



Minutes Board of Directors Monthly Meeting

Time: 6:30 PM

Date: April 11, 2018

Location: Marian University- Stayer Center

FDLSA Executive Officers:

Chad Collett, President • Luke Newman, Vice President • Andy Gill, Secretary • Bob Van Kirk, Treasurer

Board members in attendance: Chad Collett, Luke Newman, Andy Gill, Justin Szatkowski, David Szejna, Ryan Hilbert, Dave Hammes

Absent: Bob Van Kirk, Lawrence Foster, Dan Gerred, Bryan Henslin, Kip Wilson, Diane Riley,

Call to Order / Roll-Call: 6:34pm

Guest (Members at large): None

- Guest Open Forum (No extra guest present)

Approval of BOD Meeting Minutes & March Meeting Minutes: Justin Motion to approve, Second by Ryan

Approval of Financials: Motion to approve by Ryan, Second by Luke

Treasurer's Report (Bob) –

- We were able to get everything moved over to Quickbooks Online.
- With Chad's help, we were able to get the Credit Card transactions to download to Quickbooks Online.
- All Horicon Bank transactions download to Quickbooks Online - saves a ton of time for data entry.
- I still have a couple of transactions to characterize and Chad and I have discussed revamping our Chart of Accounts (or categories), so we can get better reports. Garbage in / Garbage out, right?
- We are sitting in a pretty healthy position with all of the Rec League registration money being credited to the account. As of April 1, all Sports NGIN transactions will be credited to Horicon Bank payables account.

President's Report (Chad) – No Special Report. All details in Committee Reports

Academy Program (Chad / Ryan) –

- Ryan and Chad met with Andreas Davi the owner and head coach of the Professional Milwaukee Torrent Soccer Club who has agreed to provide coaches and staff for our academy every week.

- We currently have 72 kids signed up to play.
- There is discussion about having two older teams play in the Neenah Flatgrass Tournament.
- Andreas Davi has also expressed interest in being our director of coaching.

Select League (Chad) –

- Select league starts the weekend of April 15.
- Coach Peltonen has agreed to assist with the selection process for the select teams.
- Tryouts for the next season of select will start June 1st. Chad will work on tryout dates
- There was discussion of paying for tryouts (\$20) due to several kids coming to the tryout and then either not showing up or declining offers causing additional work, and affecting our teams, and overall process of finalizing teams.
- The fee could also supplement the select program or the selection process.
- There was discussion about how we promote the select teams through our rec program.

Recreation League (Luke) –

- There are currently 115 teams, 1160 active kids registered. We are on pace same as last year.
- Sponsors all set, a few extra jerseys were ordered in case extra children sign up late and need to be placed on a team. Jerseys were ordered through Jack Team Sports.
- There will be a coach's meeting April 24 and a video provided with instruction for new coaches.
- We will be using VIP again for pictures on June 2/3
- Keeper cards are almost ready to be distributed. – Lots of new companies on there.
- Rosters will go to coaches shortly and the schedule is coming out this weekend.
- We are having a Coaches Meeting on the 24th at 6pm at the complex but it is not mandatory like years past. Luke and Chad are going to put together an overview video to explain the season and all assets and resource are online. Items like keeper cards and photo forms will be handed out once the season starts.
- Craig Peltonen offered to hold two coaching training sessions. He will be promoting the new US Soccer grassroots training methods but will be high level. U5-U8 will be Sunday the 29th from 5pm-6pm and U10-U18 is Monday April 30th from 6pm-7pm at the complex. All rec coaches are encouraged to attend regardless of experience.
- Jersey order has been placed to Jack's. We will do one more as season nears. Goal is to have jerseys ready to be collected May 4th. U5 if full and we do have a few limited spots available overall. We do have lots of room for players at U12 level on both boys and girls.
- Luke and Chad plan to send rosters out this coming weekend to coaches.
- We do still have about 8-10 coaches we need. If you know anyone willing let us know. We are hitting up teams now to try and drive people to step up but ideally love folks with soccer knowledge. Overall we are sitting at 115 teams for U5-U14. Once these are done, and set, we will start on the HS teams in early May (they don't start play until June).
- Either Luke or Chad will be sending an email(s) this week to rec parents with additional info.
- Chad has the rec regular season schedule done. Took me about 5-6 hours to get it all set up in Diamond Scheduler (Divisions, Teams, Fields, etc) and I also integrated it with our website. Still working on the Spring Games and End of Year schedule.

