



White Bear Youth Football

June 12, 2025 - White Bear Lake Area High School, Studio #1200

Attendance: Randy Spring, Jesse Hedinger, Aime DeWitt, Kevin Eicher, Scott Mueller, Chris Oswald, Kathy Kirkland, Rick DeWitt, Meghan Levorson, Nate Anderson, Chris Oswald

Absent: Casey Zafke

Call to Order: 6:42 pm

Approval of Minutes:

- May 2025
 - *Approved*

Public Input:

- Christina Decuffa, Priscilla Erickson from the White Bear Lake Varsity Program's Booster Club. They have come to be part of the conversation regarding the Unity Night and Manitou Parade.
 - Building a partnership with our two organizations is something they are excited about and they, too, see a need to keep building White Bear Football as a whole.

Officer Reports:

- **President** (Randy)
 - The Paint Striper sale that was in place fell through, but we have another buyer. Randy will transport it to Wisconsin for the sale.
 - Fittings for Schutt Equipment June 22 & July 8, sales close July 22.
 - Would like to create referee parking only to give referees a spot right by the field to park in so they have quick and easy access to the fields. Casey is looking into cost.
 - Evaluation Week is booked for July 14-17 at Price Field, first prep meeting with Varsity is June 19.
- **Vice President** (Casey)
 - Insurance information is finalized.
 - Northern Lids store closes on June 12.
 - BSN Store is open and closes June 16, with \$5 of every sale coming back to the association.
 - Jerseys, footballs, and cones are ordered.
 - Casey met with UNRL and we will be having a store open with them in July.
 - Turf Tank will be ordered Friday and it will be here by early July.
 - Scoreboard banners are ordered and will need to be mounted when they come.
 - A banner for the side of concessions will be made as well.
- **Treasurer** (Jesse)

- Financials emailed to all.
- **Secretary (Aime)**
 - None

Sponsorships:

- Deadline is June 15th. We are still waiting on payment for a couple of commitments. If those are not received we move on without those sponsorship logos on the shirts/banners.

Unity Night:

- Looking at booking food trucks, thinking 2 foods and one sweet type.
- We need to figure out how many youth teams we have before finalizing plans.
 - Varsity and JV football will be required to participate in this event as if it is a practice, per Coach Bartlett.
 - There is some concern from Booster Club that this will be difficult to promise or ensure, but they are willing to help communicate that with families. Bartlett has assured us it will not be an issue.
- We need a photo of the Seniors all together for the poster we want to have the seniors sign for our players.
 - Meghan will coordinate and set up the photographer, and Christina from Booster Club can help coordinate getting them together for us.
- Plan for White Bear Lake Football Booster Club and WBYF Board to meet after Unity Night and reflect on how it went, what to keep or change.
- White Bear Lake Varsity Booster club set a budget of \$150 for this year's event, but this could expand other years with more notice.

Manitou Days Parade:

- Manitou Days Parade is Friday, June 20th.
 - White Bear Football has a trailer/float and is Section B. We will line up between 5 and 5:30 pm on Lake Ave beginning at Clark Ave.
- Kevin suggested we drop a box of footballs/candy off at a location around the halfway point to salvage so we don't run out so quickly and can save it for the last part of the parade.
 - Scott will be the one to hold onto the items until we get to him, wherever he is on the route.

2025 Registration Update:

- 167 registrations are in as of today.
 - Last year, 90 more registrations came in after this date.

Concession Stand:

- Lacrosse had their tournament on our fields. Kathy gave a summary of how she thought it went:

- Kathy helped out with their time in concessions. They paid their volunteers, but did not pay Kathy anything. There needs to be compensation for Kathy worked into the agreement for next time.
- They had a smoothie truck present and sold Nautical Bowls, and the two companies inquired about our interest in having them at some of our games.
- Communication was lacking prior to the event, and there were things they did not follow through on.
- They did not have enough volunteer help and Kathy ended up on her own at times.
- A graduation party was held the same day, and it interfered with the ability to use the bathrooms and there were some unfortunate things happening from party guests. This is something we need to ensure doesn't happen on Super Saturday.
- AED cost:
 - \$1,397.89 with case to hang on the wall.
 - Motion made to approve the additional \$397.89 to purchase this.
 - *Approved*
- WBLAHS uses a Galaxy 9 tablet paired with Hometown Ticketing for their concessions that might make concessions run more smoothly. Randy will share more on this and we will do a GroupMe vote later.
- Casey and Randy are still checking into options for us to purchase a device to use for the scoreboards in the future, as well as to solidify a Podvin phone and internet options.

