



**Minutes March 2019
Board of Directors Monthly Meeting**

**Time: 6:30pm
Date: March 11, 2019**

Location: Marian University – Stayer Center Room 212/213

FDLSA Executive Officers:

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

Agenda:

- Call to Order / Roll-Call 6:37
 - **PRESENT** - Chad Collett, Bryan Henslin, Luke Newman, Josh Rieder, Dan Gerred, Ryan Hilbert, Bob Van Kirk, Justin Szatkowski, Dave Hammes, Andy Gill
 - **ABSENT** – Jillian Saiberlich, Diane Riley, Larry Foster
- Guest Open Forum
 - Jessica Ruch – FDL HS Girls Team starts in one week.
 - Kali Boardman – What is the club doing for player development?
 - Encourage players to join ODP (Olympic Development Program) for the quality of coaching and players.
 - Working with Jillian to recruit coaches for long term commitment.
 - We will be revisiting getting a Director of Coaching.
 - We offer camps during the summer; including the select preseason camp.
 - We are encouraging coaches to get their license and require select coaches to get license.
- Approval of BOD Meeting Minutes & February Meeting Minutes (Emailed) Dan 1st / Luke 2nd – all approve.
- Approval of Financials January + February (Emailed) Luke 1st / Justin 2nd.
- Treasurer’s Report – Bob said our insurance has been recently paid, Non-profit status is up to date, extension was given through Huberty to file taxes in April.
- President’s Report
 - Chad and Luke attended the WYSA Annual General Meeting in Madison on March 9th. Focus for the meeting was the WYSA State of the State which they are seeing positive growth in programs across the state.
 - They launched a new focus on Women in Soccer and encouraging clubs to seek out more female coaches.

- Reviewed Coaching Education and continue to encourage clubs to push coaches to new grassroots program.
- Referee retention continues to be a problem and they are launching a referee mentorship and retention initiative. It was voted to add \$.50 to every player registration across the state to fund this initiative.
- Push for clubs to offer a TOPSoccer program. US Youth Soccer TOPSoccer (The Outreach Program for Soccer) is a community-based training and team placement program for young athletes with disabilities, organized by youth soccer association volunteers.
- Player fees, Coaching Courses, and Tournaments are raising fees across all age levels for 2019/2020 year.
 - Pre-k (U5/U6) \$3 to \$3.75 per player
 - Grassroots (Rec): \$6.50 to \$7.50 per player
 - Competitive (Select): \$19.50 to \$20.75 per player
 - Coaching Course: \$70 to \$85
 - Presidents Cup Tournament: \$500 to \$750 (will include ref fees)
- Program Reports
 - **Select League**
 - The new agreement with Soccer.com has been signed and submitted. The FDLSA will begin using Soccer.com for our Select gear for the 2019/2020 season. They are working on building the players portal, coaches portal, and fan zone. We will also be promoting the fan zone to rec players.
 - The select spring 2019 season will kick off April 27th. The initial schedule is out and home game times and fields have been assigned. The reschedule window is now open for teams to shift games as needed with a due date of March 22nd and final schedule is due to be released for public view on March 25th. Teams are funneling all requests to Chad to send to the state as one batch. All teams are currently practicing as much as they can, given limited indoor space. Teams are also still getting signed up for spring tournaments. Each team will play at least two tournaments. We have 9 SECL teams and 2 State League teams this spring (U16 and U18 Boys are State League Teams).
 - Tryouts for 2019/2020 Season:
 - Details are set for tryouts in June. Tryouts will be run similar to last year. Craig Peltonen will oversee Boys Tryouts and Jillian Saiberlich will oversee Girls Tryouts. Both will be assisted by Age Level Coaches. Tryouts will once again cost \$20 this year (holding fee same as last

year). Chad has the registration built in Demosphere and ready to open end of March. Website is updated to reflect all this information. We will be purchasing additional numbered pinnies to use during tryouts. With rise in numbers, some age groups do not have enough and our other set of pinnies are at least 8 years old and some have disappeared over the years.

- Dates of tryouts are as follows.
 - Monday June 3rd: U11 Boys + Girls
 - Tuesday June 4th: U12 Boys + Girls
 - Wednesday June 5th: U10 Boys + Girls
 - Thursday June 5th: U13 Boys + Girls
 - Monday June 10th: U14/15 Boys + Girls
 - Tuesday: June 11th: HS Boys
 - Thursday: June 13th: HS Girls
 - Make up Dates: Sunday June 9th for U11-U13 and Monday June 17th for U14-U18.

- **Academy Program**

- Spring Academy is scheduled to start first week of April but dependent upon weather and ground conditions. Registration for Spring is very slow. Only 26 registered at time of this report. Hoping to get 80-100 in the program (the goal) each season. Will continue to promote. Keegan Miller from Marian is running the Academy training. Seeking coaches for U9 and U10 teams that will play Neenah tournament (if we have numbers to do so). Will need to evaluate if this format is the issue for low numbers.

