



**Northern Lights Soccer
AGM/Monthly Meeting**

February 10, 2025

5:30 pm - 9:30 pm

Call to order:

- **Meeting Called By: Heinrich von Mende**
- **Type of Meeting: AGM/Committee Meeting**
- **Note Taker: Mandy Paumen**

Attendees: Sarah Bromenschenkel, Aaron Lindquist, Andy Severance, Chere Thompson, Sam Long, Emily Thayer, Christel Pederson, Jason Huisheere, Ahna Lloyd, Hans Jacobsen, Sean Sutter, Heinrich von Mende and Tre Carson.

Meeting called to order by Heinrich von Mende at 5:50 pm.

Sarah Bromenschenkel makes a motion to approve the minutes from December. Andy Severance seconds the motion. Motion carries.

Sean Sutter makes a motion to approve the agenda for AGM/February. Jason Huisheere seconds the motion. Motion carries.

Financial Report: Hans Jacobsen

- Joint account starting soon, CR United has improved with payments, all invoices are reconciled on NLS end. If CR United has anything open/pending they need to submit by end of February. Only known is Referee. Final payments for Lord of Life, Adrenaline and Brooklyn Park being made.
- **Processes that are working/wins:** Meggie and Hans, W9's accounted for, communication is great between them and the board, check payments now completed within a week vs one month or quarter, receipts and invoices for last year are all reconciled, all W9's are electronic, no more paper. The benefit is that it's more secure. Time sheet created for concessions to track hours, NLS takes on all charges and then bills back CR United, this has been much cleaner and easier to track and explain with the accountant. CR United has a new treasurer, Sam Wood (prior Rec Director for CR United).
- Aaron Lindquist stated that Hans and Meggie have been extremely helpful and timely.

Areas for improvement:

- When sharing receipts to ensure that you indicate what it is for. Example if it's for Spring Rec, Fall, Winter, Food for coaches meeting North United, etc. It makes it easier to know how to categorize. Also, IMPORTANT ensure that you notify if it's a shared expense (NLS and CR

United) or NLS. Hans requested that we always check with competitive teams that have remaining funds to see if they would like to donate. They often are small checks and they cost about \$2.00 per check. Same goes with Rec Coaches, checking to see who wants to donate. **Sammantha to add a column on the coach check spreadsheet.** Hans wants to explore the possibility of having a venmo account/device that we can use that is not tied to someone's personal account.

- If/when going to a joint account we need to see how we are going to manage/monitor it.

Financial areas of concern:

- Fall Rec - lost about \$3k, need to look at reducing costs, increasing fees. Concessions, margins are very slim. Need to review product cost vs price.

Top learnings from the audit:

- Documentation, documentation, documentation. Have a good system in place. Need to track all expenses. All emails uploaded if related to expenses. How to bill expenses to CR United from North United shared expenses. All W9's on file, no paper. Previously there were emails that contained this information. Fundraisers and donations must be differentiated, P&L has columns for each. All Credit Card readers are tied to bookkeeping. Must be making regular deposits. **Move to once a week deposits and immediately after SSS. Heinrich making a form for tracking cash drawer.** **Heinrich and Krisandra Kramer to look at cash vs cashless percentage.** Watch for phishing attempts, check with the originator. Anything suspicious to report.

Open Forum:

Election of Directors:

- **Webmaster - Jason Huisheere**, Sean Sutter motioned to re-new Jason Huisheere for a 2 year term. Hans Jacobson seconded. All voted in favor.
- **Sponsorship and Fundraising**, Andy Severance (VP) motioned to re-new TreJuan Carson/Angelica Carson for a 2 year term. Sarah Bromenshenkel seconded the motion. All voted in favor.
- **ACTION ITEM: Krisandra, Ahna and Sam to find items and prices. - Ahna, Emily, Heinrich, Sarah, Chere, Krisandra are on the committee. No further updates at this time**

Task Updates:

Committee Business:

Field/Equipment/Fundraising Coordinator: Sean Sutter

- Andy Blood is the new Ramsey Field Maintenance. Should run a 2 year field map, last time was 3 which caused issues. \$3-\$4k for lining all Ramsey park fields. May be able to get Coon Rapids or Andover field space. Did have challenges with goal tipping this last year.
- Could put in a volunteer request to help Ramsey when filling dirt spots. Have new spiral anchors, sandbags are not a great solution. CR United loses 30-40 a year.
- **ACTION ITEM - Sean to find a new vendor for field signs. They were \$7 a piece for the ones we have from DoAll Printing. UPDATE Sean is looking for better way to add field signs instead of attaching to the nets.**

Concessions Coordinator: Krisandra Kramer (Absent)

- **ACTION ITEM - Chere to contact the City of Ramsey about the mice in the storage closet.**

Communications Coordinator: Ahna Lloyd

- Focusing heavily on digital advertising. Concerned about high costs on flyers. Flyers have not been as successful when reviewing prior rec seasons. Pushing to past seasons email lists. Inviting rec players to watch competitive.

