



P.L.A.Y. Executive Board Meeting Agenda

Sunday, September 28th, 2025

6:30 p.m.

Prior Lake City Hall

Board Members

- Jason Slocum—President (Present)
- Brent Siegel—Vice President (Present)
- Maissa Hickey—Vice President of Finance (Present)
- Tommy Thompson—Vice President of Spring/Summer Sports (Present)
- Megan Peterson—Vice President of Positive Coaching Alliance (Present)
- Michelle Schommer—Vice President of Sports Registration (Not Present)
- Debbie Aidas—Vice President of Technology & Communications (Present)
- Angela Shepard—Vice President of Community Outreach (Not Present)
- Jonathan Snyder—Executive Secretary (Present)

[Meeting starts at 6:37 p.m.]

Old Business

- Speed & Agility—Slocum
 - The program has officially started.
 - There are 2 sessions every Wednesday night, each running for about 1:15
 - The week after MEA through December 17th
 - For each session, there is enough room for 80 athletes.
 - The program's first year is being used as a trial run and the directors of the program will monitor the program's success and determine whether it is sustainable.
 - Katie and Justin are working through playbooks to make sure that the instructors can run it without much guidance needed outside of the playbooks they create.
 - Siegel— What was the thought process on choosing Wednesday?
 - Fleek—the speed & agility program is a supplemental program to the 11-sport offerings of P.L.A.Y. and no athlete or parent should feel pressured to attend or being forced to decide between a community event and the speed & agility program.

- Slocum— wanted to emphasize that this first year is a trial run and the program is willing to move based on numbers of athletes.
 - Program is designed to keep athletes engaged during their various off-seasons
- Fleek— question for football (Siegel) would football use Wednesday if it was not “off limits?”
 - Siegel—football would practice on Wednesday if allowed
 - 6-8th grade will probably be the most impacted by the Wednesday nights.
 - There could be interferences with community or church events.
 - Football used to be done first week of November, now they are done in mid-October.
 - Ask parents on the registration, who would be willing to be an assistant coach. There will be guidance for volunteers, need volunteers to help keep athletes moving to each station.
- Parks Referendum
 - Reminder—this is for the Spring Lake Park development (south of the casino).
 - Support for local parks has been posted on the P.L.A.Y. FB page.
 - There is a letter that explains our support of parks in general on the homepage.
 - The message of the letter outlines P.L.A.Y.’s support for the community’s parks and how parks are beneficial to Prior Lake’s families.
 - There will be an email that goes out to all P.L.A.Y. families and a final Facebook post to all families prior to the election.
 - Siegel—Feedback from Facebook posts?
 - City folks commented on it and expressed appreciation for our support.

New Business

- EMT Challenges—Fleek
 - There has been difficulty in filling in EMT roles (the onsite person does not need to be an EMT – could be Athletic Trainer). That person does need to know how to use an AED and have CPR training that is current.
 - Blue Line Medical is P.L.A.Y.’s primary source for support in filling these roles. However, when Blue Line is unavailable, filling those spots can be challenging.
 - Example of non-EMT—The head athletic trainer for Princeton High School worked a shift the weekend of September 26th through the 28th.
 - There is a website where P.L.A.Y. posts freelance jobs for being that onsite person with some trainer or medical background (go4.io).
 - This website has allowed P.L.A.Y. to reach people that it previously had not before.
 - Hourly rate for the people that P.L.A.Y. finds on the website is higher than what Blue Line charges P.L.A.Y., so cost is a consideration.
 - The website also receives a “finder’s fee” when pairing a qualified person with P.L.A.Y.

- Recently, Fleek sent an email to all travel football and offered a discount for any person that would refer a qualified person to serve as the trainer/EMT and offered \$70/hour.
 - Fleek was able to fill the shifts within 4 hours of sending the message to the travel football listserv.
- P.L.A.Y. had previously cultivated its own umpiring program in baseball/softball, hiring local kids to do umpire.
 - Fleek—P.L.A.Y. could try the umpire model with athletic trainers or EMTs.
 - There is some liability that would need to be worked through if those people need coverage.
 - Aidas—can it be a CNA (Certified Nursing Assistant)?
 - Fleek—I would have to do some research to see if a CNA would be able to fill that role.
 - Essentially the job of the trainer/EMT is to make sure the injured athlete feels safe and is using training/knowledge to put that athlete at ease. High school students enrolled in a CNA class may not be able to do that.
- Slocum—do all sports require EMT?
 - Fleek—football requires an EMT or equivalent at all football events.
 - Basketball, baseball, softball, and lacrosse tournaments had an EMT or equivalent at all its events.
- Fleek—What happens if there is an EMT that is not scheduled or does not show up? (i.e. cancel the game).
 - Likely no need to cancel games. P.L.A.Y. should notify parents/spectators that there is not someone at the field.
- Aidas—there was a child that went into cardiac arrest sliding into third during a softball game.
 - There was an OR nurse at the field that was able to perform CPR and then emergency response showed up within minutes.
 - Nobody can predict if something will happen, which makes things difficult in terms of finding some qualified individual to cover every shift.
- Fleek—P.L.A.Y. does inform the EMT or trainer on shift the location of the AED at whatever facility they are covering for that day.
- Siegel—football requires that at least one coach from each team has done Red Cross CPR training and that training is good for two years.

