
- Branding efforts

Next Meeting –

Tuesday, October 1

7:00 p.m.

New Hope Ice Arena, Meeting Room 1