

Eureka Lacrosse Club Board Meeting Minutes

June 12, 2017, 6:30 pm

Eureka Fire Department

Present: Brad Baker, Martin Ferguson, Kristi Manetzke, Ron Mikel, Jackie Ripson, Sheldon Ripson, Nancy Smith, Jon VanKleeck, Debbie Ward

The meeting began at 6:40 pm. Previous meeting minutes were not available for review or approval.

PRESIDENT'S REPORT – Ron Mikel

1. Banquet Recap

Ron thanked Michelle Reis and the other volunteers who made the banquet a success. Plaques for player awards were ordered and will be passed out at a Rockwood United practice. Nancy suggested that the photo slideshow be projected on the front room next year.

2. Master ELC Schedule

Ron wants a master schedule completed by July 31st. Items to be included are: Spring break, fall parent meeting, Blues game, Trivia Night, prom dates, travel games, senior night, teacher appreciation game, 8th grade vs. 9th grade game, fall workout dates and a time on turf early in the season to take team pictures.

ACTION ITEM: Board members should provide any dates that need to be included on the Master Schedule for their area of responsibility to Ron by 7/31.

3. Responsibility Recap

Ron asked for input regarding responsibilities. Nancy said someone needs to shadow her this year so they are ready to take over next year. An 8th Grade field coordinator is needed. Brad suggested having a 5-member team for each team. It was suggested that we add a mandatory volunteer form to the registration process.

ACTION ITEM: Nancy will reach out to parents who have expressed an interest in taking her position in the 2019 season.

4. Uniform Recap

Kristi has 3 uniforms left to collect but Dan Sherman has all of them. There was some confusion over one player's number. Ron will give Kristi a form with all the numbers of the freshman team to verify.

The JV team has not completed an inventory because of the end of year tournament, per Jon. Jon suggested that we need to order small shorts.

ACTION ITEM: Kristi to collect remaining freshman uniforms.

5. Coaching Recap

Ron asked that if anyone has suggestions regarding coaching that they be sent to him via email. Ron said that he thought the coaching went more smoothly this year. They used a Coach's Agreement and one coach's pay was adjusted due to attendance. Ron would like to send the coaches to a development program. One goal for next year would be that practices need more structure and planning.

Brad said he observed lots of positive coaching. Coaches were not blaming kids, but rather telling them what to do.

Nancy said she appreciated the coaches' communication with players regarding playing time.

ACTION ITEM: The Board will draft and approve a cohesive statement to Coach Gainey on our club goals for coaching staff this year and find opportunities for them to attend clinics before the season begins.

6. Rockwood United

Ron reported that there will not be enough participants for tournaments and he was not sure why there was less interest this year in the program. He suggested trying to extend Rockwood United to winter and he would like to participate in a fall tournament with practices in September at no charge.

Nancy said she thought it was a good option for players not interested in other programs and fulfills a unique purpose.

Debbie suggested that perhaps the coaching wasn't advanced enough to retain varsity players and that maybe the focus should be on 8th, 9th and 10th graders.

Ron asked for a volunteer to take over the program.

7. Program Apathy

Ron expressed his concern over responsiveness of parents at the end of the year. Nancy disagreed and thought that parent involvement was high. There was a discussion about whose role it is to motivate players – the captains, coaches or Board? It was suggested that pre-season training be the responsibility of the players, and in particular the captains. Debbie said that it was not practical to think that a group of high school students could pull together a pre-season training program without parental support.

VICE PRESIDENT'S REPORT: Brad Baker

1. Brad felt that Athletico and their trainers did a very good job this season. He felt they were committed to player safety and went above and beyond to follow up with players who were injured.

Brad said that all players should go through the pre-season Concussion test at least once per year.

Brad felt that the trips were successful and was pleased with the logistics as well as player behavior.

There was a discussion about the Spring Break trip. All agreed that we should try to go south of St. Louis due to the cold weather at that time of year. Ron suggested that the spring break trip be limited to varsity players only, and that a second spring trip be open to all teams. There was a discussion of possible spring break destinations such as Atlanta, Nashville, Dallas or Orlando.

ACTION ITEMS: Brad and Ron will check into details of potential sites and bring information back to the Board.

2. Brad said there were complaints from players, refs and coaches about sportsmanship of fans at the games and that would not be tolerated next year.

