

White Bear Youth Football



October 22, 2025 - Podvin Park

Attendance: Randy Spring, Casey Zafke, Jesse Hedinger, Aime DeWitt, Kevin Eicher, Scott Mueller, Kathy Kirkland, Rick DeWitt, Meghan Levorson, Nate Anderson, Erin Hauber

Absent: Chris Oswald

Call to Order: 6:31 pm

Approval of Minutes: September 2025

- **Approved**

Public Input:

- None

Officer Reports:

- **President (Randy)**
 - Podvin Cleanup is done. Everything is shifted to one side of the storage so hockey can use the other side. Coaches gear is at Randy's and being organized then will be brought back to Podvin.
 - There is a meeting with the city in December/January to discuss how to better work together in the future.
 - Coaches/Managers dinner went really well, and was a fun night of showing gratitude to coaches.
 - It was nice to not spend the time talking about feedback from coaches and to allow them to just enjoy themselves instead of feeling the pressure to discuss their feelings on the spot.
 - It would be nice to get more of the flag coaches to attend.
 - U.S. Bank Game Day board presence was really strong.
 - Communication about who would be at Podvin and when was really well done this year.
 - Having at least two board members present besides Kathy in concessions next year would be crucial, there NEEDS to be a board member present on the field all the time.
 - Sign-up Genius for concessions went really well and was a successful method of gathering volunteers to help in concessions.
 - The HUDL system was a really important and helpful addition this year. A great learning tool and opportunity to share livestreams of games.
 - 6th-8th grade player evaluations went really well.
 - We need to figure out a system for how to share information about 8th grade players who don't show up to evals in the future so non-parent coaches who may not have seen them before would have had the appropriate knowledge of those players talent and skills.

- It sounds like there was some dishonesty about how good players were that there was not any data on.
- **Vice President** (Casey)
 - Registration process went well, but we definitely need to be more firm on a date to end registration.
 - League meetings went well and we feel we are in a good place with the league.
 - We are going to request to not have games against the St. Paul Rattlers anymore due to the culture that is brought onto the field. There were a lot of complaints about dirty play and cheap shots.
 - Potentially talk to Jeff about doing lightweight/heavyweight teams.
 - A lot of 8th grade teams had 40 players per team, and this would be nice to know ahead of time.
 - Practice Field schedule is not to tell everyone where to practice. It's to make sure there are places for teams to practice, because we do not have enough space at Podvin for all teams every night.
 - Township has given Manitou access to the fields in White Bear Township, and since some board members live in Township we should talk with them about trying to use the fields.
 - The partnership with Lacrosse to share some space on their fields and share our concessions went well and is something to build on.
 - It was hard to coordinate with hockey regarding dates we could have blacked out or to make sure players were not scheduled for try-outs during games they were playing in. It would be nice if they would tell us before we schedule games what weeks each grade level will be doing try-outs.
 - The new apparel was great and we would like to continue that.
 - Order more t-shirts for next year to sell in concessions.
 - The Turf Tank was super helpful in keeping the fields looking nice and having practice fields painted. By the end of the season we had a good handle on the the appropriate mixture of paint.
 - We saved more than \$10,000 in paint costs this year.
 - We could potentially do a sponsorship logo in the future.
 - We were unable to get letters to run to put BEARS in the endzone, and that was supposed to be part of our package.
 - Sponsorship banners turned out really well, but we need to do a better job hanging them.
 - Fedex offers a P.O. Box option and has better hours and options.
- **Treasurer** (Jesse)
 - Financials emailed to all.
 - Account balance right now is \$118,000.
 - Raffle checks have all been sent out.
 - Being treasurer was a learning curve, and there was some difficulty getting logins from the previous treasurer, but it worked out in the end. A treasurer email was created to make sure everything is linked to that for the future and it will be an easier transition for the future.
 - Having the receipts in google drive was helpful for compiling them and being able to find them easy later.

- We may need to hire someone to do our taxes for the future, instead of having the favor from someone so it's easier to get them done timely.
 - Could maybe put a call out to parents who may do taxes.
- We are renewed with Secretary of State for association for another year.
- Just missing payment from Stewartville for the U.S. Bank Stadium event.

Concessions:

- Thank you to all who jumped in and helped at concessions this year.
- We had record sales this year, around \$33,000 in sales.
- There were multiple new food items from local businesses this year and it was fun to give back to the community by purchasing items from them.
- The air fryer was a nice option, but the air fryer we bought could not keep up with the rush.
 - 180 egg rolls
 - 6 containers chicken tenders
 - 48 sets of wontons
- The new square system was nice, and definitely has a learning curve to it. It will be nice for inventory for the future.
- Volunteers have provided the input that they'd like the sign-up geniuses to come out with more notice.
 - There were 2 volunteers who helped out above and beyond all season in concessions, and Kathy would like to offer them each \$100 gift cards for their hard work as a thank you.
 - Motion made to approve \$200 in gift cards. **-Approved**
- If we allow Lacrosse to use concessions next year, it would be nice to find a way to cool the building down since it's in the summer.

