



**Minutes
Board of Directors Monthly Meeting**

**Time: 6:30 PM
Date: March 14, 2018**

Location: Marian University- Stayer Center

FDLA Executive Officers:

Chad Collett, President • Luke Newman, Vice President • Andy Gill, Secretary • Bob Van Kirk, Treasurer

Agenda:

- Call to Order / Roll-Call
Called to order by Chad 6:32pm
Present: Chad, Luke, Justin, Dave Szenja, Dan, Larry, Bryan, Diane
Excused: Andy, Ryan, Dave Hammes, Bob
- Guest Open Forum
Accounting student present to observe
- Approval of BOD Meeting Minutes & Annual Meeting Minutes
1st Luke 2nd Justin all in favor motion passed
- Approval of Financials
Don't have official report to approve from January right now.
Things are being updated to quickbooks online all is online now so if something happens to computer we are set
- Treasurer's Report (Bob) Not present Chad presented info
bank accounts: 150,000 hometown
25,550 in Horicon
Total 215,000
Online bill payment is now functioning. Bob and Chad have access so things can be paid. It tracks who makes the payments.
With Rec starting the balances will come down due spending for rec, fields, etc...
- President's Report (Chad)
New coaching structure discussed
We can start offering courses 10-12 people in each class to hold
Have to go through East Central to plan it
Each module is 4 hours can take 2 classes in a day fitting to age group you coach
WYSA pursuing us to register our rec and academy through them
Insurance through them covered at our complex and on the road
More Rec tournaments and opportunities through them
\$3 increase for U5-6 \$6.50 for older

- Academy Program (Chad)
 - Numbers are even for both boys and girls.
 - Craig Peltonen and Dave Moehn are working on plans for the season
 - Coach for the U9-10 is coming
 - Larson and Moehn will be helping out along with Marian players
 - U9-10 teams (1 boy and 1 girl) will be going to Neenah Flatgrass tournament

- Select League (Chad)
 - Game reschedule period is on now.
 - New software is working now Demosphere
 - seems to work well
 - register select teams for 18-19 season
 - All teams inside practicing
 - April 14th is start of season
 - Coaches meeting last week. Encourage more coaches training and certificates
 - Each team will be doing 2 tournaments
 - June 16-17 end of season Stevens Point tournament
 - Tryout Dates:
 - U11-U13 June 1st
 - U14-U19 June 8th
 - Coaches being involved with tryouts
 - U11-13 June 15th Offers go out
 - U14-19 June 22nd Offers go out
 - Wanted to know coaches that were returning for the next year

- Recreation League (Luke)
 - 1009 kids as of now
 - Coaches
 - Sponsors
 - Keeper card

- Adult League (Bryan)
 - Meeting on specifics
 - Thursdays 8v8
 - 5:45 and 7:00 games
 - May 31st 8 weeks last week playoffs. 4th of July week off
 - 230 Players last year
 - registration open soon - \$50

More marketing in progress

Sponsorship is \$150

14 players on a team Same style Jerseys as last year

Thought of an adult rec tournament weekend

Field scheduling

Games are in schedule and posted so we know what games are being played

High school and select games

- Referees (Chad)

Held second ref recent class at FDL HS.

Ref registration is now open on website

Kip has reviewed rules

he will also provide some training closer to season

Rachel will not be returning to be ref assignor

Looking for replacement Chad and Luke will handle for now

Educating coaches and parents for positive experience for refs

- Camps and Clinics, (Ryan, Chad)

Updated on the website for ours and in the area

Marian will have a camp and use our complex June 18-22 Rec based

August Select based

We wil promote

Challenger July 9-13

Red Stars July 27-29

No strings attached boys soccer camp at Fondy High

Concordia

Faith Luthern Rec style

Looking at Torrent camp - meeting on Sunday

Possible for academy program

Red stars section March 31st Red stars and Fire games

- Soccer Complex Maintenance & Grounds (Andy) Not present :report added See below

- Field Crew Recruitment

- Concessions (Dan)

freezer still on the way hopefully soon

Hot chocolate machine research

Capacino machine is shot

- Marketing & Communications (Diane)
 - social media is going well
 - Banner campaign trying to promote