Greatest Success:

- Seeing much more movement from the competitive side.

Area for Improvement:

- Would be good to have an editor. Aaron Lindquist helping add access to others on the board so they can post.
- Set up a way to donate gently used equipment. Rec Team is going to look into options

Webmaster: Jason Huisheere

Update:

- Got ARAA Rec Spring/Summer webpages up to date for registration.
- Completed sending out to TeamSnap requirements of content, architecture and photos for the new website. Thanks goes out to Ahna, Sarah, Sam Wood, and Rachel Shultz for helping gather and providing direction.
- Once TeamSnap has completed the first draft, me and the subcommittee will look it over and see if we need to make any adjustments to it.
- Once all that is done, I will present it to the Joint Committee. There may be some further adjustments to be made, but once they are done, I will work with TeamSnap to launch the website.

2025:

- Keep up to date the current for North United website until the new website is completed
- Will be working on the new website once TeamSnap has it built
- After Launching the NU website, I will then focus on getting REC its own website similar using the URL northernlightssoccerclub.org (If we still have this domain available). If not, then make the ARAA website more geared to Rec than Competition.
- Complete the email accounts creation with "northunited.org" at the end.

Travel Coordinator: Sarah Bromenschenkel

- Competitive has been quiet, until Spring starts.

Rec Coordinators: Sammy Long

- Trend of registration numbers from the last 3 Spring/Summer and Fall seasons.
- February 22nd and March 1st, 4-6pm - Selling Blankets and scarves at Adrenaline

Goals:

- winter soccer, more communication on what the winter season looks like. Seeing how to make it more attractive
- How can we track retention and improve?

Coach Help:

- Going out with coaches on the field physically walking them through rules, field lines, etc.
- Improving capturing background checks and safety training. Other ways to provide more support for coach coverage or getting new inexperienced coaches started. Maybe older competitive players helping with practices/coaching with a parent. Specialized trainings

Equipment:

- Looking into seeing how we could create a donation program or swap program.

Events:

- Kirsten B is on Anoka Ramsey City Council - creating an adult league for Ramsey - Heinrich have Meghan look into with ARAA

SSS:

- Face painting, photo booth, tattoo, slot machine, fussball interactive, sit down soccer game.

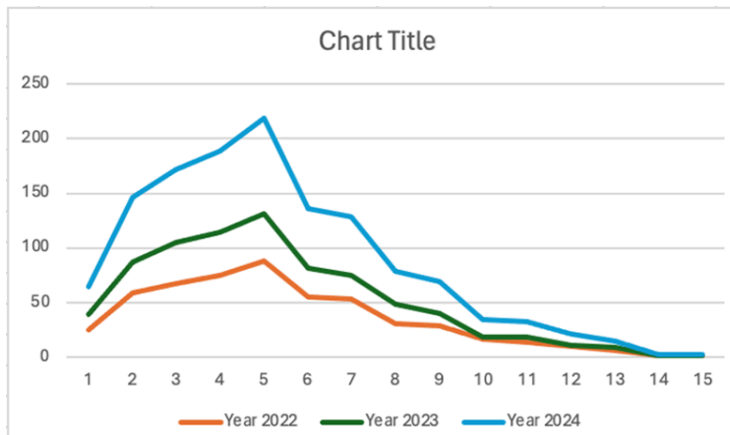
Total Registrations

	<u>2022</u>	<u>2023</u>	<u>2024</u>
Spring/Summer	530	544	546
Fall	332	351	320

Age	Year 2022	Year 2023	Year 2024
4	25	39	64
5	59	87	146
6	67	105	172
7	75	114	189
8	88	131	219
9	55	81	136
10	53	75	128
11	31	48	79
12	29	40	69
13	16	18	34
14	14	18	32
15	10	11	21
16	6	9	15
17	1	1	2
18	1	1	2

NEED TO UPDATE FROM EMILY -

WRONG INFO



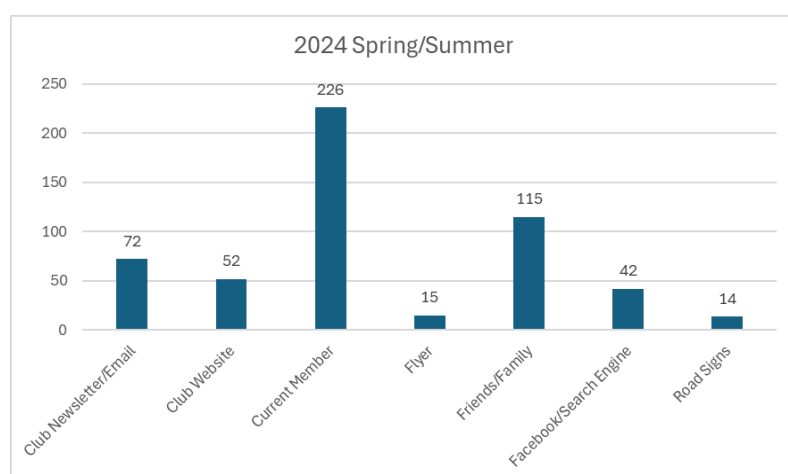
NEED TO UPDATE

Number of Andover Residents

	<u>2022</u>	<u>2023</u>	<u>2024</u>
Spring/Summer	52	43	52
Fall	38	41	32

How Did You Hear About The Club?