Raffle:

- We sold 2,142 raffle tickets this year, with 198 tickets unaccounted for.
 - We were able to recover \$590 of this loss so far.
- \$5,680 collected in buy-outs.
- \$29,080 reported to the state as total received during raffle.

Sponsorships:

- The sponsorship process went pretty well and we increased our sponsorships this year.
- Having everyone make sure they are on top of the sponsors they are assigned to could have gone better.

Unity Night:

- Unity Night went really well and is something to build on.

Association Photography:

- Meghan ended up taking this on unexpectedly and it ended up being a bit last minute. Contacting Brennan earlier to work out photography dates would be helpful.

Coaching:

- 4th/5th Grade: It's hard to do this role AND be one of the coaches. I wish I had done a better job checking in with Adam. It seemed to go well and ended up fine.
- 6th Grade: The coaches were strong communicators with one another and helped one another be better. I felt it was nice to have one of the head coaches be the coordinator to be a strong resource for the other coaches.
- 7th/8th Grade: The 7th grade teams wanted to do their own thing for practices but it seemed they had plenty of staff. The 8th grade teams had some trouble working together and there was some favoritism of players on one of the teams, but despite not winning much the players had growth.
- It would be nice to have a few more all-coaches meetings or grade level coaches during the season, as well as a meeting to meet the grade-level coordinator to kick off the season.
- We could do more to help offer training to coaches.
- Having some kind of board member training to help guide new members in their roles during games.
- The code of conduct process needs to be utilized when coach behavior gets out of control. Coaching coordinator also needs to be notified.
- Encouraging team bonding events to start the season.
- Sunday Night updates were really helpful.

Field Coordination:

- The turf tank was easy to use, it's simple for one person to use solo, but is nice to have 2 to help mix paint as needed.
- Having the city mow the practice fields as well next year would be good.
- The practice fields were great and having the lines was helpful for teams.
- Having some type of cart to haul field equipment around to set up fields for practice.
- Benches that can be put out on the home sideline of our fields for the players during games.
- Getting the sign out by the fields repaired and cleaned up next season is a priority.

Good Neighbor Days Cleanup:

- This event does not feel worth it for our association anymore.

U.S. Bank Stadium Game Day Experience:

- Including others on the email communications for the future would be the best to make sure mistakes aren't made.
- Having associations and teams that we don't normally see participate has been great.
- Looking at a later date like we've had in the past would be best.

Youth Night:

- Having youth night pregame went well minus the opposing team refusing to leave the field.

USA Football/SportsEngine:

- Certification completions were up this year.

- Looking at incentives to get certification and background checks done earlier.
 - If it's not done by a certain date they do not get reimbursed.
 - They cannot get their hat and shirt until they finish.
- Every team was on SportsEngine, but teams need to make sure they're checking the league schedule to make sure games haven't changed.
- We still need to re-pay some coaches for their certification fees.

Code of Conduct:

- We need to be a little bit more personal and utilize phone calls as the first line of communication instead of emails.
- Be more clear about how the code of conduct works and continuously put it in front of families and coaches, and have it out there/easily accessible.
- Requires a certain level of empathy, but being firm in holding people accountable is important.
- Utilize the sign out by the fields to share the code of conduct protocols and how to reach out with concerns.
- We need a better system in place for in the moment when conduct occurs and someone is ejected from the game, a way to collect as much info as we can immediately. We are planning to create cards that every coach will have on the sidelines with them to take down info like player name and number, ref's name, any other player numbers involved, coaches involved, etc. The refs are supposed to be reporting it to the league.
- The coaches need to separate themselves from the process and let the Code of Conduct handle it.

End of Year Surveys/Feedback:

- Our surveys will no longer be anonymous. Take a look at the survey and give feedback on anything you'd like to see added.

November Preparations:

- 2026 Officer roles will be voted on at the November meeting. Deadline to declare nomination publicly is November 7th.
- 2026 Board Member Roles- Within the next week, let Randy know any plans of moving on or wanting to alter roles within the board.
- 2026 Board Member recruitment- If you know of anyone who might be interested in coming onto the board or any thoughts on new roles that can be created.
 - Consider adding "Board Member at Large" roles?
- Bring any budget wishlist items to the table.

Meeting Adjourn: 8:44 pm

Post-meeting Board Seat Change:

- On October 27, 2025, Chris Oswald messaged the board via GroupMe to inform us he was resigning his board seat effective immediately. Upon resigning he removed himself from the GroupMe chat.