

# St Paul Lacrosse Club

## MINUTES – BOARD OF DIRECTOR’S MEETING

**Monday, December 14, 2015 6:30pm to 8:00pm**

Merriam Park Recreation Center

**Recorder:** Debbie Lazcano-Stai

**Issue Date:** December 22, 2015

### ATTENDANCE:

#### Board Members:

Jamie Eischens, Kevin Flynn, Chris Larson, Chris Lyons, Rebecca Stewart, Karen Patwell, Debbie Lazcano-Stai, Scott Tapio

*Not in Attendance: Amy Kircher*

#### Association Members:

Distribution: All Board Members and Committee Chairs

Next Meeting: Monday, January 11, 2016 6:30-8:00pm, Merriam Park Recreation Center

Future Meetings: 2<sup>nd</sup> Monday of each month, 6:30-8:30pm, Merriam Park Recreation Center unless noted otherwise

### Contact Information for Board

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### MINUTES:

ITEMS	Action Req’d	Date Req’d
<b>Administration</b>	<b>Action Req’d</b>	<b>Date Req’d</b>
<b>A. Opening Round / Call to Order</b> The meeting was called to order at 6:35pm.		
<b>B. Review of Prior Meeting Minutes</b> Last month’s meeting minutes were accepted.		

<p><b>C. Treasurers' Report</b></p> <p>There is roughly \$18k in the account. High school account is approx. \$2,400. Boys HS should be Celts only (Feb. thru June). Fall HS should go into Youth account. Karen still trying to tie up loose ends from previous documents and finalize this report. Karen and Kevin to work on this.</p>	Kevin, Karen	Jan 2016
<p><b>D. Presidents' Report</b></p> <p><b>D.01:</b> Kevin attended the YLM Annual Meeting on Sunday, December 6<sup>th</sup>. Elected a new President, Communications and also Tourney Director. Looking for two Officers at Large.</p> <p><b>D.02:</b> SPLAX will need to register and pay the \$500 deposit for summer by January 15. The season will begin June 13 and finish up July 31. We will be able to reserve space for McMurray Field and Murray Field after January 1. We will need to submit desired hours and dates January 2<sup>nd</sup> or as soon as possible to that date.</p>	Kevin, Karen, Scott	Jan 2016
<p><b>E. Status on Actions Since last Meeting</b></p> <p><b>E.01: Operations Policy Status.</b> Scott, Kevin and Chris Larson have all looked through it. To be sent in email to everyone. Soon will need to be accepted as an evolving document.</p> <p><b>E.02 Spring Leagues.</b> Options are YLM, SotaLax, GNLL (pre-season box is April/May, Spring is May/June and summer is July/August). Last year U13 played in SotaLax three weekends in May. Travel was as far as Rochester for these. This year that cost is \$2250/team. YLM is offering the Spring Jamboree same weekends as Sotalax in May. This is a much cheaper alternative and closer to home. This looks to be the choice of play if a Spring team/league is offered to SPLAX players. There are more and more opportunities to play in leagues. We do not always have access to coaches super early in March and April. MSLax for girls. Chris Lyons thought this will not require money until mid April.</p> <p><b>E.03: PO Box</b> – File with IRS, banks, get new documentation. There is now a new address: 2038 Ford Parkway #206 St. Paul, MN 55116 Need to change address at bank, on website, with rental storage and IRS. Get IRS updated so that we can get the Travelers Insurance money. Karen to look at IRS filing and get to Chris Lyons to see what they need for documentation. This needs to be done ASAP before the end of the year.</p>	All	Jan 2016
	All	Jan 2016
	Karen	

