

# MSLax Meeting Minutes

November 12th, 2018

**Roll Call** – Julie Carlson, Ryan Sandell, Jessica Jurovich, Will Sutton, Maria Slusser, Kathy Flink, Ken Helvey, Kurt Brouillet, Laura Childs

## Reports:

President – (Julie)

Vice President – (Ryan)

Treasurer – (Will)

- QuickBooks, annual audit, 501C3 updates
- Treasurer's Report:
  - Wells Fargo Checking - \$69,321.65
  - Wells Fargo Savings - \$30,112.12
  - Arbiter Pay - \$8,374.57
- 501C3 - Heard back from IRS, expecting approval
- Working on getting online banking up and running
- Discussed how to spend surplus including ideas such hiring collegiate coaches to run clinics

Secretary – (Jess)

- Approved meeting minutes

Director of Member Services – (Kurt)

Director of Events – (Kathy)

Director of Rules, Policy & League Operations – (Ken)

- Started an outline of procedures
  - Waivers topic of debate
  - USL does not allow players to play down based on age
  - Draft to be completed by December meeting

Director of Communications, Marketing & Media – (Maria)

- Feedback on New Newsletter
  - Add "Please forward to the families in your community."
  - Feedback was positive
- Social Media - photo contest to get members more engaged in our social media platforms
  - Twitter - News
  - Facebook - Structured towards parents
  - Instagram - Structured towards players
  - To increase social media interest, have a contest such as a photo contest and offer a prize. Possibly a t-shirt design contest.
- Defining role - Who sends out communication on seasonal offerings and other items.

Director of Lacrosse Development – (Laura)

- MSLax mission in regards to clinics/leagues/outreach/location
  - Look to spread locations so that we reach more communities
  - North, South, East, West
  - Make a form on the website for programs/areas to request outreach
  - Players clinics, coaching clinics, USL
- Currently Planned
  - Dec 2nd 2018, 9-10am, Chaska Dome, Age Groups: U8-U12, Topics on Fundamentals, Shooting, and Dodging, Cost \$20

- Dec 9th 2018, 9-10am, Chaska Dome, Age Groups: U8-U12, Topics on Fundamentals, Footwork and Defense, Cost \$20
- Jan 6th 2019, 11:15am-1:15pm, West St. Paul Dome, Age Group: U8-U14, PCA offered, Topics on fundamentals, Offense, and Defense, Cost \$20
- Feb 10 2019, 7pm-9pm, Champions Hall (Eden Prairie), Age Groups: U8-U14, Topics on New to Lacrosse/Beginners, Cost \$20
- Feb 17th 2019, 7pm-9pm, Champions Hall (Eden Prairie), Age Groups: U8-U14, PCA offered, Topics on Intermediate Offensive and defensive concepts, Cost \$20
- Feb 24th 2019, 7pm-9pm, Champions Hall (Eden Prairie), Age Groups: U8-U14, Topics on Coaches clinic, Cost \$20

#### **Old Business:**

- None

#### **New Business:**

- Winter leagues/sessions status & sign-up registrations – Peter, Laura
  - Orono League - 18U/Experienced 14U
  - 8U/10U/12U/Newer 14U mini-series sessions @ multiple sites at \$10-20
  - Laurie working on registration
- MSLax Apparel – Julie
  - Get style and sizes to Julie
- Spring Tourney Location – Kathy
  - Discussed Stillwater and Centennial areas
  - Stillwater would be at Oakland, but they only have 5 fields
  - Decided on Centennial for 2019 spring, STMA for 2019 summer
  - Kristi Larson possible hire for tournament director
  - Should we move into communities running all aspects of the tournaments with MSLax simply overseeing? What would the expectations be?
- Non-Community Waiver Procedure – Ken
  - If you want to play for a different association, the parent association needs to consent/approve
    - Proposed by Julie Carlson, motioned by Jessica Jurovich, seconded by Ryan Sandell, approved by all attending board members
- Storage Locker – Julie
  - Move location from Lakeville to more central location - Ryan to find new location
- MSLax website content update – Julie/Maria/All
  - Proposed top menu bar with dropdowns - Main topic with dropdowns sub-topics
  - Social media icons should be up front & center
- USL Leadership Meeting – Julie
  - Flattening growth rate in USL membership nationwide
  - USL looking to increase membership numbers
  - Provide hardship scholarships
  - Try-it program that can be brought in to tryout clinic for communities or our clinic
  - Grant Initiatives: Coach education & training (CEP), Increase player safety, LADM implementation, e.g., small goals, Recruitment of players & coaches, Improve sportsmanship, Celebration of players & coaches, Administrative support

- The LADM model tries to keep it fun for the athletes by keeping more players engaged with the sport longer allowing the best players to emerge as they reach physical maturity. Information to be sent to constituents in newsletter.
- Select other people for MSLax committee – Julie
  - Member Services Committee - Kurt, Peter, Will, Angie Griffin
  - Events Committee - Kathy, Julie, Andrea Cegielski
  - Rules, Policy & League Operations Committee - Ken, Jessica, Ryan
  - Communications, Marketing & Media Committee - Maria, Peter, Ellie Hinrichs
  - Lacrosse Development Committee - Laura, Ryan, Ashley Nelson
- Establish board meeting dates for 2019 – Jess
  - Second Monday of the month August-March
  - Second Sunday of the month April-July

**Announcements:**

None

**Next Meeting:** December 10th