Miracle League—Fleek

- The season is now 4 weeks in.
 - Fleek has been in attendance for three of the weekends; other board members have attended as well.
- Hickey—there was not a dry eye at the field and it was moving watching these athletes participate.
 - There is no split age level for athletes, the parents/guardians of the athletes may register for whatever night works for them.

- Some children were timid at first and warmed up once they had a buddy out there with them.
- Hickey attended a community event and spoke to some parents with neurodiverse children and those parents did not know that Prior Lake's Miracle League existed.
- Special Ed at a few of the schools were sending Miracle League information out, but that information may not have been enough to show what the Miracle League Program was about.
- Hickey was able to register a few more families.
- Miracle League is likely going to be two seasons and those seasons depend on the number of athletes registered.
 - Lakeville has more than 100 athletes enrolled, P.L.A.Y. Miracle League has about 28 athletes registered for inaugural fall season.
- As the season goes on, there are some things that can be improved for the next season.
 - Pictures, trophies, awards at the end of the season are types of things that the program is considering.
- Koenig was given a shipping container, the city said that he was not allowed to use the shipping container on the property.
 - Thompson is housing the Miracle League golf cart and there is likely a need for some sort of shed to house the golf cart near the field.
- Slocum—two things to focus on for Miracle League:
 - 1. Improving of the P.L.A.Y. Miracle League brand.
 - 2. Focus on things that need to be accomplished. What are the things that P.L.A.Y. needs to focus on to help make this Miracle League a continued success? These are the main things we want to accomplish by Spring. What can the community do to help make this work?
 - Hickey—Now that the field is there, it is a different experience when you can show pictures and videos regarding the Miracle League. The Miracle League Board intends to be built out more. The Board needs to expand and grow so every issue is not on Koenig to solve on his own.
 - Miracle League needs to start thinking and operating like another sport in P.L.A.Y.
 - Fleek—we cannot be solely dependent on one person. There needs to be a process for Miracle League so if Koenig is not available, people can help fill that absence.

Registration Update—Fleek obo Schommer

- Speed and agility registration going live has been great.
- Schommer is working on winter clinic registration as well.

Technology Update- Aidas

- Two sports (cheer and football) have reached out asking for access to a social media pages.
 - There are many social media pages that were created as some point for various sports that the people currently involved in the sport do not have access to.

- Aidas is researching who owns these various pages that she has found and see if P.L.A.Y. can make take over those pages.
 - Easiest way is to go to the account directly to see if the person is willing to turn over the access by way of a direct message.
- There is some concern for who controls the pages and how control of those pages would be given back or kept in P.L.A.Y.'s system and develop a proxy by which P.L.A.Y. can create an account responsible for the login of various sports social media pages.
- This is not an attempt force any sport to use social media (i.e. P.L.A.Y. tennis has no social media pages).
 - The idea is to keep the social media pages, so that if someone leaves a position, then people filling those positions are able to use the pages.
- Fleek—uses P.L.A.Y.'s Facebook page to disseminate information.
 - Baseball uses it for publicity (athlete/team successes) and information.
 - It might be best to find all of these dormant pages and get rid of them so the messaging of P.L.A.Y. is from people actively involved in P.L.A.Y. programming.
- Slocum— P.L.A.Y. social media should minimize risk when sending things out.
 - There might be too much risk instead of upside.
 - Does the brand aspect of a particular sport require a Facebook or Instagram page?
- The P.L.A.Y. website has been updated by Sports Engine. The board will need to look at the sponsors banner to see if those sponsors need to be moved from the website.

