



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

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**Sunday, November 23<sup>rd</sup>, 2025**

6:30 p.m.

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

[Meeting starts at 6:32 p.m.]

### **New Business**

- PCA Renewal 2026 – Peterson
  - PCA contract is up for renewal a couple of weeks ago and the board needs to make a decision for next year regarding renewal.
  - In 2025, P.L.A.Y. used 8 of 11 workshops.
    - P.L.A.Y is able to carry over those 3 workshops into 2026.
  - Peterson requests to purchase 6 additional workshops for 2026.
    - The cost would be \$7,650.00 for 2026.
    - Peterson talked to Tyler and gave him feedback about Tex, parents have said that the workshops felt redundant.
      - Tyler did say that there are new workshops and look to avoid redundancy.

- Each workshop does come with 20 online courses.
- Siegel—sees no better alternative and agrees with recommendation from Peterson.
  - Seigel moves to renew PCA agreement for the 6 sessions excluding the 3 carry over sessions from 2025.
    - Hickey seconds
    - Passes at 6:35 p.m.

### **Spring/Summer 2026 Budgets**

#### **Tennis Budget— Jay Breimhorst**

- Hickey— tennis operates on January through December calendar.
  - \$19,187 in reserves going into 2026.
  - \$5,000 is to come out of the reserves from P.L.A.Y tennis, this would reduce reserves to \$14,187.
- Breimhorst -- The lights on the tennis courts are great and were put in this year
  - Thank you to Fleek and the board.
- Breimhorst—The lights were not a big challenge, but the tracking people down was difficult. Breimhorst has had 5 or 6 follow ups to get the money that was pledged from different people. Breimhorst to continue following up with those people.
- Tennis did an “under-the-lights” tournament to kick off the courts with the new lights.
  - Breimhorst hopes to make the “under-the-lights” tournament an annual event. It was completely free and was asking for donation
    - Middle school and B squad did a tournament; and
    - JV and varsity did mixed doubles tournaments.
- Resurfacing and lights have allowed boys and girls teams to sell court sponsorships.
  - There are 6 signs for a total of \$1,500 that will go to the boys and girls teams.
  - Fleek—proposes P.L.A.Y. should do a three-year deal for court sponsorship.
    - Breimhorst – a court sponsorship on the tennis court gets a sponsor a 6 x 9 banner.
    - Breimhorst does not envision P.L.A.Y. would have to pay for the sponsorship given its donations to the tennis court projects.
- Breimhorst—U.S.T.A. is starting a pilot program for red ball tournament (t-ball version) of tennis.
  - The red balls are 60% slower than regular tennis balls.

- The red ball tournaments allows more athletes to play and its target age range is 7 to 11 years olds.
      - Prior Lake – along with Northfield, and Duluth— were asked to pilot the program by the U.S.T.A.
    - Sign up for lessons and then add the red ball match under some supervision. First exposure to actual match play.
    - One hour per night and have matches, P.L.A.Y. would figure out the structure.
    - \$75 for 8 nights for June and July.
    - U.S.T.A. will give all balls, rackets, nets and uniforms,
      - Breimhorst goal to try to build two or three teams and establish a team atmosphere for tennis which tennis has lacked due to the nature of the sport itself.
    - This is the new addition to the budget—the hope is to get 20 people. Will be on the January registration for the add-in.
    - No changes to the budget from last year.
      - \$285 for everything on fundamentals, technique.
      - Summer development camp is \$285
      - Red Ball (early) was \$75
      - Red Ball (Late) is \$125
      - Friday night serve-- \$115 fee
- Thompson—did prices go up last year?
  - Breimhorst—Yes, about \$5
- Slocum—how has the paid coach been doing?
  - Breimhorst –He is doing well, and he sees his work with P.L.A.Y. as exposure and often turns his P.L.A.Y. coaching session into tennis lessons for people that want more instruction.
    - Main coach has about 14 kids that followed him to Lifetime Fitness indoors for more work.
  - Breimhorst pays two assistant coaches who are Prior Lake alumni who will likely be able to step in if the main coach were to leave. Coaching budget for tennis is \$120/hour.
- Fleek—intro – 5 to 7 year olds, how many sessions?
  - Breimhorst – 7 sessions
- Fleek—speed and agility charged \$100 total, can we do this for tennis, this would help prevent discouragement based on cost.
- Slocum—what feedback to have you for the board?

