



**Agenda for Meeting
OYF Board of Directors
Monday April 4, 2022
6: 30 PM
Schleeter Barn**



I. Open Call to Order –_Opening Comments

1. Role call

Jack Breen, Jackie Darsow, Bill Menozzi, Mike Keefe we not present.

II. Organizational Business

1. Administrative items

Jan MTG approved.

Provide intro/bio on our web site to Harry. There are examples here:

<https://www.oronofootball.com/page/show/11191-board-of-directors>

2. Approve new bank-APPROVED (Bank of Maple Plain)

III. Head Coaches Comments – Joe

Thanks to the board, reviewed details from coach's clinic-far ahead of even the big schools from the Board perspective/engagement. Reviewing all activities, apparel, and high school processes. Focus is on planning!

IV. Review yearly Schedules

1. Varsity-On track

2. Youth-On track-please take note of the detailed list Tim created and ensure your specific accountabilities are handled and reach out if there are questions or concerns. Board members who are owning the task are accountable for completion.

V. Budget Approval for 2022

1. Youth Budgets – Tim – Anyone who needs access please let Tim know and he will share the P&L.

i. Registration Fee-Proposed increase to the \$390->\$430. Flag \$95->\$110

1. Fees approved by board vote. Youth Budget Approved by board vote.

2. Varsity Budget– Harry-Budget approved by board vote.

VI. Department updates (Page Two/Three)

VII. May Meeting Agenda

Next Meeting Time and Location

Next Meeting TENTATIVELY set for 5/1/22 @ 6:30

VIII. Close Meeting/ Motion to Adjourn



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Department updates

1. Youth Director Comments – Tim – 10 Minutes Max each area
 - i. Football for the day-
 1. 6:30-7:15 5/18/22. High level overview for new or incoming families-
***board members are needed in attendance.
 - ii. Registration review-
 1. 5/15-opening
 2. Ordering 12 registrations signs for around the community to place at intersections-Tim will manage this.
 - iii. Recycled equipment day in June-more info to come-Ensure this message is on all social channels***

2. Flag Football- Jake Streich
 - i. 6 years of Flag 34% increase LY in participation
 - ii. 51-3rd 41-2nd grade participation
 - iii. Flag is a revenue stream for the youth program to build
 - iv. Potential for field renovations-TBD on timing and replacement location and potential small expense to partner with the city on the renovation

3. Coaches Update- Andy
 - i. Recap Youth Football Clinic
 1. Culture is King (Orono is building One Dream, One Team, Rise as One!!)
 2. Goal is to keep kids out and deliver to the high school program as many players as possible through youth program
 3. Keep it simple! Success through perfection, not quantity
 - ii. Confirm New balls/ Equipment Bags/
 1. Consistency for equipment
 2. Adhering to the league set standards on ball sizes for each age group
 - iii. Further Development of a coaching resources
 1. Is this needed/wanted-YES, it is needed
 2. Practice plans-Joe to provide examples to drive consistency-build the culture
 3. Consistent drills/skills rolled into the practice plans-CONSISTENCY
 4. Cultural messages are the same at all levels to ensure we are driving not only a High School culture, but also a community culture around Football in Orono
 - iv. Pre-season coaches meeting/training needs by each grade level.



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1. Required play book-Andy to create with assistance and we as a Board need to ensure all coaches are adhering to this.
 4. SWML League Presentation- Casey (See notes from meeting below on pages 5/6)
 5. Equipment – Jonah – 5 minutes
 - i. Helmets-fully white/Riddell helmets
 - ii. New Footballs-Wilsom GST balls-working with Andy to execute
 6. Apparel- Jon
 - i. Jerseys-order them by 7/15. Working on reversable but may come with a cost premium
 - ii. Practice items-TBD on needs
 - iii. Coaches apparel-Working on more details based on what coaches would like
 7. Events- Jackie
 - i. Other event needs- venues-NOT IN ATTENDANCE-please note the calendar and discussions around utilizing all social channels as advertising and building the engagement are critical
 8. Alumni initiatives – Colby Working on developing the culture in the community and multiple ideas for the alumni. HOF creation-priority to complete. Take action and start somewhere. Provide plans and details on the ‘how to’ at next meeting.
 9. Marketing – Ben- retention plan for fundraising. \$30k of returning sponsors so the gap is less to hit the goal for the budget (\$50k). This is a board focus so if there is anyone who has connections please ensure one of the Fundraising owners in involved.
 10. Fundraising- Jeremy
 - i. Process and growth plan-confident in the list, updating some materials and focused on engaging the community to reach the goal. Board assistance is needed.
 11. Social media update- Darrin-creating a chart/plan with Ryan/Jackie using a software package to post across all networks. Developing the process through partnerships with other organizations. This can/should be a major focus to drive engagement at all ages. Content is king and creating a steady stream of valuable information that is informative, builds the culture, and increases our reach is key. All events, activities at all levels, and general cultural builders need to be consistently ‘posted’