Hudl Camera:

- There was a meeting with HUDL regarding the options for field cameras.
 - They do not recommend mounting the Portable Flex camera full time outdoors.
- Portable Focus Flex- this would be on a pole between the bleachers that can be used on either field.
 - \$2000/year includes the camera equipment needed.
 - Additional costs would include a tripod to mount to and internet connection like Starlink.

Sprint Based Football Clinic Update:

- Randy attended recently, and found it to be highly valuable. He came away with some suggestions for equipment and training systems that could enhance the overall production and competitiveness of our players. Randy has shared out the items and prices and we will discuss and vote on these another time.

Special Events:

- Chris will solidify Coaches/Managers Appreciation Dinner date with the Hugo Legion.
 - September 21st 6-9 pm
- Varsity Training Camp Lunch is August 15th.

- U.S. Bank Game Day Experience, no dates yet.
- Varsity Game Youth Night is 2nd home game of the year.
- All Head Coaches and Board Members will be getting a varsity game pass with a plus one for child to attend games for free.

Raffle:

- State has cashed the check for our license, but nothing has been sent out to us yet. Raffle tickets can be ordered once we have the number and they should.
- We need to solidify prizes for this year so tickets can be printed as soon as the license comes. Here is what we did last year:
 - \$1,500 - 1 winner
 - \$500 Cash - 1 winner
 - \$250 Cash - 2 winners
 - \$100 Cash - 10 winners
 - \$50 Cash - 15 winners
- We will stick with the same cash values for prizes as last year.

Board Health and Culture Enhancement:

- Randy is proposing that we start offering tokens of appreciation for the time that people put into the board and all of the hours we log to keep the association running. This could create a positive culture so we can keep the board growing for years to come.
 - Parent board members would get free registration for their player.
 - Non-parent board members would receive a stipend to purchase WBYPF gear for themselves.
 - What other ideas are there for this?

Good Neighbor Days:

- Cleanup at Good Neighbor Days went well. One parent volunteer came and helped on Sunday, along with multiple board members both days.
 - Other organizations participated this year, and we aren't sure yet how they will split up the funds raised.
 - Lions Club is going to figure out how much we will be getting. Chris will let us know once the number comes

Meeting Adjourn – 8:20 pm

6/18/25 Post Meeting Discussion via GroupMe:

- Proposal made for a compensation program for board members for their time put into the program as a way to help keep the board growing and stable.
 - Board Members with a child in the program would each receive a scholarship for one child to play football with WBYPF.

- Non-Parent Board Members would receive a \$300 stipend to put towards WBYF merchandise or gas.
 - A vote was cast on the GroupMe app and passed unanimously with a 12-0 vote.

6/23/25 Post Meeting Discussion via GroupMe:

- Proposal made for Board the purchase of a Hudl Focus camera.
 - Upfront cost for 2025:
 - \$2000 Camera and service (yearly)
 - \$500 for tripod mount (one time fee)
 - \$500 for cellular service (yearly) Potentially- or other service for Podvin
 - Total Cost 2025 \$3000 - discounted to \$2,721 by the company.
 - Continued Yearly cost for the service \$2500
 - A vote was cast via the GroupMe app and passed unanimously with a vote of 10-0.

6/23/25 Post Meeting Discussion via GroupMe:

- Proposal made for the purchase of Freelap Transmitters for speed training
- 5 Bluetooth transmitters a base station and program
 - Cost would be a one-time purchase of \$1807.60.
 - A vote was cast via the GroupMe app and passed unanimously with a vote of 10-0.