- Breimhorst – A P.L.A.Y. liaison to the high school has very high value, which Fleek has done well. That will be missed, hope to have someone continue on that liaison role.
- Siegel moved to approve tennis budget
  - Thompson seconds
  - Budget goes to vote—approved unanimously (6:56 p.m.)

### **Softball—Tyler Chambers**

- Hickey
  - Softball year’s end was end of Sept \$95,510 carry into next year.
    - That amount does not include P.L.A.Y. Ponds project being paid out.
- Chambers
  - The budget forecasts approximately the same number of athletes across the board.
  - P.L.A.Y. softball started a new 13U program to compete with club.
  - Chambers has observed the number of athletes in 10U is decreasing a little.
  - P.L.A.Y. softball has not raised its prices for a while and Chambers and softball board does not see a need to raise prices or fees.
  - P.L.A.Y. softball is moving into a period where number of athletes will be decreased and talent may also decrease.
    - From the 10 to 12U range, the number of athletes decreased this winter and through the fall of 2025.
    - Chambers expects that this trend will continue.
  - 8U and below, the numbers are decent.
  - Lakers Elite has one team and that team ran smoothy and really could not have gone better.
    - The Elite team consisted of 9 athletes from Prior Lake and three athletes from New Prague.
  - Chambers—challenges exist around our slow-pitch program
    - The PLHS softball coach is not really enthusiastic about it.
    - Lakeville is interested in talking to P.L.A.Y. softball board about discouraging slow pitch.
    - Slow pitch wants to be treated as a travel program, but families overwhelmingly express they do not want to do the work of volunteering/fundraising. There is a lack of willingness to volunteer from that group.
  - P.L.A.Y. softball offered “give softball a try” for free at the Savage dome, which went well and will be offered again.

- Chambers has observed some competition with softball and lacrosse because the seasons happen at the same time and if you look at the numbers, the athletes have to choose between the two options.
- Chambers—on the topic of slow pitch—
  - it is difficult to transition from slow pitch to fast pitch the more time an athlete stays in slow pitch softball.
- Fleek—history of changing to slow pitch?
  - Chambers—slow pitch has been that way the whole time Chambers has been on the board.
- Chambers— P.L.A.Y. softball is trying to do a better job of educating about the differences between slow pitch and fast pitch.
- Thompson— (in reviewing budget proposal from P.L.A.Y. softball ) concessions were down?
  - Chambers—we did not do fall concessions because of the construction at the fields, which accounts for the downturn in concessions.
- Fleek—slow pitch 8 – 12 – we do not have offerings for other sports in that age group.
  - Chambers—might need to change to 6U to align for other communities.
  - We might be able to push the 36 older slow-pitch athletes to Burnsville.
    - Chambers—believes that Burnsville would take the slow pitch athletes.
- Slocum
  - We have high school athletes and non-Prior Lake athletes in this program, are we losing money in slow pitch 8-12?
  - Chambers – we are bringing much revenue in that program, we used to bring in more money before when we hosted year-end tourney at Ponds.
    - We have talked to the slow pitch families to volunteer, but they will not do that.
- Slocum—should we get rid of 9-12 grades?
  - Fleek—we spend a lot of money for field rentals at Community Park for this program.
- Slocum—anything on the cost side noteworthy?
  - Laker Elite costs will go up because the team will play in higher tournaments.
  - Laker Elite is tracked under Minnesota Wave line item so Chambers can track its spending (even though that title is not accurate).
  - Chambers—there is more equipment and technology stuff P.L.A.Y. softball would like to invest in.

