



Shakopee Soccer Association
1160 Vierling Drive #124
Shakopee, MN 55379
952-913-9351
www.shakopesoccer.com

**General Board Meeting Minutes
August 2, 2015**

The general board meeting of the Shakopee Soccer Association was called to order at approximately 7:00pm at the 17th Ave Sports Complex, by Mark Teslow

Present: Mark Teslow, Scott Russett, Peter Lutz, David Leary, Darla Teslow, Jon Poppen, Patti Isensee, Doyle Voss, Chuck Millis, Tony Schuetz, Doug Anderson, Greg Wheaton

Absent: Josh Forsyth, Wendy Rogers, Jeff Seel

Agenda:

- Agenda for 8/2/2015 approved by consent

Sure

Minutes:

- No Minutes presented or approved

Jon - Tryouts ran really smooth. Greg and his staff did a great job.

Scott – Tax return was extended last January – due in 2 weeks. Need to meet w/ Chris. Annual audit now. Chris will be at our October board meeting. Patti and I are doing a profit analysis on Qualifiers and State Tournament. Make sure we have all your expenses. File sales tax quarterly. One more month (July) before annual reconciliation is done. Looks like the year will tie out slightly in the black. We had \$15,000 income from qualifiers. We had \$9,000 from concessions for state.

Patti – ordered new tryout pinnies. Will still use the old ones. Neon orange, green. Ordered more pins. Yesterday email went out saying rosters posted by 7pm. Posted this afternoon. Tomorrow each person gets an individual email stating what team their child is on and how to register. Will cross check to see who has registered. Another personal email will go out. August 12 other players can register. Fall registration is available now, also for U13. Need better communication around U13 travel teams, as they must also play school soccer. 154 for fall travel. 27 for summer. 208 for rec. 453 did tryouts. Handful that didn't do tryouts, and a handful that are going somewhere else.

Pete – 208 fall rec players registered. Have 6-10 from prior year – they are not doing rec this fall. Need to do facebook advertising. Kicking off fall on Aug 29. Changed coaches to be co-coach vs. assistant. Will Patti will be rec admin? Pete was planning to do teams and schedules for this fall.

David – did a great job at concessions. WOW! Thinking about hamburgers and a beverage cart for tournaments next year. Looking at having a full blown vendor truck at the high school and no SSA concessions. Need to add some people at certain times. Looking at cheese machine. Want to take better advantage of screen in the concession stand. Add a 2nd screen during State. Would like to add sponsorships on the outside of the concession stand.

Chuck – tryouts got a lot of good feedback. People like the one day deal. Quick turnaround time impressed people. Computerized info ready instantly. Coaches loved it. Process was well planned. Fielding a lot of calls from one team in particular, sounds like a lot of those girls are leaving to other clubs. Greg has been involved and has had meetings with the parents. Parents say the board is doing the right things to address this. Greg said this is not unusual – it happens in every club. Mark and Greg have talked about getting coaches on the same page, with the same coaching manual, same message, etc. Scott said we need more of a sense of community here in Shakopee. Player/Club/Team.



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Tony – GARAGE. Hopefully it'll start in about a week. We have applied for the permit. We are waiting. Tony will send out an email about collecting equipment from summer. We should do a fall inventory when we move into the garage. Already need a change request for power on the outside of the building. We had a request to collect old uniforms to send to Haiti, from a junior at PL HS, U17 player. Should we send an email? Yes and put on the website. U17Girls, now U18, has requested if they can use their old uniforms? How about a t-shirt w/ the new logo? Board decided no, we need to use the same uniform as the rest of the club, due to a sponsor added this year. We can do fundraisers to help with the cost.

Darla – need to know how many fall teams we have so I can make field arrangements with the City. Field 6 will be rested and repaired this fall. Also need to know teams for summer because we'll start planning fields with the City soon. Ask for Green Meadows. Jon said: 7 U9/10 teams, 8 U11/12, 2or3 U13. Need 7 U9/10 fields for Rec. Waiting to hear back about 3B. Keep all U9/10 fields here.