How Did You Hear About The Club?	2024 Fall	2024 Spring/Summer	Total
Club Newsletter/Email	94	72	166
Club Website	45	52	97
Current Member	0	226	226
Flyer	7	15	22
Friends/Family	115	115	230
Other (Facebook/Google/Online)	56	42	98
Road Signs	3	14	17



Fundraising/Sponsorships: TreJuan Carson and Angelica Carson

- Scholarship Opportunities for teens tied to coaching.
- Noticing a trend of not now, bad timing, etc. They've continued to reach back out and are finding many have been scaling back. Appears that it's more about connections/relationships. Need personal contacts.
- Reaching out to families - individual sponsorships vs companies
- Push on fundraising opportunities. Has documents that can be shared. Examples, round up (concessions), 50/50 raffle, goal a thon (walk or run), restaurants,
- Sponsorship opportunity at Pizza Ranch - Champlin seems promising (events / rec jerseys) continued meetings/discussions
- Custom sponsorship packages - working on
- Concern of email showing northern lights but not North United - Jason said he's working on it
- Tre and Angie put together a one page flyer (should show pyramid showing who we are)
- **ACTION ITEM:** Look into sponsorships for spring rec. - Same, Pizza Ranch leaning towards rec

DOO/Registrar/TM Coordinator: Chere Thompson

- Found several player accounts have failed without payments since August. Needing to invoice. Teamsnap is supposed to notify when a payment fails so parents can be contacted. Didn't happen as it should but working on catching up now.
- MN Loons games, April 19th, \$28 plus fees per ticket sec 109 11-17 sec 117 11-22 (300 tickets on hold) August 30th is the other game.

DOC: Aaron Lindquist

Completed (in last month)

- North United website work
- Meetings/emails/phone calls with parents and Coaches
- Marketing online social media
- Attended games/practices/tournaments
- TCSL meetings (NPL ECNL-RL(Twin Cities) and Birthyear age groups)
- Coach mentorship/evaluation
- Winter training 9U-12U PDT and futsal running
- New January-April schedule @ Adrenaline running
- Goalie training running Sundays
- Player additions
- Coach contracts created and sent for winter training and Nov-July coaches
- 2x coaches Chalk Talks completed

Upcoming (within the month)

- Meeting/emails/phone calls with parents/coaches
- Player additions to teams
- Coach meetings (one per month through winter)
- Field space needs for summer/fall 2025
- Birth Year vs School Year registration meeting with TCSL
- ECNL-RL vs NPL clarification with coaches/league office
- Attending games/practices/tournaments
- Tournament planning for 2025 North United Cups
- Summer camps announced and posted
- Summer draft practice schedule created and sent to coaches
- Tryouts 2025/2026
- 2025/2026 outlook at club plans

Future (going forward)

- Monitor TCSL vs MYSA new league(s)
- Monitor US Soccer birth year vs school year possible change
- North United Coach/Player Development - **Over 120 signed up last year, goal is to increase 30-40 players each year**
- Continued developments of ARAA Indoor Space Marketing of North United and Sponsorship
- Have representation from 9 different counties
- Aaron/Todd want to bring 15U players on a Europe trip, likely England. Gothia Cup in Sweden?? Sign up year/years in advance, raising funds prior to being 15U. Building from there.

New Business:

- Ryan Dawson from Andover Soccer Club - For Targeting Pre-K ages - They made a list of Daycares and preschools and hand delivered flyers.

ARAA Updates:

- Coaches emergency contact: Looking at a process to have a coach's emergency contact added somewhere esp since we have coaches that are contracted. Apparently a coach had a seizure and was taken by ambulance and no one knew who to contact as emergency contact. - Maybe a Google Doc. Chere will put together and share with directors
- Jamie is working on getting a food license for Elmcrest
- Jen Niska stepped down as vice president.

Meeting Adjourned:

Sarah Bromenschenkel makes a motion to adjourn the meeting. Hans Jacobsen seconds the motion. Meeting adjourned at 9:30 pm.

Regular Board Meetings:

AGM/Board - February 10 @ 5:30 pm, Elmcrest Park -

April 14 @ 7:00 pm, Elmcrest Park

Sunday, June 8 @ 7:00 pm, Elmcrest Park

Sunday, August 10 @ 7:00 pm, Elmcrest Park

October 13 @ 7:00 pm, Elmcrest Park

December 8 @ 7:00 pm, Elmcrest Park

Executive Board Meetings:

March 10 @ 7:00 online

Sunday, May 11 @ 7:00 online

Sunday, July 13 @ 7:00 online

September 8 @ 7:00 online

November 10 @ 7:00 online

Schedule AGM February 9th at 5:30 PM - 9:30 PM 2026