- Hickey—Fundraising revenue?
  - Lions Club gave money for Lakers Elite, which was \$5,000.
  - Chambers—difference between sponsorship and fundraising revenue.
- Slocum—one ask for next year without Fleek?
  - Chambers—super fortunate for the complex, fields that we play on and now with the Ponds being updated, I do not have a specific ask.
  - Chambers—Fleek will be missed.
- Hickey—we do have the \$44,000 that will be given to Ponds, the \$95k is closer to \$50k.
- Thompson—find a role for someone to fundraise on the softball board?
  - Chambers—I have tried that and it has been unsuccessful.
- Fleek
  - When do we need an answer for slow pitch?
    - Board meeting on December 14<sup>th</sup>.
- Siegel moved to approve softball budget
  - Thompson seconds
  - Budget goes to vote—approved unanimously (7:23 p.m.)

### **Lacrosse—Schluck**

- Hickey—starting point is \$77,000 to the positive
- Schluck
  - Number of athletes for P.L.A.Y. lacrosse for this year in registration increased slightly from the previous years.
  - Schluck—in making the budget proposal Schluck imputed a 5% increase in the registration fee (include an increase in field rates and official fees).
    - Lacrosse budget proposal showed a total revenue of \$150,850.00
    - Schluck anticipates that there might be an increase in numbers for the boys’ programs, but younger the girls’ programs are struggling.
  - “LAX by the Lake” tournament went well.
  - Savage dome, P.L.A.Y. lacrosse are going to keep the same number of hours.
  - Boys are potentially going to participate in a Spring league—roughly 60 athletes will participate in that league and it would be roughly \$150-\$200 per athlete.
    - Schluck to Schommer—
      - Can I put a button on registration for the Spring league?
      - Schommer—yes.
      - Schluck – can I build in cost of all fees into total cost?
      - Schommer—yes.
    - P.L.A.Y. lacrosse to avoid overlap with Spring/Summer program.

- Schluck
  - Trying to work with athletic department at PLHS and school district to have the boys' programs have a home base at Hamilton Ridge—at least for practices.
  - At the tournaments, P.L.A.Y. lacrosse used vendors (i.e. food trucks) that gave a vendor percentage of what they made to P.L.A.Y. lacrosse, which was typically about 10% (i.e.: 10,000 check from one of the vendors at one of the weekend events).
  - Lacrosse coaches' pay went up a little bit
  - Referee—Schluck has talked to the governing bodies about what increase it might see in the upcoming year.
  - Equipment rental – P.L.A.Y. lacrosse does not need to purchase many things for equipment rental.
  - Uniforms— P.L.A.Y. lacrosse had to switch vendors last year and already have extra uniforms available.
  - Facility Improvement—Schluck does have a wish list for a shed.
    - Thompson—if P.L.A.Y. lacrosse wants shed, the proposal would have to be a tuff shed and PLHS will not approve a shipping container.
  - P.L.A.Y. lacrosse is running about as even of a program as it can get.
  - P.L.A.Y. lacrosse has a winter clinic going on and has about 45 athletes in each clinic.
- Slocum—anything the board can do to help LAX?
  - P.L.A.Y. it Forward got push back from LAX board, had better participation in girls than boys, P.L.A.Y. lacrosse will integrate the P.L.A.Y. it Forward program better in 2026.
  - Parents, coaches, and athletes see the value in it, the issue was the timing of it because P.L.A.Y. lacrosse had a lot going on at the time, so timing could be worked on for next time.
  - P.L.A.Y. lacrosse long term—using Laker field and Dan Patch, try to protect nets, City of Savage is helping, things vary quite a bit with outdoor sports.
    - More moms and dads are getting involved in P.L.A.Y. lacrosse
- Thompson
  - Look into getting a tuff shed for Hamilton Ridge.
- Thompson moved to approve lacrosse budget
  - Seigel seconds
  - Budget goes to vote—approved unanimously (7:41 p.m.)

