



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

Wednesday, July 31st, 2025

7:00 AM

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 (Present)
- Debbie Aidas—Vice President of Techology & Communications (Not Present)
- Angela Shepard—Vice President of Community Outreach (Present)
- Jonathan Snyder—Executive Secretary (Present)

President's Welcome

- Slocum—meeting called to order at 7:01 a.m.
- Thank Fleek for all the work in the summer weekends.
- Three themes to continue to focus on: growth, player development, and brand.

Old Business

- Ultimate Frisbee
 - The season wrapped up yesterday, July 30th.
 - There were 24 athletes
 - The athletes were from a wide range of abilities and backgrounds.
 - PLAY representative out there each time, a large majority of responses from athletes were positive.
 - In future years, ultimate frisbee might not have a high participation ceiling, the goal is to triple registration numbers because interest may be there.
 - Patrick Glynn from PLHS helped out a lot to make this program happen. Exec Board is grateful for his leadership and support.
 - Slocum- Question - when we open registrations, do we only send it to the specific sport?
 - Fleek: It goes to the specific sport.
 - Maybe put ultimate frisbee sign up in a future P.L.A.Y. newsletter.

- Publicize all P.L.A.Y. registration openings to all participants (not just sport-specific marketing)
- Speed & Agility Program—Slocum
 - 10 names of possible coaches for this program.
 - There are athletes already in a P.L.A.Y. program and some that are new to P.L.A.Y. entirely.
 - There is another session to talk about the Speed & Agility Program—looking for a 6 week program from 2nd grade to 8th grade.
 - Focus on athlete mental health also.
 - The program is going forward and Fleek is looking for facilities to put this program on.
 - The activity center at PLHS is a possibility.
 - Indoor facilities preferred so as not to deal with weather issues.
- P.L.A.Y. it Forward—Spring/Summer Summary—Fleek
 - Baseball
 - All baseball teams participated in the program and all experiences were posted to P.L.A.Y. Facebook page.
 - Softball
 - Close to perfect participation in P.L.A.Y. it Forward.
 - Softball has not been as effective on its social media pages promoting the work that the program did.
 - Lacrosse has lagged a bit with P.L.A.Y. it Forward.
 - Derek is a new VP and was understandably overwhelmed because of the time commitment as the New VP.
 - Next year VP of Community Outreach will provide more support for LAX with this program

New Business

- City of PL Parks Referendum- Fleek
 - Voting is the first Tuesday in November (11/4/25).
 - The city pressed forward with the referendum.
 - City likely believes that P.L.A.Y. will offer support of the referendum.
 - Primary funding is going to Spring Lake in south Prior Lake and will include soccer fields, playgrounds, trails.
 - A likely secondary benefits would be potentially moving some soccer to Spring Lake's new development and away from some fields that P.L.A.Y. could use for its programs, or could reduce traffic/parking congestion at Ponds/Ryan.
- Fleek—P.L.A.Y. board should make a decision about whether it supports the referendum. And, if so, what does the communication plan look like for P.L.A.Y. in its support?
- Vote—general public info campaign regarding the positive impact to PLAY
 - Chris working with Angela in terms of messaging.
- Executive Board voted to support parks and recreation's referendum
 - Thompsen motion to publicly support parks and recreation referendum.
 - Seigel seconds Thompson's motion.

- Present, voting members unanimously vote to support parks and recreation referendum.
- Fleek and Shepard to meet regarding P.L.A.Y. messaging.
 - Agenda item will be added to August meeting regarding
 - How does the referendum benefit P.L.A.Y.'s mission, its athletes, and the parents of its athletes.

Miracle League—Koenig

- Mircale League Field is 95% complete.
- Turf is on track for installation by the end of August 2025.
 - Report from turf vendor is that turf is expected to be in by Labor Day.
- Major construction piece to figure out – outfield drainage
- The signs for the field are being ordered. Dahlen signs are the vendor for the signs.
- Registration for Miracle League is going live July 31st.
 - Slocum— how many athletes are expected to sign up?
 - Koenig—24 expected but would love to have 100.
- Shirts and hats are provided free of charge to the athletes.
- Donation of 100 wiffle ball bats.
- Koenig requests that all sports share the registration going live.
- Bleachers and benches
 - Need to be built.
 - Should not be too difficult.
 - Fleek will ask two from his field maintenance crew to go out and help build.
- Opening day - Saturday, September 6th.
 - Time frame is still TBD.
 - It is 10 a.m. to 1 p.m. right now.
 - Requesting P.L.A.Y. board to be there and show support.
- \$15,000 in profit for concessions throughout summer baseball season, including the Special Olympics event.
- Meeting with a donor that is donating the dugouts and the announcer's booth and will talk about design and how it should be situated.

Spring/Summer Sports – One leadership goal for each sport – Thompson

- Softball and baseball finished.
- Softball— Creating a 13U team in partnership with New Prague designed to retain players to stay in community instead of leaving for club.
 - Tryout went well, VP of Softball talked to the parents of children that did not make the team.
 - 9 girls from Prior Lake and 3 girls from New Prague are being rostered.
- Baseball had a couple of state champs
 - 10AA and 11AAA
- Fall ball is starting soon.

- Lacrosse
 - Several teams did complete PLAY it Forward.
 - Discussion of Hamilton Ridge for boys.
 - School district initially said P.L.A.Y. could use Hamilton Ridge for this season and then school district said P.L.A.Y. could not use it right before the season started.
 - The school district cited field conditions still not being acceptable for long term use
 - Need to make Hamilton Ridge a facility for lacrosse. It would make a good home base.
 - Lacrosse wants to put a shed in Hamilton Ridge if we are using the field.
- Tennis—no update.
 - Lights are coming in next month at the high school, should monitor that process.

Fall/Winter Sports Update – One leadership goal for each sport – Fleek

- Basketball registration is open.
- Equipment handout for football has started.

Registration Update—Efficiency/Partnership

- Football registration—still open.
- Miracle League opening day is ready to go.
- Softball – currently 10 teams registered and expecting possibly two more.
- Lacross fall registration up and running.

Technology Update- Aidas

- Fleek gave update on Aidas’ behalf.
 - Aidas has sent out the draft post season survey for sports VPs edits.
- Shepard has tried the board onboarding process and has some questions for Aidas. Goal of making onboarding for a new Exec Board member as painless as possible.

PCA Update – Critical Updates/Challenges- Peterson

- Megan will figure out who to talk in volleyball.
- Cheer is done.
- PCA will be scheduled for football.
- Megan will be touching base with basketball.

Community Outreach Onboarding—Shepard

- P.L.A.Y. it Forward—reached out to some of the businesses/places in community.
- Communications to Prior Lake Compass.
- Miracle League article was published to Prior Lake Compass’ website.

Financial Updates – Hickey

- Shift of some funds from the investment account.
- Monitor large expenses coming in vs. cash flow.

Open Forum

- Shepard and Fleek had a discussion about being a donor for the Compass.
 - Only community paper and find a way to support its efforts.
 - There is a benefit for being a donor to reach more people.

Siegel Adjourned meeting at 8:20 a.m.

Upcoming Meeting

- Wednesday, July 31st – 7-8:30 AM – Parkview Room @ City Hall