<p><b>F. Committee Reports</b></p> <p><b>F.01: Marketing and Fundraising.</b> Kevin is working with <a href="#">Krisia Wydell</a>. They had a meeting and had three no-shows, so may need to recruit others. Kevin distributed Preliminary Ideas and Work Plan for 2015-2016.</p> <p>Marketing Materials needed for:</p> <ul style="list-style-type: none"> <li>• Fliers in schools, hockey and school visits. Table and sign needed plus volunteers to staff events. Highland Fest or other booth.</li> <li>• Dine to Donate events: Continue partnerships with Groveland Tap, Scusi, Green Mill and Sweet Pea’s. Look to establish 2-3 more solid opportunities.</li> <li>• Conditioning Program—Pre-Season plus skills and also in season.</li> <li>• Sponsorships: Kevin to work on connecting with Davanni’s and Dr. Jennifer. Looking for \$500 minimum.</li> <li>• Other ideas—Pre-Season Fundraiser, partner with skills clinic, food trucks at Murray for practices and games (Rusty Taco, other?), Concessions at games, MN Wild event</li> <li>• Get on schedule soon with TryLAX events to advertise within city mailings. Partner with community education and schools. Last year were at Linwood and St. Francis.</li> <li>• Look into jersey sponsorships—this would help defray costs to players for uniform costs.</li> <li>• Also talked about requiring volunteer hours and pay for those who do not volunteer like other sports do. Web has a function to track volunteer hours. We do not have that function. It was determined that sometimes there are more parents than hours needed, so unable to realistically do that.</li> <li>• <u>Looking for reciprocity with hockey programs.</u> Jamie thinks that he can email with managers of his association at Highland. Send a crafted email to managers and ask them to send it on instead of asking for email list. Associations are afraid to “sell” their lists, so this may get more traction.</li> <li>• Kevin and Christian to meet again to continue to work on plan.</li> </ul>	Kevin	Jan 2016
<p><b>F.02: Communications, Outreach and Recruiting.</b> This committee consists of Jamie, Chris Lyons and Rebecca. Rebecca presented their preliminary Work Plan.</p> <ul style="list-style-type: none"> <li>• Need to update SPLAX Facebook page as well as find someone to manage that.</li> <li>• Produce larger and roe colorful posters with pictures to hang at rec centers, hockey arenas and schools. Sports events coming up in January—have these done by then. Have smaller postcards for school distribution. Also</li> </ul>	Jamie, Chris Lyons, Rebecca	Jan 2016

<p>develop electronic flyer to distribute to schools. Look into where our players come from. See what parents may be able to help us get into certain schools.</p> <ul style="list-style-type: none"> <li>• Look at doing an ad in the Highland Villager and also Park Bugle. There is a girls recruiting/cookie party on December 19. Chris Lyons to recruit from this group to join committee. Look at brainstorming how to recruit girls more specifically.</li> <li>• Target players/parents at specific schools to be inside recruiters. Hoping to recruit more heavily at St. Anthony Park, Murray and Johnson/Como area.</li> <li>• Need someone to coordinate Middle School recruiting effort.</li> <li>• Look at school based carnivals for exposure.</li> <li>• Connect with Homegrown and ask them to distribute postcards at their events. Maybe include \$\$ off coupon.</li> <li>• Try lax events with the rec centers.</li> <li>• End of hockey season have a lacrosse recruiting party. Current lacrosse/hockey player—bring a friend and receive discount if they play. Have themes.</li> <li>• Offer discounts/tracking. Offer first time player discount. Offer discount for referrals. Track where players heard about SPLAX and track for recruiting for next year.</li> <li>• Need various parent volunteers for many positions mentioned. Rebecca will send out an email to parents after the Holidays asking for these volunteers and inviting to next Committee meeting in mid-January.</li> </ul> <p><b>F.03: Coaching Coordinators.</b> No boy's coaches have yet declined. Scott has another person in mind, so that may help too. Chris Larson thinking we will need 2-3 more coaches on the boy's side. General rule is they have to be 21 to coach, but may look at younger if there is always an over 21 person there. Chris Lyons wants to have a Girls 5/6 and a 7/8 team. He will need 17-18 girls per team. May use college girls as coaches—there may be some interest already. Recruiting girl's coaches may be tough without knowing numbers until registration.</p>	<p>Scott, Chris Lyons, Chris Larson</p>	<p>Jan 2016</p>
<p><b>G. Discussion/Proposals</b></p> <p><b>G.001: DISCUSSION – Girls 1-2 and Boys U7.</b> Would be in-house. Scrimmages would be fun and may be best. They would need a registration spot on the registration page. Need a "Director" for coaches if there are hs/college coaches helping with this program. Want a 3:1 ratio of kid to coach. Chris Anderson suggested doing 45 minutes or so after U13 or U15 practice and asking those kids to help out. Could be a 4 week program in May. Laurie has cradle sticks. <b>Unanimous acceptance to try it for 2016.</b> There is really no downside to starting and getting interest going. Work with US</p>	<p>All, Jamie</p>	<p>Jan 2016</p>

