



**Minutes
Board of Directors Monthly Meeting**

Time: 6:30 PM

Date: January 18, 2017

Location: Marian University – CD Smith Boardroom

FDLA Executive Officers:

Chad Collett, President • Dan Gerred, Vice President • Luke Newman, Secretary • Eric Gurholt,
Treasurer

Minutes:

- Call to Order / Roll-Call
called to order by Chad 6:36pm
Present: Dan, Bob, Chad, Andy, Diane, Trevor, Eric, Dave
Absent: Kip, Sara
- Guest Open Forum
Matt Schneider was present- scholarship award winner for FDLA
Byron from Team Sports- mentioned baseball has a night of conflict with younger kids playing both
look at moving U7 next year
Ryan Hilbert present
- Approval of November BOD Meeting Minutes
Motion to approve -Andy, 2nd Dan All in favor
- Approval of November/December Financials
Tax returns have been filed
Cash \$99,073 in bank at end of Dec
Concession \$29,000
National exchange \$66,000
10-99's going out
Country touch \$38,114 for last year
Motion to approve Luke , 2nd Andy All in favor
- Treasurer's Report (Eric)
Nothing else to add at this time
- President's Report (Chad C)
Budget - still in the works Eric is in tax season and will focus on after and have ready for next fiscal year
Andy and Chad met with UWFDL about cell tower going up. Verizon
no place on MPTC side
UWFDL side on north end by Scott and Campus Dr. UW gets \$ for it to be there

UWFDL improvements include leaving our fields as they are

- Director of Coaching (Craig P)
Convention was good - will send a report to board and coaches with plans for trainings
May want to send an administrator some time for other items
3 sessions for Marian training yet and 2 goal keeper trainings
Rec coaching clinic to plan
select coaches meeting prior to season
U18 team - not a lot of registered at this point
looking for a coach
- Select League (Bob N)
High school boys teams U16 good U18 short at this time
black out dates entered for tournament
potential coaches for spaces that need to be filled
winter trainings going well - younger girls lower but they play basketball on weekends
Tournaments will be determined for the spring
Looking at some different ones - Neenah flat grass, Sheboygan our tournament
- Recreation League (Luke N)
Registration open 245 at this time
YMCA in person sign up went well
BWW sign up Jan 31st 5:30-7:30p
jerseys will be the same as last year
Will be cut off but look at going with dry fit shirt of same color but just phoenix logo
will send info to the schools to be distributed
- Referees (Kip W)
Not present
Cert and Re-cert class at HS in Feb Recert class full but adding more spots
Parent code of conduct enforced - possible signs around complex
- Concessions (Dan G)
pretzel and popcorn machine done
in need up upright freezer if anyone has one or knows one
Looking at tournament maybe doing more of a buffet style where they get burger and bun, etc and then move to concessions to pay for it.
Food trucks possibly
Using garage also for another site
- Marketing & Communications (Diane R)
Foot of the Lake Logo for the tournament

Buy sell trade group for selling soccer gear

updating sponsorship flyer

Talked to KFIZ about advertising - different strategies

Dave Moehn asked about doing a story on past players - how began and where are they now - discussion on it was positive

possibly looking at current players

Look to see if the Reporter would do it

Social media about same as was before

- Sponsorship & Fundraising (Chad C & Trevor M)

Jan 31st BWW fund raiser 10% to club

Feb 21st Dominos fund raiser

March Casa De La tequila

March Wilderness

Look at bigger sponsorships

Tournament sponsors

- Grounds & Maintenance (Andy G)

\$1300 two groups for kids who can't afford to pay. Don't want to turn kids away because they can't pay.

Work on how it can be applied

Lights - \$725/month for movable lights United Rentals

If rent for one month in spring and would get one month free in fall

Get 2 lights in spring and would get 2 in fall \$1500

Parking for tournament

Can use high school lot if we need it - would have to shuttle

Can have ambulance on site for tournaments - would be 3rd call so if busy will leave

Medical tent - 1st aid

Nets - all have rips/tears 19 sets

\$5400 for best nets 19 sets Keeper Goals

Look into getting new ones, get price and can vote on

Ensure that they are correct size goals before ordering

Gulf carts Dave from Oakfield 2013 cart will last 10yrs \$3500

\$350 to add lights

Tournaments - field marshall by multiple fields

problems can be reported to them and we can respond

Sounds system - Excel looking into it

Mowers need to be sold - Craigslist

- Volunteers (Sara)

not present

- Foot of the Lake Classic Tournament (Chad C)
June 17-18
Coaches made aware of it. Notifying other clubs and coaches of the tournament
US Open and race at Road America same weekend poses issues with hotel rooms
Registration is in works
Spread the word
- Indoor Facility (Andy G)
looked online for business plan to go to sponsors and need to have a price of what it
will cost.
Contacted builder who built a facility in Milwaukee area Not much information given
Craig- look at fustal facility instead of indoor facility - that is the way clubs are going
instead of the indoor
Rent or lease existing building and fustal
Eline club struggles also since limited time it is used built in 1994 \$4 mil 3 fields
- Old Business
none
- New Business
none
- Next Meeting: February 15th - Marian University, Room T213 in Stayer Center
- Adjourn
Motion - Luke 2nd - Dan All in favor