## **Baseball—Williamson**

- Hickey—through September -- \$32,133
  - That does not include the \$44,000 that was to go to Ponds.
- Williamson
  - 1. Struggle with the October cutoff for fiscal year.
    - In September/October, it is difficult and needs to be tightened up.
  - 2. Struggle with consistency with expenses/income.
    - Have a lot of fundraising and special events and want to be a little more consistent.
  - P.L.A.Y. baseball is looking at a breakeven point coming up this year.
  - P.L.A.Y. baseball had its \$32,000 project at Ryan, to combat that recently received a \$20,000 check for Metro Baseball League and MYAS donated \$1,500.
  - P.L.A.Y. baseball registration remains steady at about 1,000 athletes in house and travel.
  - Travel 9's are a little inflated on the budget and those numbers might be down a little once registration opens.
  - Clinic income is offset by gym rental expenses, put on clinics with the cages.
  - P.L.A.Y. baseball tournament entry fees are \$525 per team and that might still be a little low with the surrounding communities.
    - Fleek—state tournament fee?
      - Williamson -- \$650 total.
  - P.L.A.Y. baseball is going to host the 9AAA state tournament this upcoming year.
    - Fleek—how many teams does P.L.A.Y. baseball expect?
      - Williamson—about 20-24 teams.
  - P.L.A.Y. baseball Special event—
    - Golf tournament was moved to May.
      - With the move to May, Williamson observed less problems with people and the weather was better.
  - P.L.A.Y. baseball concessions
    - 90% of concession revenue went to Miracle League, 10% of concession revenue went to P.L.A.Y. baseball.
  - Fleek—think about potential food trucks like tennis, start to incorporate into tournament plan.
  - P.L.A.Y. baseball expenses

- Expenses on the budget increased with the addition of state tournaments
    - 25 evaluators are working well
  - Facility improvement has increased.
  - Need mounds for 10—11's, especially 11's if it is a matter of priority.
  - \$32,000 for work on Ryan 1-4 work.
- Siegel—comment about the fiscal year from Williamson, should we change anything about it?
  - Slocum— P.L.A.Y. baseball fiscal year has been changed three times. There is never a good cutoff for P.L.A.Y. baseball.
- Siegel moved to approve baseball budget subject to investigating the field maintenance number.
  - Seigel seconds
  - Budget goes to vote—approved unanimously, subject to investigating field maintenance. (8:07 p.m.)

**Track – Siebrands unable to make the meeting, Thompson provided Siebrands' proposal to executive board.**

- Hickey—through Oct.-- \$9,000 to the good, working with \$3,117 going into to 2026.
- P.L.A.Y. track is similar to last year.
  - P.L.A.Y. track needs to cover basics.
- P.L.A.Y. track runs its one winter training.
- P.L.A.Y. track is implementing no changes to fees, registration is similar.
- P.L.A.Y. track does 5 events at the middle/high school.
- P.L.A.Y. track has never used EMTs, which could be problematic.
  - The total budget for P.L.A.Y. track would be approximately \$1,500 to cover the EMT cost and would like to see that added as an expense.
- Hickey— should P.L.A.Y. track add speed & agility to the budget?
  - Slocum—in speed and agility there are 150 athletes, been very successful, 7 coaches that are paid that are helping and 2 high school athletes.
  - Feedback on the Speed & Agility has been good.
  - Schommer—moving it into its own sport?
    - Slocum—not concerned about speed and agility staying in track.
- Siegel moved to approve track budget.
  - Hickey seconds
  - Budget goes to vote—approved unanimously. (8:21 p.m.)

**Open Forum**

- Breimhorst —paying coaches, what is the rate?
  - \$35/hour for speed and agility.
  - \$35/hour for LAX.
- Fleek (on being a roaming coach for baseball)
  - Fleek made some impact in talking to coaches and players.
  - It was clear that the level of engagement was mixed from the coaches.
  - Feedback given to Williamson, the coaches have to understand that this can be valuable.
  - Going forward, that person needs to be available at all times.

[Meeting adjourned at 8:42 p.m.]

### **Upcoming Meetings**

- Sunday, December 14<sup>th</sup> @ Plate on Main 6:00 p.m. to 8:00 p.m.