<p>Lacrosse and Park &amp; Rec. Jamie to report on a Pilot program. Communication and Outreach needs to be involved.</p> <p><b>G.002: Uniforms.</b> Amy was out, so Jamie reported on a few quotes he has received. Lacrosse.com has Under Armour reversible jerseys with screen printing for \$37 with \$16.75 for shorts with pockets. \$8.99 shipping per set. SPLAX would get 7.5% back on any spiritwear if we chose to use them for that. SPLAX sets pricing on uniforms. Rebates available as well from UA. Quick turnaround—week or so.</p> <p>Need to make decision to have each player buy their uniforms each year or maintain inventory and let players use our supply. Problem of inventory is finding a parent to manage. It. Initial cost to buy all new uniforms looks to be as high as \$10k. Still looking at a sponsor model to defray costs to association and parents. Kids would then get a new jersey every year and just buy shorts. Sponsor would get logo on jersey.</p> <p>Last year General Sports was less expensive than the Lacrosse.com bid. Still waiting for bid from them.</p> <p><b>TABLE THIS UNTIL ALL BIDS ARE IN</b></p>	<p>Amy, Jamie, Scott</p>	<p>Jan 2016</p>
<p><b>G.003: DRAFT HS CELTS BUDGET / REGISTRATION FEES.</b> Scott presented a preliminary budget for high school. Need is based on 32 players at \$500 a player. The Certified Athletic Trainer is an additional expense from last year. Scott may be flexible on coach pay. This preliminary budget is assuming a current balance of \$2400 in the high school account, so need to clarify this soon. Finalize in January meeting.</p>	<p>Scott</p>	<p>Jan 2016</p>
<p><b>G.004: DRAFT YOUTH BUDGET / REGISTRATION FEES.</b> Kevin presented a preliminary budget for youth. This budget is assuming there is \$18k in the current account. Expenses have increased—most notably in coaching stipend (projected to add a Boy's U&amp;7, an additional U11, Girl's 1/2, 3/4 and 7/8), EMT, background checks, certified coach clinics and uniforms. Uniforms will need to be discussed if purchased by association or player. With this budget, spend is greater than revenue, so need to discuss. Discuss further in January.</p>	<p>Kevin</p>	<p>Jan 2016</p>
<p><b>G.005: DECISION: SEASON KICK OFF DATE April 2 vs April 16.</b> April 16<sup>th</sup> does not coincide with Spring Breaks.</p>		
<p><b>G.006: DECISION Field rentals for Summer: McMurray until June 8<sup>th</sup>, Murray June 9-July 29<sup>th</sup>. Book now.</b> Send emails as soon as possible after January 1 to reserve. Will need Monday, Thursday and Saturday at McMurray. Monday thru Thursday and Sunday 5-8 (U9 and U11) at Murray. Will also need U9/U11 Jamboree at Murray—that is 2<sup>nd</sup> to last weekend of July.</p>	<p>Scott</p>	<p>Jan 2016</p>

<p><b>G.007: PROPOSAL: Association to play in YLM Jamborees – YBL or other by team desire.</b> U13 and U15, maybe U11. Use this as evaluations for those as well. YLM spring Jamborees seem to be the leading edge right now to play in. Much less expensive than other options.</p> <p><b>VOTE ON IN JANUARY MEETING</b></p> <p><b>G:008: ACCEPT OPERATIONS POLICY AS TENTATIVE DOCUMENT.</b>  <b>Vote on in January meeting.</b></p>	<p>All</p> <p>All</p>	<p>Jan 2016</p> <p>Jan 2016</p>
<p><b>J. Adjournment</b>  Meeting was Adjourned at 8:15 PM</p>		
<p><b>January Actions:</b></p> <ul style="list-style-type: none"> <li>• NEED Treasurer’s Report and Breakdown in January—HS and Youth breakdown</li> <li>• Update on IRS filing</li> <li>• Finalize Budgets</li> <li>• Membership Database - track schools, emails for mailings, etc</li> <li>• TryLAX Events – January, February and March – need dates</li> <li>• Pre-season Conditioning with skills – 2x/week in February and March. Offer girls separate training?</li> <li>• Rental Process - rent to own, buy all new, use current equipment on hand</li> <li>• Vote on Operations Policy</li> <li>• Present Committee work plans – updates from all</li> <li>• Update on hockey outreach and partnering</li> <li>• Homegrown in schools partnership</li> <li>• Update on Rec Center partnership</li> <li>• Spring league update</li> <li>• Set Summer Registration fees</li> <li>• Need Clarification on policy for payment of coaches, discounted rates for registrants after June 15</li> <li>• Update on field rentals</li> <li>• Discuss Coach recruitment</li> <li>• Set April Board meeting date</li> </ul>		