PCA Update – Critical Updates/Challenges- Peterson

- Basketball group has someone who does PCA, she is going to be speaking at the coaches' meeting on October 6th.
- Peterson needs to connect with in-house basketball and try to get a session with in house coaches.
- It was difficult to get volleyball onboarding with PCA.
 - Boys' volleyball is in the Spring and the Girls' is in the Fall, this was to mirror PLHS's seasons.
- Siegel—great job to Peterson at the football coaches' meeting.
- Thompson—great job to Peterson at the basketball coaches' meeting.

Community Outreach Onboarding—Fleek obo Shepard

- Parks Referendum has been working on messaging for that in three phases.
- List of P.L.A.Y. it Forward organization.
 - Shepard will get in touch with them and will touch base with all the people/organizations P.L.A.Y. works with and then from there Shepard will develop next steps.

Financial Updates – Hickey

- Hickey had a meeting with Jeff Benson from Prudential.
 - Hickey and Benson will meet again before the P.L.A.Y. yearly meeting.
 - There was a 7 % return in P.L.A.Y. investment account in past year.

- 47% in equities, 53% in bonds, conservative investing.
- \$55k will need to go out for the tennis project.
- Plan is to close Miracle League Account when the season concludes and transfer the remaining balance to the general P.L.A.Y. account.
 - The goal is to get everything back in one account.
- Hickey—P.L.A.Y. main checking account is a little low for Hickey’s liking.
 - Hickey is requesting to move money from investment account to general checking account in the amount of \$100k.
 - The general checking account really varies because of tournaments and refunds.
 - Benson did not determine that moving the money would be an issue.
 - Investment account is approximately \$531k.
 - P.L.A.Y. Checking – would go up to \$288k + anything from Miracle League Miracle League with the addition of the requested \$100k.
 - Miracle League and Tennis were agreed upon P.L.A.Y. investments and it makes sense to move money from investment account to checking with big expenses coming up.
 - Slocum—\$100k is probably enough to feel comfortable.
 - **Siegel—move to approve \$100,000, Thompson seconds, motion passes.**
 - **Hickey is authorized to move \$100,000 from investment to checking account.**
- Insurance allocations—tennis and in-house basketball closes next week.
- Hickey—2024 Audit of P.L.A.Y. is moving along and everything is going well.
 - Hickey had a kickoff call with Justin Welker (auditor), everything seems straightforward.

Spring/Summer Sports—Items requiring Exec Board Visibility—Thompson

- Lacrosse directors need an election.
 - Continued push for Hamilton Ridge as site for all Boys LAX
 - Hamilton Ridge was not up to standards past couple of seasons.
- Softball goes to fall state this weekend.
- Baseball
 - On September 28th, baseball held an election for the VP position.
 - During that election, at 6:25 p.m., Nate Williamson was reelected as the VP of Baseball.
 - Due to the election of Nate Williamson as VP of Baseball, the P.L.A.Y. Executive Board needed to ratify Williamson’s election.
 - Siegel—moved to ratify Williamson’s election.
 - Hickey—seconded to ratify Williamson’s election.
 - **Williamson’s election was ratified by the P.L.A.Y. executive board at 7:51 p.m.**

Fall/Winter Sports Update—Items requiring Exec Board Visibility—Fleek

- Cheer—hired a middle school head coach from Minnetonka—Jackie - who just found out she’s moving to Florida.

- There is some discussion with Jessica about how to back fill that position. There are three different options, Fleek is meeting with Jessica soon to discuss those options.
- Cheer has attended all football games.

Open Forum

- Thompson—Fleek’s hours are pretty extensive and Fleek has been reluctant to state what those extra hours are. He should be compensated for those hours.
 - Fleek has started a list of what he has been doing.
 - Hickey requests that Fleek actually turn that list to the board for review/payment.
- Siegel— is there is a hierarchy for what teams are scheduled for which fields? (i.e. older athletes get preferable facilities)
 - How do other sports handle preferable facility versus non-preferable facility?
 - Thompson—Baseball and softball are all about created equal.
 - Fleek—Memorial Field—only 14–15-year-olds can play there and scheduling tries to make it equal so each team has an opportunity to play on the preferable field.
 - Investing in process? Where are there cross-multiple sports.
- Decommission sponsors and verify who the sponsors are.
- Sponsorship with high school, two passes for all high school games.
 - Aidas and Thompson will share the pass.

Siegel Adjourned meeting at 8:13 p.m., Hickey seconded.

[Meeting adjourned at 8:14 p.m.]

Upcoming Meeting

- Sunday, October 19th – 6:30 – 8:00 PM – Downstairs @ City Hall