- **Recreation League**

- Rec League Registration remains open and will be through start of season as space is available on teams. Registration fee is now at \$100
 - Registration is on target from last year. Currently 1,038 registered with 539 boys and 499 girls. Many do wait till close to season to sign up. Last year we had 200+ sign up after last price shift.
 - Luke and Chad will start to form teams this month. First will be setting total number of teams at each age group to know how many spots we have remaining. Chad will cap registration teams in Demosphere for that number. If a team is full, players will be placed on a “waitlist” in Demosphere.

- Coaches and Sponsors will be assigned. Communications will be sent to board to help recruit coaches and sponsors as needed. Make it a group effort, not just Luke and Chad. We are typically about 20-30 coaches and sponsors short each year forming teams begins. Chad is still working with WYSA on the coaches risk management process via Demosphere.
 - Luke is coordinating Jersey order with Byron at Jack's Team Sports.
 - Chad is going to do schedule this year and target date is April 13th. Plan to utilize Demosphere to build the schedule vs Diamond Scheduler. New online system offers a lot of options for efficiency and communications.
 - Keeper Card Vendors
 - Looking for someone to be Rec Tournament Director – Josh is interested and was willing to step in.
 - Adult League:
 - Registration is open on Demosphere.
 - Starting to promote online and via email.
 - May 30th is the start.
 - Website is updated with information.
 - Camps and Clinics
 - Currently only one public camp scheduled for our complex this summer. Challenger Sports (formally British Challenger) is hosting a camp June 24-28th.
 - Chad is working to finalize details of the Phoenix Select Pre-Season camp which we are targeting August 4-8 for our U11-U18 players.
- Coaching Report
 - Continue to promote to our select coaches to take the grassroots coaching courses. Chad will begin to recruit and lock in coaches for fall 2019/2020 select dates. Target date to have all coaches in place is June 1st.
 - Will be promoting in-person and online coaching education courses to all rec coaches and provide them more resources to elevate their knowledge.
- Referee Report
 - Registration is open in Demosphere for Rec League referees to sign up to be a ref for FDLA. Goal is to get all refs signed up by April 13th. We will be using Assigr.com again this year for rec league. Chad will be referee assignor. We anticipate 40-50 refs signing up.
 - Fond du Lac hosted 3 total courses in town (at FHS) for new refs (1 full day course) and recertifications (2 half day courses). We received \$1290 from the state for holding these

courses in town. We paid the instructors \$840 so we netted \$450 in profit. The new course had 15 students and for the recert we had 42 students across both.

- Carlos Frasier will again be our Ref Assignor for the Select League in Spring 2019.
- Concessions Report
 - Concessions Expansion Project Update – Chad, Luke, Dan, and Andy went through the plans with Smith Builders March 6th. The frost and winter have put subcontractors behind on several jobs. The project could take about six weeks to complete. Some of the materials will take several weeks to obtain. Due to the delays they will keep us updated. The project might be pushed to September.
- Soccer Complex Maintenance & Grounds Report
 - There is going to be a mad rush to get fields ready for HS.
- Capital Campaign Drive Report
 - Fundraising / Sponsorship Opportunities
 - **Banner Fundraiser:**
 - In January and February we promoted a “banner support” fundraiser where supporting can purchase a banner with their personal message or logo to show their support of our club, FHS, or the WLA soccer programs. March 1st was the deadline for orders (We will be doing another push this summer for fall programs).
 - Here is a recap of how we did. Personally, I am very happy with the results. I had hoped for 20 off the bat so this is great.
 - Total Banners we will produce: 30
 - FHS Cardinals Banners: 15
 - Fondy Phoenix Banners: 9
 - WLA Vikings Banners: 6
 - Money Collected to FDLA: \$6,500
 - Donation to FHS Booster Club: \$750
 - Donation to WLA Booster Club: \$300 (will offset field fees)
 - Note: We are giving away 5 free banners to JF Ahern and A&W (10+ rec league team sponsors), National Exchange Foundation (Concessions Donation), and Thomas Leu Design (Concessions Drawings) and Graphic Marketing: They (Brad Czyzewski) are making our banners. Giving them a free banner in exchange for 15 free banners they are also providing to us (and a very good price of \$50 per banner to produce them).

- When all is said and done, the Fond du Lac Soccer Association will collect over \$4,500 on these banners in profit (taking out cost to make the banners, payouts to schools and some credit card processing fees).
 - All banners are due to be up by first game at our complex this spring.
- Dick's Sporting Goods:
 - We are able to offer a 20% off shopping day at Dick's Sporting Goods in Oshkosh April 13-14th. We will promote to all families/community. This directly impacts the amount of sponsorship support we get from DSG each year.
- Marketing & Communications Report
 - Adult League flyers are at printer (will let Bryan know when done)
 - Social promotions this month: Rec Registration, Ref Registration, Banner sponsorships, Coach sign up
 - Upcoming promotions planned: Adult League Registration, Continued Rec League promo & coaches sign up, Academy Registration
- Old Business
 - East Side/UW Land Lease Contract Update – UW Fond du Lac informed Chad that contract was on hold from UW-Oshkosh side until July 1st.
- New Business
- Next Meeting: April 8th at 6:30pm at Marian U. Adjourn Bob / Luke 8:07.