



**BOARD MEETING MINUTES
SUNDAY, APRIL 7, 2013**

**BUFFALO WILD WINGS
ELK RIVER, MN**

MEMBERS PRESENT: JEFF HENDRICKSON (PRESIDENT), TIM DALTON (GIRLS DIRECTOR), ANNETTE OLSON (FUNDRAISING), DINO DANIAL (U13 COACH), BUD HALE (SCHEDULING), LISA EDWARDS (REGISTRATION DIRECTOR), KARIN HENDRICKSON (APPAREL COORDINATOR), TIM NELSON (BOYS DIRECTOR), LYNN BROWN (TREASURER), MELISSA WEBER, and STEVE WEBER

MEETING WAS CALLED TO ORDER BY PRESIDENT JEFF HENDRICKSON AT APPROXIMATELY 6:10PM

Jeff Hendrickson shared that John Haaf (Vice-President) and Tania Haaf (Secretary) have recently moved into a new home, and while they are getting their family settled into the new home they need to take a step back from their involvement in the board. An overall sentiment to wish them the best in their new home was shared by the board.

BOYS DIRECTOR REPORT (TIM NELSON):

All coaches have been appointed for the 2013 LaX season. There is a need for a head coach at the U13 level.

- U9 Boys: Brian Rinehart (brianrinehart@hotmail.com)
- U11 Boys Black: Pat Pangborn (Patrick.pangborn@anoka.k12.mn.us)
- U11 Boys Red: Bill Bottema (wdwiz@yahoo.com)
- U13 Boys Black: Peter Belde
- U13 Boys Red: Assistant Coach - Dino Danial (dino@sharkind.com)
- U15 Boys Black: Dave Hansen (ramseyhansen@msn.com)
- U15 Boys Red: Jeff Hendrickson (jkhendrickson10@izoom.net) and Tim Nelson (timothy.nelson@elkriver.k12.mn.us)

We will be assigned around seven (7) varsity players during the season to be used as Assistant Coaches.

All coaches need to confirm that they have completed their background check paperwork, along with concussion training.

Tim also reported that new for 2013, it is required that all coaches who wish to be in the box during a game are required to have completed the online coaching education program. This course is no charge, but you must be a registered US LaCrosse member to complete the training. After registering and paying the US LaCrosse membership fee, the level one training course can be found here:

<http://bitlylink.info/7a1>

SCHEDULING REPORT (BUD HALE):

Game schedules are posted online at <http://erylax.com/calendar/calendar.asp>.

Player evaluations will be held this week (April 8 – 12th) in the parking lot or a field nearby Parker Elementary. All Spring teams will be participating in a “B” level schedule, so players are not being evaluated for their abilities to perform at an “A” or “B” level, rather to help even out the teams for play throughout the season.

Evaluations will be held as follows:

- U15 MONDAY 04/08/2013 from 7pm – 8pm
- U13 TUESDAY 04/09/2013 from 7pm – 8pm
- U11 TUESDAY 04/09/2013 from 6pm – 7pm

There will be an option for us to look at labeling our teams as “A” and “B” level teams for summer league play. Discussion was held to possibly do this for the U15 level. Not likely that this will happen for U13 and below.

At this time, we have not received the schedule from the City of Elk River for our fields. The city has previously advised that this will be completed around May 1st.

Girls practice and game times have also been posted. Tim Dalton advised that times will change, and he will update Bud Hale as those changes are made.

REGISTRATION UPDATE (LISA EDWARDS)

Lisa shared updated registration numbers with the board. These numbers include any changes that may have occurred due to players becoming eligible for Varsity LaX during their recent tryouts.

- U15: 27 players eligible, 5 players moved up, 32 total registered
- U13: 39 players eligible, 2 players on waiting list, 41 total registered
- U11: 23 players eligible, 2 players on waiting list, 25 total registered
- 7th/8th: 18 players eligible, 3 players made Varsity team, 15 total registered
- 5th/6th: 11 players eligible
- 3rd/4th: 9 players eligible

Total registration is 158 players as of 04/07/2013.

Due to the lower registration numbers, the 3rd/4th and 5th/6th teams will practice and play as one team for the Spring league. Additional registrations are expected for summer league, and if possible these teams will be separated into their appropriate age levels for summer league play.

Lisa Edwards setup email groups on the website for each team. Most registered players should be setup, if they are not receiving emails from ERYLAX, please be sure to let her know so that she can make the appropriate updates.

TREASURER’S REPORT (LYNN BROWN)

Deposits from registration weekends have been made in the amount of \$33,470.00. This includes \$2,460 of which half of that total is the leagues for those players who purchased the fundraiser coupon books at \$60.00 (\$30.00 goes to the league). It also includes \$3,400.00 which goes in its entirety to the league for those players who opted the buyout on the fundraiser books (\$45.00 per player).

- 41 players elected to sell the books, and paid the \$60.00 fee at the time of registration.
- 75 players elected to buyout the fundraiser, and paid the \$45.00 fee at the time of registration.

