



**Northern Lights Soccer
Monthly Meeting
February 8, 2021
7:00 pm Online Meeting**

Call to order:

- **Meeting Called By: Meghan Rietschel**
- **Type of Meeting: Monthly Committee Meeting**
- **Note Taker: Mandy Paumen**

Meeting called to order by Meghan Rietschel at 7:05 pm.

Attendees: Chere Thompson, Meghan Rietschel, Sarah Boyum, Jennifer Schueller, Heinrich Von Mende, Aaron Lindquist, Ryan Dawson, Ben Gerads and Kotchi Prosper.

Only had a quorum, not enough members to vote. December meeting minutes will carry over.

Financial Report: Angela Kokesh

Open Forum:

Committee Business:

Task Updates:

Tournament Coordinator: Andy Severance

Volunteer Coordinator: Jenny Schueller

- Met with Leigh and went over the documents she used to track volunteer hours.
- Need to contact Deb from Coon Rapids to figure out a consistent method for documenting hours going forward now that we manage the girls and they manage the boys. Also, how hours will be communicated to both clubs.

- **ACTION ITEM** - Jennifer to talk with Deb from CR.

Field/Equipment Coordinator: Justin Allen

- ❑ Putting together a list of some equipment needs for field marking and maintenance (paint, marking flags, etc).
- ❑ Send me any dates for preseason camps, training, clinics, etc and I'll make sure the cities are aware.

Concessions Coordinator: Lindsey Helgeson

GirlsTravel Coordinator: Ben Gerads

- ❑ Overall everything is running well at Adrenaline. A few teams have required reminders regarding mask mandates and health check requirements.
- ❑ We need to approve an update to the refund policy to move the date from February to January for a full refund and change the winter training refund to \$150 from their registration.
- ❑ We will be working on getting our policies and CRU in alignment as there have been a few issues that have arisen where there were differences between our two policies.
- ❑ We should get tryout reminders sent out soon with the dates and approve tryout registration costs as well as season registrations for next year. We would like to move to a 8 month payment plan which would allow us to get our coaches paid monthly when training begins via our current schedule that doesn't allow us to start paying them until May and also reduce monthly payments to an average of \$25 for coaches/tournament fees.
- ❑ The competitive committee met with Matt from TCSL to discuss a possible move to their league. At this time we are planning on making a formal decision to move some if not all teams beginning fall 2021/summer 2022.
- ❑ Ryan has replaced Christine as the boys director so the Boys competitive director so the Travel Bro's are back, just with a new Bro!

- **ACTION ITEM** - Ben to send an email to Jason on items that need to be repaired at Adrenaline.

Boys Travel Coordinator: Ryan Dawson

- ❑ Basically just trying to get up to speed, reading emails and participating with the competitive committee.
- ❑ Working through a couple refund requests and emails RE: players looking for a new travel team.

- **ACTION ITEM** - Aaron & Ryan to talk to John - CR United Uniform coordinator regarding his current position and seeing if he is good doing both clubs competitive side or if he needs help.

Rec Coordinators: Heinrich Von Mende and Mary Pipenhagen

- ❑ Working on setting a date to meet with CR United to discuss both rec programs - set up dates to play each other as we have done in other seasons and discuss the new rec jersey design.
- ❑ Early Bird discount for spring/summer season ends Sunday 2/14 - Sarah is doing a great job posting and getting the word out. As of 3:30 on Sunday we are currently at 76 registrations with 22 coming from this week alone. Hard to compare registration numbers to previous seasons with the lack of a winter session and the effects of COVID.

Registrar/Communications: Sarah Boyum

- ❑ All advertising has been released for spring rec, banners are up, 3500 fliers going out on pizza boxes this week until they run out, 7000 fliers to ah schools, 500 to area daycares go out this week, ad in anoka magazine, requests for digital sign access in both cities.
- ❑ Working w Cru on a design for the rec jerseys. The outcome of this project will be based on the upcoming rec discussions held jointly.
- ❑ I'm working to input all remaining teams into affinity.
- ❑ Awaiting final info on tryouts and summer camp and then we can launch those campaigns.
- ❑ Working with Cru on a few ad campaigns, one that features Todd and Aaron and the other that features our players talking about their time in the club and showing off their favorite soccer skills.
- ❑ If anyone has signage left for spring rec please place it out in the community.
- ❑ Facebook campaigns are going well for spring rec w high readership and actual clicks so they're generating actual tangible interest in the program.

- **ACTION ITEM** - Sarah to send out early bird reminder notifications by email and facebook, 5 days, 3 days, 1 day and day of before the end of early bird registration.

DOO/Team Manager Coordinator: Chere Thompson

- ❑ All teams have been sent the steps to start sending me the paperwork for tournament registration. I have only received a few.
- ❑ Many payments have started coming in and Google Docs have been updated to show those payments.
- ❑ Will be working on getting the budget to Angela for the U17 Girls Blue team

- **ACTION ITEM** - Chere to contact Sportsline Photography to schedule Rec pictures.

DOC: Aaron Lindquist

Completed (in last month)

- Meeting with TCSL director Matt Tiano regarding structure/pricing/joining
- Partnership competitive meeting regarding players/teams
- Player additions
- Goalie Training Added
- Team Trainings run-2x training per week for all 9U-12U and 13U+ Black, L1 and Premier teams

Upcoming (within the month)

- Coaches Meeting (coaches gear \$100/team)
- College Showcase team Emails
- Renew ZoomReports or change service provider

Future (going forward)

- Create outdoor training schedule
- Monitor TCSL vs MYSA for Fall 2021-Summer 2022
- Continue conversations about growth for 2021-2022
- Continued alignment for competitive CRU/NLS (refund wording, budgets, tryout document/shirts)

- **ACTION ITEM** - Aaron to send a email to Coaches regarding health checks. Need to check in with players before practice starts.

Fundraising Coordinator: Sean Sutter

- **ACTION ITEM** - Sean wants to meet with CR United Sponsorship person and the NLS Executive committee regarding revamping our Sponsorship program.

Future Months Business:

New Business:

Meeting Adjourned:

- Meeting is adjourned at 8:34 pm.

Next Meeting: April 12, at 7:00 pm at Elmcrest.