Jon/Darla – Outdoor facilities – potentially move the stadium? Probably leave it at the WJH. This allows more fields to be at South. This benefits us, especially for tournaments. This also means we need to have two plans for the tournament to be prepared for the construction. We may have smaller but more remote sites.

Doug - Wrapped up SQ, State, Champ. Debrief tonight to start planning for next year. Would like more structure to everything. Wants site coordinators, more specialized. Not just a volunteer DIBS assignment. Documentation overload. Next year we'll have our Tournament (already up and available for registration!). We want to grow up from this year, topping 203 teams! Looking at marketing, sponsorships, looking at cross-promotion with other clubs. Scheduling worked well with the school plans, as far as construction. We are hosting State next year (year 2 of a 2 year contract). SQ are always up in the air. Championship games will likely be in Shakopee here next year. Would invite feedback – please let Doug know. Starting to plan who will be a part of that. Also want to get back to Office365 implementation. We need all the info in one place. Parking lot at SunPath was a surprise construction project. Good job by Jolyssa and Doyle making it useable. We should have a cart for the medic, and a cart for referees.

Doyle – I was assigned to a cart. Lots of elderly people made lots of positive comments. Knee surgery, oxygen – asked him to make sure his board knew what a great tournament we run. That sets us apart. Do we want to keep doing the shuttle service? Maybe add the shuttle/Allina for Championship Game Day. Parking is STILL a problem. One way signs helped a lot. We had a couple of cars get towed. We need to reserve SunPath for weather. Stacy Swallows and Jon Poppen have access to SunPath. I think we should send Thank You's to SACS, City of Shakopee, Vendors. Saw signs this weekend at another complex with sponsor names on field signs. They also had spectator seating signs. We can also ask about benches. Jon often connects with the City guys who mow, and offers water, etc. Thank them often.

Greg – Thank you to Jon, Patti, Chuck, Jeff, all who helped with tryouts. It takes a team to be successful. SSA does a lot of amazing things at your tournament. I see this is a lot better run than many other clubs. You do a lot well. SSA is impressive. You provide a lot from a community standpoint. A lot of great things here from an “outsider” perspective. I want to bring ideas, and I know not everything that works elsewhere will work here. Tryouts and team formation went awesome. (Written Report). Have pre-tryout meeting for parents. Set expectations sooner. Also want to have a “new parent” meeting. I have found the more meetings we have the better attendance gets. Rumors are everywhere. Proactive meetings can help, but the rumors still happen. I am getting used to how you do your fall/summer split. Jon is helping me navigate. Shakopee doesn't work quite the same as Minneapolis. We need to market our tryouts. Jon will help with that. Try to bring in new kids to the program. Trying to find out the Latin issue for soccer – money. We can draw from them, and will work with Mark to make a plan. Also want to do a SWOT analysis starting this fall. We are open to new ideas and changes to SSA. Want to connect with Mary Hernandez and the Esperanza program to see how we can partner. We need a good structure in place or it will fail. Patti has worked with NGIN to get a code for payments. MU had sponsorship money, and 95% went to financial aid via dedicated funds. Fall coaches not determined yet. Greg's history is to have the same coach for fall and summer, but SSA is different. Greg is working with Jon on getting coaches assigned for fall. We need wheels for 4 U9/10 goal sets. Greg will always do what's best for the club. Jon and Greg are working well with each



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other and are comfortable with the transition. We all respect what Jon has done, and are excited about what new ideas Greg will bring this way.

Next board meeting is Sunday, September 13th. That's our annual meeting. Mark and Patti will talk and plan email communications to the members.

Adjourn Meeting:

MSC adjourned at 8:55pm

The next meeting (AGM) will be Sunday, September 13, 2015 at 6pm at the Senior High.

Minutes submitted by: Darla Teslow