



**Board Present:** Chris Giese, Mike Cole, Sara Gjerdevig, Jake Elseth, Ben Gurney

**Not in Attendance:** Grace Voeller, Josh Weibye, Justin Radel, Kory Jacobson, Samantha Jacobson, Cody Werlinger, Eric Whitehill, Jay Ysteboe,

Agenda:

- Financial Report – Kory
  - We are still at an overall \$4,000 loss for the year. \$63K of income against \$67K in expenses. Income for 2024 so far is \$12,000 less than it was in 2023, with membership dues bringing in \$5K less this year than last and fundraising \$8K less this year.
    - [@Jay Ysteboe](#) - do you have an update on the remaining collections from the Golf fundraiser?
  - Expenses for 2024 are \$19,000 more than 2023. This is something we should take into consideration when setting 2025 membership fees. Will our expenses next year be similar to this year?
    - Coaching staff was \$3,000 higher than 2023
    - Equipment expense was \$10K higher than 2023. Will this be higher in 2025 with the hosting state?
    - Officiating was \$4,000 more than 2023.
    - Team events and Travel expenses were \$4500 more than 2023.
    - Overall cash position in the bank is still healthy.

- Marketing

- Online Marketing – Eric Whitehill

- Connecting with Cari Luchau she has some best practices for FB posts.
    - Great job getting the word out

A brief overview:



- Fargo Force

- Dec 10 – lots of out of towners, thanks for Jacobson’s & Coles for leading the charge. Not a lot of collateral given away.
    - Upcoming Giese, Cole, Whitehill
    - Stress balls are done - Giese to pick them up
    - Anything else needed?

- Stickers from Sticker Mule

- Uniforms Sponsors

- Corey's Car Care will sponsor again
    - Other 3 sponsors most likely will not re-up for 2025

- NPLL Update – Mike

- Fee will go up a bit for NPLL

- Weekends

- May 3-4: Black Hills (Grand Rapids for 14U and below?)
    - May 10-11: Grand Cities
    - May 17-18: Bismarck
    - May 31-June 1: Watertown
    - June 8-9: Red River Valley (Championship Weekend)
    - Grand Rapids moved up 1-2 weeks (12-14U)

- V/JV Potential Early travel
  - Cam – is looking at Kansas City
  - Sioux Falls
- New Clubs
  - Williston Club (focused on 12-14U)
  - Two teams in Sioux Falls
- 2025 Season Pricing
  - **2025 Season Prices In House**
    - In House 200
    - Includes the US LAX Membership
    - Includes Pinnie
  - **2025 Season Prices Travel**
    - All travel players will need to pay \$35 separately for a US LAX Membership
    - Any first year new travel players will get \$100 off
    - Uniforms package:
      - Boys | Jersey, Shooter Shirt and Shorts
      - Girls | Jersey & Shorts/Skirt based on teams agreement
    - **Fees by Age**
      - 10U Travel: Boys and Girls | **\$300** includes practices, tourney fees and Boys & Girls Uniforms\*
      - 12U Travel: Boys and Girls | **\$400** includes practices, tourney fees and Boys & Girls Uniforms\*
      - 14U Travel: Boys and Girls | **\$500** includes practices, tourney fees and Boys & Girls Uniforms\*
      - Boys Travel Varsity & JV | **\$550** includes practices, tourney fees and uniform
      - Girls Travel Varsity | **\$300** includes practices, tourney fees and uniform
- Upcoming Events Open Gym
  - Dec 29, 3:00-4:00 at Fargo Sports Center – email (Mike Cole)
  - TryLAX - Dec 29, 4:00-5:00 and Jan 19, 5:00-6:00

- Notification of TRYLAX/open
- Insurance Renewal – Kory
  - If we remain a 100%-member organization through USA Lacrosse, then we do get general liability insurance coverage for the entire organization. This general liability coverage extends to our Board of Directors, even if they do not have USA Lacrosse membership. To be a 100%-member organization, it means that ALL participating players and coaches are active members of USA Lacrosse. This is certainly something I think we need to continue to cover within our membership fees as it will ensure that everyone stays an active member. This policy is much better than the general liability policy we held through MarshMcLennan.
  - This coverage also extends to our Try it Free sessions for non-members as long as they are led or instructed by a coach or person who is a member of USA Lacrosse. I just need to fill out a form for each Try-Free session to let them know it's going on and for it to be covered. Something I will do prior to the last 2 try it free's.
  - Because we use West Fargo Park District facilities, they do require us to carry general liability insurance. Our USA Lacrosse insurance policy does have limits that make us compliant with the West Fargo Park regulations. So as long as we continue to be a 100%-member organization with USA Lacrosse, we will be covered here.
  - I have been working with Marsh McLennan on a quote for a Directors and Officers insurance policy. I filled out a form prior to Thanksgiving for a quote and it turns out they sent me the wrong form for this type of policy. They sent me the correct form last week and I will get it filled out and sent in this week to get a quote on that type of policy.
- Volunteers for Veo Camera during season - need one BOD member and can recruit helpers for DIBS
- RRVLA State Weekend (more to come)
  - Committee
    - Yellow balls for girls
    - Tents
    - Bottle of Water – Sponsor?
    - Food Vendors
    - PLL camp – South Fargo