Lynn will be working with Annette Olson on the fundraising invoice to confirm the correct dollar amount that needs to be paid to Great American. Current invoice shows we owe for 198 books, but this does not match the above totals.

Additionally, Lynn reported that all bills are current. She has paid league fees for all boys teams. Tim Dalton will be sending Lynn the bills for the girls league fees.

Jeff Hendrickson reports that he will be making additional equipment purchases this week, and will be giving that information to Lynn as those purchases are made.

GIRLS DIRECTOR REPORT (TIM DALTON)

Tim Dalton reports that the girls teams have nearly the opposite problem as the boys teams. Currently the teams have been formed, but coaches have not been appointed. Tim is asking for the assistance of any parents that may be willing to step up and become coaches. High School Varsity players will be coming for the summer league schedule, but he has been advised that their schedule does not allow for them to assist during spring league play.

On May 2nd, Morgan Pearson will be joining the ERYLAX girls program to help with coaching duties. She is a Division II Collegiate player from Denver.

Tim encouraged the board to get on board with the Minnesota Swarm and consider participating in their fundraiser for the 2014 season. He attended the recent game where a similar activity to chuck-a-puck was held. The difference is that the LaX balls are sold by your league and then tossed at a designated game. Tim will source additional details and provide them at a later board meeting.

FUNDRAISING REPORT (ANNETTE OLSON)

Annette reported on a new fundraising opportunity that is available to Elk River LaCrosse by Impact Fundraising. The fundraising is a coupon page that is put together by the company, with no commitment on sales volume by the association. The contact for this fundraiser shared that in past sales, he has had 30 players sell for 5 hours door-to-door, and make \$7,200.00. In exchange for this time the fundraiser commits half of the cost of an iPad mini, and half of the cost of a pizza party. The coupon sheets are sold for \$20.00, and the association keeps ½ of that cost.

A motion was made by Jeff Hendrickson to proceed with this fundraiser. Motion was seconded, Motion carried.

Annette will continue to work with Impact Fundraising to identify potential businesses to participate on the coupon sheet. So far Dairy Queen Elk River has committed to participate with the company. Jeff Hendrickson requested that Annette work with the company to secure a two (2) year lock on the sales of this coupon sheet.

The association requested that our sales weekend be the last weekend in April (April 27th and 28th). Drivers will need to be identified. The company will identify the neighborhoods where sales will be made. The purpose of this fundraiser was to present the City of Elk River with money for the fields as noted from previous meetings by Elk River Youth Football. For each player participating in the sale, it was proposed that they will earn \$10.00 towards apparel purchases for each five (5) coupons that they sell.

APPAREL REPORT (KARIN HENDRICKSON)

Karin was not present for this portion of the meeting. Presentation was made by Steve Weber who has been helping Karin with the process where needed.

Steve advised that he and Karin had worked with TeamiQ on the short and wicking t-shirt order.

Approved artwork was shown to the board, and comments were as follows:

- Remove the "Muscle Elk" logo from the shorts and go with just the "Crossed Sticks" artwork
- Make certain that this logo "pops" out on the shorts
- T-shirt was fine, except that "Muscle Elk" logo on the back of the t-shirt needs to be updated with the crossed sticks portion of the logo that was not on the artwork.

Action has been taken to make these changes, and Steve and Karin will continue to move ahead with the order. Jeff advised that based on registration to add 10% to each size to allow for late registrations and/or size adjustments. Steve to also confirm if finished shorts will have pockets. Sample size shorts sent to TeamiQ did include pockets, so it is his understanding that our shorts will also have them.

Anticipation is that TeamiQ will require 4 weeks from order approval for production. Approval includes not only artwork but size run. As of today, that puts delivery on or around May 6th.

ER LaX hats were also shared. Based on above feedback, changes were made to the hat design, and have now been included on the apparel order form. Steve advised that he will order the first 54 hats, so please encourage your team members to order a cap.

Much of the above conversation included the "branding" of the association. Based on feedback received, additional conversations may be necessary to determine what logo(s) we will be using going forward on apparel, website, and other merchandise that we may offer to the players.

Karin will continue working with Ideal Ad on additional apparel items, including sweatshirts, cotton t-shirts, and jackets. Those items will be included on the order form that will be available.

Jeff Hendrickson advised that he has requested quotes from Dave's Sport Shop as well as Hat Trick Hockey for youth bags and equipment bags with logos and names (youth only) on the bags. As soon as quotes are received, these will also be included on the order form. Lisa Edwards shared a bag that came from Elk Country Sports (Hummingbird Bags) that included the logo and players name for \$75.00.

Jeff Hendrickson advised that he has ordered 130 additional player jerseys to match previous year's jerseys. He was going to be sorting through existing jerseys to determine an additional order, but that is likely to be 30 more player jerseys.

MEETING WAS ADJOURNED BY PRESIDENT JEFF HENDRICKSON AT APPROXIMATELY 8:05PM

Respectfully Submitted
Steve Weber
04/08/2013