



June 2024 ARAA FOOTBALL BOARD MEETING AGENDA

Board of Directors

Commissioner
Ben Sieben

~

President
Kirk Erickson

~

Secretary & Communications
Kris Anderson

~

Treasurer
Open

~

Field Operations
Steve Hansen

~

Registrar
Harold Harris

Coordinators

Equipment
Kyle Meyer

~

Volunteer
Open

~

Concessions Coordinator
Brandi Scheuermann

~

Sponsorship Coordinator
Crystal Roseth

~

Flag Program (K-5th)
Mitch Lonnee

~

Youth Tackle Program (4th-6th)
Tony Bizal

~

Middle School (7-8th)
Todd Ryther

~

Program Development
John Rush

~

Offensive Coordinator
Open

~

Defensive Coordinator
Mitchell LeTourneau

High School Liaison

Bo Wasurick – Anoka Head Coach
(or High School Proxy)

~

June, 2nd 2024, McDuff's

Call to Order

Secretary's Report

- January/ Feb minutes – Vote via email

Treasurer's Report

- Gambling Spend Reimbursement Update –
- ***BEN***Needs to schedule a meeting with Amy Buffe & Dustin to go over transaction log & \$1400 short payment of credit card according to Dorothy (Auditors) – Still needs to be completed as of 3/28.

Anoka Football Program Updates

- 4 Main Objectives 2024:
 - Program Awareness Marketing Campaign -
 - Expansion Flag Program
 - Coaching Resources
 - Focus on FUNdamentals

Commissioners Report

- ARAA Big Board Updates – Facilities Update
- NMYFL – Blaine – No Update – Ben to connect with Jesse from Blaine
- Concessions Trailer Quote – Shared costs with other ARAA sports \$3500 starting invoice cost

Red Zone

- Key Dates for 2024
 - Registration open date: 4/15/24 – No Costs on flyer for schools
 - Kickoff BBQ – June, 16th
 - Combine – July, 25th
 - Youth Camp – July 29th-August, 1st
 - Youth Night – 9-13-24
 - Start/End of Tackle: 8/5/24
 - Start/End of Flag: Week of 9/2
 - Parent Meeting: July 30th or 31 – Discuss if we should pre-record vs being in person
 - Kickoff Classic: 8/24/24
 - Pumpkin Bowl: 10/27/24
 - Anoka Halloween Parade – Include youth football in 2024
- Flag Expansion – ACA League Formation – Mitch/Harold to update
- Program Registration Fees 2024
 - Flag: \$55-65 K-1 & \$85-100 2-3 -Tackle 4-6 = \$250 and 7/8 = \$285
- Flyer creation Due: 4/8
- Sub Committee Item: Coaches Resources Google Classroom or other
 - Need to put due dates in for creation of the resources
- Sub Committee Item: Marketing needs – yard signs, banners, ect.
 - \$1000 for marketing in budget – Need to place sign/banner orders by 4/4

President Report

- Gala Options – What are the scheduled dates and restaurants? – Crystal?
- Digital ad on Hwy 10 – 28 days – Cost \$495 – 50% off due to non-profit
 - Target 6/15 and go through 7/15

Registrar

•

Field Ops Update

•

Equipment Update

- Ben to work with BSN on Pant design
 - Looking to purchase vented laundry bags – Kyle to provide quote
 - Inventory of footballs – need Junior and (4) 7/8 game balls

Youth Program Update

•

Middle School Update

•

Program Development Update

•

Volunteer Update

•

Communications & Marketing Update:

- Need to send communication out in March for football registration opening in ARAA Newsletter along with board position openings
- Need to follow up with ARAA big board sending out flyers to schools – No movement on this so its on each sport.

Concessions

•

Sponsorship Coordinator

•



June 2024 ARAA FOOTBALL BOARD MEETING AGENDA

- Concessions Pricing
- Game / Practice locations for 2024

Sub-Committees: *New for 2024?

- Kickoff BBQ –
- Kickoff Classic -
- Pumpkin Bowl -
- *Game Day Operations –
- *Flag Expansion –
- *Combine -
- *Coaches Forums –
- Fundraising Committee -

Next Meeting: 3/28 6:30pm- 8:00pm Location TBD

Open Discussion:

- Parking Lot 2024
 - Referee discussion – 7/8