FUNDRAISING UPDATE: Nancy Smith

1. Nancy handed out the financial reports for last year's fundraising efforts. The pizza fundraiser fell a little short but other fundraisers made up for it. Some players didn't participate in the fundraising and didn't do the buyout, so Nancy will follow up with by email.

There was a discussion about establishing strict guidelines for players who have not paid in full from participating in club practices or games. All agreed that it is not fair to players who have paid in full to allow this to continue. It also puts undue pressure on the Board to collect fees.

2. Next year there will be a new event called "Rock 'n Roll Bingo". It will be a family event and the goal will be to raise \$3,000 through event tickets and 50/50. Nancy does not want to tap into Trivia sponsors, so we may buy prizes. The event is scheduled for October 14th. It was suggested that we could also sell pizza or wings at the event to make more money.

Kristi said that it is hard for parents to do many fundraising activities, especially when their child is involved in more than 1 sport.

There was a discussion about setting up fundraisers so that kids who do more than the minimum could put those proceeds directly towards their own club fees.

3. Nancy said the Blues ticket fundraiser is not a requirement or a buyout, but if we sell 150 tickets we can make \$750.
4. Trivia Night will be held on March 3rd. We cannot get access to the venue until 5 pm. We need more people to attend the event because of the potential to raise money from auction items and 50/50 during the event. It was suggested that we use anonymous bidding for the silent auction so that people are not afraid to bid against their friends to get an item.
5. Nancy would like to coordinate a day when groups of players partner together to visit and solicit sponsorships from local businesses. A tentative date is set for October 27th.
6. There was a discussion about other fundraising ideas: a day camp for elementary school kids or a summer camp. Jon felt we would need liability insurance and said this is probably not feasible.

TREASURER'S REPORT: Jon Van Kleeck

1. The youth program continues to make money for the club. Jon asked if he thought we should consider crediting incoming freshman with a set amount. The discussion was tabled until we have a better idea of the budget for next season.

COMMUNICATIONS: Debbie Ward

1. Debbie said that she needs to get login information for communication channels and will get in touch with Eva. There was a discussion about the current website and problems with its functionality. Debbie said she would look at the back-end of the site and see what alternatives exist.

ACTION ITEM: Debbie to look into the website and see what improvements can be made.

YOUTH PROGRAM: Martin Ferguson

1. Martin said that recruiting new players continues to be a challenge. The U10 team had 10 players. He suggested that we need to target football and hockey players. Debbie suggested setting aside some money in the budget for Facebook advertising. Martin will use fall practices to recruit more kids.
2. Martin said that fields were a problem for the youth program this year and he would like lined fields and turf time.

Ron said that he would like to rent more Rockwood fields next year and keep Buder as a back-up to maintain our priority there, but Jon said it was challenging to get fields in advance because

Rockwood keeps the field schedule locked down until they know the District's needs.

Nancy said there are new fields being developed off of Williams Road. Ron said he would reach out to the owner to see if he could book practice fields for next spring.

Ron said that Greg Cleveland at EHS was very supportive of the program this year.

3. Martin said that new uniforms would need to be ordered for the youth program next year.

ACTION ITEM: Ron to get in touch with owner of new fields to check into availability.

MEDIA REPORT: Sheldon Ripson

1. Sheldon reviewed the video process for this year and suggested that next year we may want to do something different. Nancy felt that the cost of videotaping games and having them online was too costly for the value that it brings to the players and program. It was difficult to find time between games to do much film review and coaching.
2. Sheldon asked that next year a parent volunteer in the booth with him to help spot the game.

ACTION ITEM: The Board will discuss whether we will continue to have a student tape the games and post them to YouTube or go with a different company.

MERCHANDISE REPORT: Lee Ann Grayson

1. Lee Ann Grayson was not present to provide a recap.
2. Jackie Ripson suggested that next year the Club gets the large banners of the seniors to post at the field like there were at one of the Kansas City schools and DeSmet. She also suggested that we need a giant banner for the Club.
3. The Board would like to find a Concessions Director to handle concession sales at home games.
4. There was a discussion about Spirit Wear and the need to coordinate orders better.

Debbie suggested creating a master timeline on a shared Google calendar to share with future boards.

5. Ron suggested that we buy one uniform style and use it for all teams.

ACTION ITEM: The Board will discuss uniforms and spirit wear at the next meeting.

The meeting was adjourned at 9:30 pm.