 - Capital Campaign Drive (Andy) See Attached at the bottom
 - Additional Fundraising / Sponsorship Opportunities
- Volunteers
- Sarah S said she would do it
 - Amy Collett also said she would help as well
-
- Old Business
 - Land Lease Contract Extensions (Chad)
 - Contracts are in the works
 - Happy with us so will continue
 - Updated Concession Stand Exterior Lighting (Dan)
 - two quotes for lighting Helmer \$2219 and Riley \$2313
 - Motion to use Riley Electric estimate of \$2313 and have Helmer electric install it
 - 1st Dan 2nd Justin All in favor motion passes
 - New Paint Machine
 - Brownsville league - Dave
 - struggling for a fall league in that area - multiple communities involved
 - Kewaskum, mayville and 2 waupun locations
 - Looking into how it works with us
 - New Business
 - Expanding Google Drive Use (Larry/Chad)
 - fondy soccer email address for each member
 - the expanded drive where we could store documents for the club-all centralized
 - Communications Portal (Larry)
 - Zohoconect demonstration Will give this a try to use for organizing club matters

Dan: discussion

- Close National Exchange bank account? \$300 in account
- inactivity is the issue

- Keys made for ticket booth

- lockbox for or just making keys

DOC talks?

- Next Meeting: April 11th at 6:30pm
- Adjourn

1st Luke 2nd Justin all in favor motion passes 8:32pm

Attachments:

Andy report

Capital Campaign Update:

Andy and Luke met with Marty Schibbelhut, from Marty in the morning due to him expressing interest in building a new community indoor facility. We tried to express our current needs at the complex and the conversation kept being directed to the community facility.

Andy then met with Dan Hebel from the Boys and Girls Club to discuss how we can raise \$1,000,000. He had several useful suggestions. He continued to stress building relationships to ask for the funds. He suggested we find out who is a friend of the club and go from there.

Andy met with Greg Giles from FDL YMCA. Greg stressed we tell our story. He said everyone needs money, it's those that tell the personal story to get the donors interested and committed to our cause.

From the conversations, telling our story and making the relationships, Andy remembered Greg Winkler having a column in the local paper - telling our story. Andy will work with Diane to see how this is feasible and coordinate the effort.

We also need to simplify our pitch and create a script telling our story. This is currently being worked on.

The Rotary is giving \$100,000 to a deserving non-profit. Our pitch, that is being worked on, will be submitted to the Rotary.

Andy has also explored several local foundations to apply for. Andy will be meeting with Joe Braun from the FDL Area Foundation to discuss some options soon.

Andy found a videographer from New Holstein that works with businesses and non-profits to create a video to "tell our story". Andy will meet with him soon, once our pitch / script is completed to get a price.

Andy took an example from St. Peter Baseball Club to sell banners inside our stadium. The banner request are currently being tweaked to meet our needs by Diane and will soon be distributed to the booster clubs (WLA and FDL) in order to sell twenty resulting in \$10,000.

COMPLEX UPDATE March 12, 2018

Water and plumber should be coming to complex March 19/20. Dave was checking with the plumber and I have yet to get an update as to when he will be there.

Paul from Country Touch will be dropping off roller next week.

Paul is also trying to coordinate a gentleman with a new paint machine to provide a demo on March 20. Andy has been in touch with Pioneer paint in case we do need to order through

them again and told them we may order paint the first week of April if needed. There is also paint left over from last year.

Andy will be at the complex part of Monday 19 and Tuesday March 20 to organize garage, get a paint demo, access the nets and the fields, get water turned on, and start rolling the fields.

Andy will have field 11 painted, benches positioned, and flags placed by March 27 in preparation of first JV HS game.

Luke replaced the batteries inside the gators.

The AED went through a recall over the winter and Andy now has AED back.

Andy will be in touch with Waste Management to negotiate recycle bins and new garbage cans.

Golf cart returning in April.

Job posting not receiving a lot of interest yet.

TURF TALK for the newspaper to get our story out. Here are a few topics I thought of for stories.

April 15 - Our story - history of the club and current state of the club.

April 22 - Select teams begin.

April 29 - High school season update

May 6 - Academy (what it is and why we have started it).

May 13 - Rec season begins

May 20 - Select season update (after flat-grass tournament and first time for academy kids)

May 27 - Memorial Day - perhaps a story of the girl we have a plaque for in the landscaping and a story about redoing the landscaping.

June 3 - Seniors graduating

June 10 - Select tryouts - End of select update

June 17 - World Cup update

June 24 - Adult league

July 1 - What we can learn through playing organized sports

July 8 - Summer camps

July 15 - End of Rec / tournament

July 22 - Spain update

July 29 - Volunteer coaches

August 5 - Thank you to partnerships and sponsors

August 12 - Referees (shortage and treatment)

August 19 - Green Bay tournament and select begins

August 26 - Preview of HS season

September 2 - YMCA

September 9 - FDL Express

September 16 - Local College updates

September 23 - Board end of year update / accomplishments

September 30 - New board bios

October 7 -

October 14 -
October 21 -
October 28 - High School seniors
November 4 -
November 11 - Season end