

ACYLA Board Meeting
Tuesday, October 1, 2013 – 7 p.m.
New Hope Ice Arena

Meeting called to order at 7:00 p.m.

Present: Laurie Ripplinger (Co-President), Michael Charles (Co-president); Carol Zehrer (retired Secretary); Kent Zehrer (outgoing Treasurer); Tony Johnson (Coach & Equipment Manager); Mark Lucas (Webmaster); Andrea Anderson (Girls Director)

Minutes:

The Board approved the September 3, 2013 minutes.

Treasurer's Report

Communication's Update

- For the November meeting, Mark P. will have an outline for a 2014 marketing/communications plan. It won't be final but will provide a starting point. Mark would recommend having 1-2 others join him in building the outline into an executable plan we can submit to the board at the January meeting.
- Mark Palony is checking the G-mail account for incoming messages. Kara Lucas is also being copied on all messages. Should anyone else be added to the list?

Webmasters Update

- Kent Zehrer has completed the treasurer's job description
 - **Action - Mark L:** Redesign "help wanted" ad and put it on the home page.
- An email blast should include both the "Help Wanted: Treasurer" blurb as well as include upcoming dates for Winter Workouts and Spring season.
 - **Action – Laurie? & Mark P:** Send out email with multiple topics with applications/interest in treasurer job to the G-mail account.

Old Business:

- Bylaw Changes
 - We will not be changing these. Any other changes will be handled in the Operating Policies. Remove from Old Business topics.
- Sandburg damage: no information.
 - **Action:** Michael Charles check into the status of this with Karen & Betty.
 - **Action:** Kent begin filling out the damage report for US Lacrosse.
- Chipotle Fundraisers:
 - The two Chipotle events netted \$821 – over \$500 for the first one.
- Succession planning:
 - Positions already filled are: Equipment (Tony Johnson), Secretary (Kim Wepplo), Uniforms (Kara Lucas)
 - People continuing in their current positions are: Co-Presidents (Michael Charles & Laurie Ripplinger); Communications (Mark P); Fields (Karen Lysne); Webmaster (Mark Lucas); Fundraising (Kim McDonough)
 - Treasurer: Need to find a replacement for Kent – ASAP.
 - Need to determine if Betty will continue with researching and booking Tournaments.
 - **Action – Laurie:** Call Betty to confirm if Betty will continue as Tournament Director.

- Tournaments: We plan to do both Grand Rapids and Rochester tournaments next spring. Need to book hotel blocks now for multiple teams. Mark P has looked into hotels for the Grand Rapids Shootout using hotelplanners.com and received a quote for only 15 rooms at the AmericInn at \$105/night. He asked for 60 total rooms with multiple locations being okay.
 - **Action – Mark P:** Continue the hunt for more rooms using slightly broader criteria.
 - **Action – Mark P:** Start looking at Rochester hotels.
 - **Action -- Betty or Tony:** Compile list of all possible tournaments for spring, summer, and girls.

- Fall League
 - U11 is going well and everyone is having fun. Last regular season games coming up, and then there are playoffs and the Pumpkin Shootout.
 - U13 doing well. It is nice to have at the same fields as the U11 and many families have boys in both groups.
 - Fall Homegrown League: There have been some communication problems as well as referee issues – good feedback for Homegrown as they continue to set up leagues.
 - **Action -- Mark L:** Compose an email with some of our concerns. Forward to Michael to send on to Homegrown.

- Youth Sports University, September 14 at the Blaine National Sports Center, 9 am – 2 pm
 - After further review, this clinic was mainly for baseball leagues, so neither Kim nor Laurie attended.

- Operating Guidelines and Policies
 - Subcommittee Update:
 - Members are Jean Sawyer, Amy Cytron, Mark Lucas, Michael Charles
 - The subcommittee's first meeting will be next Saturday.
 - Michael has fleshed out the draft that Carol outlined. We could post the updated outline on the website and let people send comments to be included by the committee.
 - **Action – Michael:** Send outline to Mark L.
 - **Action -- Mark L:** Post on website under Documents.

- Enforcement/Code of Conduct
 - Once the Operating Guidelines are complete, the Code of Conduct will be a mandatory signoff by parents/guardians in the ACYLA registration process. There has been some “conduct unbecoming” at the fall games.
 - **Action – Laurie:** Compose an email to Homegrown suggesting a “Chill Manager” be in place for their league to set the standard for parent conduct.

- Armstrong Homecoming Parade
 - ACYLA Boys & Girls marched in the parade on Friday, 9/27, giving out candy in their sticks. ACYLA had more people in their group – over 25 boys and 10 girls – than youth football, high school football, or high school lacrosse.

- Recommendation for next year: with a 4:30 parade, players need to arrive at 4:15 to line up time. A 45-minute line-up time was too long for younger kids. Hand out something besides candy that includes our website or other communication.
- **Action:** Find a volunteer to organize this event and plan the giveaway with our message.

New Business:

- Fundraising Card Discussion:
 - There is not a lot of interest in having our kids sell these coupon cards. Rather than focus on this directly, let's look at fundraising in general. Popular ideas are silent auction event, apparel sales (t-shirts, elite socks, watch caps, hoodies, sweatpants, etc.) We may need to find another volunteer (besides Kim McDonough) to expand our fundraising efforts.
- New Rules: US Lacrosse has made some changes for the upcoming season.
 - Balls: USL wants to standardize balls across all ages, levels, and both genders. All game balls will be required to be NOCSAE certified. All coaches will need to be aware of the rule change. We can continue to use our supply of balls as practice balls.
 - Uniforms: Laurie has sent the changes to Kelly T. & Kara L. Laurie requested confirmation of the mandatory sleeved-jersey rule from Robert Barnheiser (West District). He stated that if we are buying new uniforms they must have sleeves. Many teams seem to favor the sleeveless pinnies and that rule has not been enforced in the past. See "Branding Efforts" below.
- Lacrosse organizational meetings (governance, officers, bylaws, etc.)
 - MBSLA – November 17: Michael & Laurie & Kim W. will attend.
 - MSS – October 22, 7 pm: Laurie & Andrea plan to attend at the Hilton MOA.

Optional Topics:

- 2014 grants - US Lacrosse AED & PE Programs
 - No discussion.
- Branding efforts
 - How do we brand ourselves through our logo, moniker (Falcons, Hawks, Raptors, etc.), and color scheme to balance both the Cooper and Armstrong ties?
 - **Action – Kim:** Move to New Business
 - **Action – Everyone:** Think about this topic, research other teams; come with ideas to next meeting.

Next Meeting –

Tuesday, November 5

7:00 p.m.

New Hope Ice Arena, Meeting Room 1