Adult League (Bryan) –

- Starting last week of May on Thursday nights.
- Registration is open.
- Sounds like there is more interest than in the past.

Referees (Chad/Kip) -

- Registration is open for refs on Sports Engine.
- We are working on a date for ref meeting.
- Using Assignr.com as we have in past. Chad will be primary ref assignor with Luke as backup since Rachel is gone. Would love to find someone to train for future.

Camps and Clinics (Ryan, Chad) –

- All camps on website and Facebook
 - Marian June 18-22
 - British Challenger July 9-13
 - Chicago Red Stars July 27-29
 - Fondy Boys Soccer Camp July 16- July 26 dates vary by age group.
 - Marian Select Camp August 6-10
 - Concordia Soccer Academy

Soccer Complex Maintenance & Grounds (Andy)

- Paint has been ordered and waiting delivery.
- Golf cart will soon be dropped off.
- I have been in contact with Country Touch to maintain grounds.
- Working with SEEK to have a replacement for Josiah.

Concessions (Dan) – its closed, booster club has started to move their stuff inside.

Marketing & Communications (Diane)

- Adult League
 - Flyers created and printed (Qty 50 of 8.5"x11"; Qty 500 of 1/4-page size). Bryan is picking up/has picked up from Graphic Center (invoice to be mailed). Letter size posters can be distributed to area businesses, 1/4-page can also go to businesses, but also given out with admission to high school games or at concessions.
 - Will add poster to website and social pages

- Camps
 - All summer camps are posted to Facebook (Concordia camps scheduled to post by noon tomorrow).
 - These will be promoted more as we get closer to the dates.
 - I will also send a write-up on all the camp options to the paper
- Social Media
 - We've had very good reach and engagement on posts this month. The Academy/Milwaukee Torrent news was especially well liked. Hopefully this led to some additional registrations
 - High school games have been pre-scheduled to post (through April). There is a limit to the number of posts we can schedule with our free account to Hootsuite. You can blame me for the recent snow, as I'm convinced my proactive approach on these posts is what triggered the cold spell and thus needing to go in and cancel posts for games we couldn't play. :)
 - Select games need to be scheduled yet for while I'm on vacation (see note on bottom)
 - Big News... we have surpassed Neenah Soccer Club in total Facebook Page likes, and are creeping closer to Madison 56ers. For a club/city our size, this is really impressive to me! Here's a breakout:
 - Madison 56ers: 1,558 page likes
 - Fondy: 1,193 likes
 - Neenah: 1,187 likes
 - Oshkosh: 668 likes
- Public Relations
 - Turf Talk articles
 - Spoke with Action/FDL Reporter (they were extremely slow at responding). They gave us advertiser pricing to cover the editorial, which I'm not happy about nor is it cheap. Prices (by size) below are for black & white ads in Action Advertiser alone. I told them this was outside our budget, and reiterated we were hoping to submit articles similar to a press release. Waiting for response.
 - 2-pages: \$3260
 - Full page: \$1510
 - Half page: \$760
 - Quarter page: \$385
 - 3/16 page: \$291.25
 - 1/8 page: \$197.50
 - 1/12 page: \$134.99
 - 1/24 page: \$72.50
 - I suggest we move forward with writing these articles and at minimum post to our own website / share on social media channels.
 - I will also reach out to FDL Visitors & Convention Bureau to see if we can guest author these articles to their community blog
 - Potential opportunity with local radio/news (KFIZ)
- Coaches Apparel
 - Set up store with Squad Locker; decision not to share with coaches and rather keep their warm-ups and gear with Admiral to match team uniforms.
 - We can open stores with different options at any time. Shipping costs and discounts vary based on promotions they run. Notice of these promotions can be fairly short.

Capital Campaign Drive (Andy)

- Fundraising / Sponsorship Opportunities discussion.
- Recently met with Marty Schibbelhut, Dan Hebel, and Greg Giles.

- Will meet with Joe Braun from Fond du Lac Area Foundation very soon.

Old Business

- Land lease contract extensions are being negotiated.
- New paint machine must be purchased soon.

New Business

- Next Meeting: May 9th at 6:30pm (location is TBD)

Adjourn – 9:04 p.m.