## Social Media

Demographic

Cari, eric and Jake ropose \

Mike connect Erict

# November 2024 Financials

4:03 PM  
12/16/24  
Accrual Basis

## Red River Valley Lacrosse Association Profit & Loss Prev Year Comparison January through November 2024

	Jan - Nov 24	Jan - Nov 23	\$ Change
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
430 · Direct Public Support			
431 · Corporate Contributions	10,000.00	10,475.00	-475.00
435 · Individ, Business Contributions	4,112.50	0.00	4,112.50
<b>Total 430 · Direct Public Support</b>	<b>14,112.50</b>	<b>10,475.00</b>	<b>3,637.50</b>
440 · Fundraising			
442 · Fundraising Income	12,882.00	26,436.26	-13,554.26
445 · Fundraising Expense	-8,400.90	-12,027.46	3,626.56
440 · Fundraising - Other	0.00	361.50	-361.50
<b>Total 440 · Fundraising</b>	<b>4,481.10</b>	<b>14,770.30</b>	<b>-10,289.20</b>
470 · Program Income			
473 · Membership Dues	45,222.01	50,217.90	-4,995.89
<b>Total 470 · Program Income</b>	<b>45,222.01</b>	<b>50,217.90</b>	<b>-4,995.89</b>
<b>Total Income</b>	<b>63,815.61</b>	<b>75,463.20</b>	<b>-11,647.59</b>
<b>Cost of Goods Sold</b>			
500 · Cost of Goods Sold	0.00	106.52	-106.52
<b>Total COGS</b>	<b>0.00</b>	<b>106.52</b>	<b>-106.52</b>
<b>Gross Profit</b>	<b>63,815.61</b>	<b>75,356.68</b>	<b>-11,541.07</b>
<b>Expense</b>			
620 · Program Expenses			
621 · Coaching Staff	12,600.00	9,290.00	3,310.00
624 · Equipment & Uniforms	17,422.91	7,655.79	9,767.12
625 · Facilities	7,850.00	7,363.53	486.47
626 · Insurance	0.00	859.00	-859.00
627 · Marketing	3,598.39	4,454.13	-855.74
628 · Member Dues & Registration Fees	9,372.41	10,214.35	-841.94
629 · Officiating	4,305.00	90.00	4,215.00
630 · Other Program Expenses	316.63	1,226.00	-909.37
633 · Staff Apparel	0.00	-129.97	129.97
634 · Storage	715.66	1,888.00	-1,172.34
635 · Team Events	2,671.72	0.00	2,671.72
636 · Travel	2,651.40	696.41	1,954.99
640 · Video Expenses	3,677.86	3,310.06	367.80
620 · Program Expenses - Other	805.00	0.00	805.00
<b>Total 620 · Program Expenses</b>	<b>65,986.98</b>	<b>46,917.30</b>	<b>19,069.68</b>
650 · Operations			
651 · Accounting & Legal Fees	1,500.00	1,000.00	500.00
652 · Business Dues & Fees	220.00	245.00	-25.00
657 · Processing fees	61.95	85.65	-23.70
662 · Supplies	61.01	825.04	-764.03
665 · Telephone, Telecommunications	0.00	-24.00	24.00
670 · Website	0.00	669.85	-669.85
<b>Total 650 · Operations</b>	<b>1,842.96</b>	<b>2,801.54</b>	<b>-958.58</b>
<b>Total Expense</b>	<b>67,829.94</b>	<b>49,718.84</b>	<b>18,111.10</b>
<b>Net Ordinary Income</b>	<b>-4,014.33</b>	<b>25,637.84</b>	<b>-29,652.17</b>

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12/16/24  
Accrual Basis

## Red River Valley Lacrosse Association Profit & Loss Prev Year Comparison January through November 2024

	Jan - Nov 24	Jan - Nov 23	\$ Change
<b>Other Income/Expense</b>			
<b>Other Expense</b>			
899 · Clearing	0.00	0.00	0.00
<b>Total Other Expense</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Net Other Income</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Net Income</b>	<b>-4,014.33</b>	<b>25,637.84</b>	<b>-29,652.17</b>