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12. Varsity Director – Harry

- i. Game Face- Payment – Need to get the payments in per Harry’s email**

13. Financial Review – Kent – Bank of Maple Plain setup now.

- i. Tax return-does anyone have a local accounting POC?**
- ii. Ref Venmo-HUGE WIN.**

SWML Meeting – March 13th 7PM Agenda

- 1. New reps and additional reps. Schedule contacts?**



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- a. Casey Knutson – Orono
 - b. Awaiting to hear from NP on their rep
 - c. Would like a 2nd POC from each association to ensure communication and have an alternate for future meetings if primary can't attend. Also welcome to have 2 reps from each present at meetings.
2. Tentative season schedule:
- a. Jamboree – Most likely cancel for this year. Possibly do in smaller groups if once association wants to host, not required and purely options. Also, each teams HC could reach out and schedule a scrimmage or two that fits their schedule.
 - b. Season start – Game 1 August 30th or 31st (Before Labor Day) then game 2 the Saturday after Labor day September 10th to relax game schedule a little.
 - c. Days of week for games and time template – Discussion to have 4th and 5th grade games on all Saturdays an maybe 1 or 2 designated Thursday nights. For 6th – 8th possible have games spread over Tuesdays/Thursdays/ and Saturdays to still get 8 regular season games but not cram too many into the final 3 weeks. Also if ref/medic shortages are still an issue this could help that situation
 - d. Playoffs – Still talks of the 2 game format for tiers, still may be best option. Could do actual bracketed tournament however harder to schedule and may force too many games on short rest. Call it something other than 'playoffs' if keep same format from past few years.
 - e. End of season – Conclude before MEA. Too many issues running into other sports and tryouts if go beyond MEA.
 - f. Would like a single POC from each association for schedule changes and communication. Does not need to be a SWML rep, can be an internal position for each association. Prior Lake just designated one this past week.
3. Target date for number of teams per grade per association. **August 5th**, associations report actual number of teams per grade so we can start to generate schedule.
4. Schedule creation – Sean How do we maintain moving forward? Looking at existing apps to utilize. We pay for a scheduler so we can use that for an app. Focus on annual subscription if applicable so we are not committing long term and could switch if better product presents itself. Also learn Sean's program as back-up so we have something for sure.
5. Master Schedule – single point of reference. Build everything into SWML Sports Engine then have each association link to the corresponding grade page on SWML for roster, schedule, record instead of maintain their own schedule for maximum accuracy.
6. Use of sports engine – load teams/rosters – game results See #5.



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7. Rules clean up / new format? Will begin clean up in the next month, will present draft with track changes to each association for comments and approval. Will high light the most offended / biggest sticking points for each set of rules to hold coaches meeting pre-season and address.
 8. Add 7th & 8th for NP? Waconia? Any interest form others? Work in progress. If anyone hears of interest in joining SWML please have them contact Jason.
 9. Open discussion
 - a. Ball size per grade – this is confirmed, rule revisions will reflect this and not optional.
 - i. Peewee 4th and 5th
 - ii. Junior 6th and 7th
 - iii. Youth 8th
 - b. Rotation Rules – Need revision of some sort – ideas welcome, but some changes are absolutely needed.
 - c. Moving forward Jason will only use the SWMLfootball@gmail.com email, please switch over to that from for all communication to help keep SWML separate from personal and PL related communications. Also, this can help with transition to new President with retention of communication.

Next meeting tentative for last week or two of April, will schedule in a couple weeks. Will target a Sunday or Wednesday again.

Thank you all for attending and making this a productive meeting to kick off 2022 discussions.