



**Northern Lights Soccer  
Monthly Meeting**  
April 12, 2021  
7:00 pm Online Meeting

**Call to order:**

- **Meeting Called By: Meghan Rietschel**
- **Type of Meeting: Monthly Committee Meeting**
- **Note Taker: Mandy Paumen**

Meeting called to order by Meghan Rietschel at 7:05 pm.

**Attendees:** Mandy Paumen, Angela Kokesh, Meghan Rietschel, Aaron Lindquist, Sarah Boyum, Jenny Schueller, Ben Gerads, Andy Severance, Chere Thompson, Heinrich von Mende, Sean Sutter, Justin Allen, Mary Pipenhagen and Ryan Dawson.

Motion to approve minutes by Mandy Paumen. Meghan Rietschel seconds the motion. Motion carries.

**Financial Report: Angela Kokesh**

- Financials were looked at.
- All caught up on registration for girls.
- Collecting on the boys side.

**Open Forum:**

**Committee Business:**

**Task Updates:**

**Tournament Coordinator: Andy Severance**

- No Updates

**Volunteer Coordinator: Jenny Schueller**

- Working with Deb to finalize our communications lists for girls and boys. We will be using sign up to communicate via email to all player families regarding hours.
- Also started a list of requested hours and a list to cancel the bond for families once complete.
- If additional hours are needed after we discuss my spreadsheet please email me.

**Concessions Coordinator: Lindsey Helgeson (absent)**

- We will need to start interviewing people for the summer concessions position. Has this been posted? I'll try to make the meeting tonight.

**Field/Equipment Coordinator: Justin Allen**

- The following fields were marked/flagged this past weekend and Ramsey has been notified.
  - Alpine (11v11)
  - Rivers Bend (9v9)
  - Central Park (11v11 -- we will also have a 9v9 but that has not been marked yet)
- The plan is to mark the 9v9 at Central and all of Elmcrest by Sunday 4/18.
- Anoka has not yet lined or put the goals in place at Sunny Acres. I believe they leave the goals in place at Enloe.
- All of our fields (Anoka and Ramsey) have been declared "open" by the respective cities, so outdoor practices can occur.
- I'll work with them to make sure they're lined as soon as possible.

**Fundraising Coordinator: Sean Sutter**

- Propose that we update the sponsorship program for 2021 as follows to generate some revenue.
  - CLUB SPONSOR - we elected to not focus on now
  - PROGRAM SPONSOR - changed price to \$4000.
    - Remove line of recognition in end of season festival/celebration
  - VOLUNTEER BANQUET - Removed for now
  - REC SEASON SPONSOR - changed price to \$2000.
  - EVENT SPONSOR - removed quantity of 1. We have numerous tournaments we could float with.
  - BAG SPONSOR - we elected to remove this item right now.
- We will need to amend Northern Lights Soccer brochure to reflect both clubs and the CRU and NLS Unite the North Logo.

**Boys Travel Coordinator: Ryan Dawson**

- Ben and I met to discuss roles and duties of the position and my transition. I am ready to assume full responsibility for the position.

### **Open Action Items:**

- Need to define roles (of comp directors)
  - Follow up on money collecting (fees)
  - Equipment room
    - Ben and I will do inventory (May 8?)
    - Track where equipment goes
  - Competitive Tryouts prepare
    - Registration
    - Rostering
  - Concussion - Return to Play protocol
    - Comp director authorizes return to play based on release from Doctor.
- **ACTION ITEM** - Ryan to get together with Aaron regarding tryout information.

### **GirlsTravel Coordinator: Ben Gerads**

- As Ryan stated we met and discussed transition and a more formal layout of roles and responsibilities as this has never been fully stated.
- I will be taking a more back seat role and letting Ryan take things over and being available for support as needed.
- Another set of emails sent out to unpaid players. We need to move to late payment fees for registrations and player/coaches fees to help curb these ongoing late payment issues as it is very time consuming for all involved.
- Working with Justin on getting all fields set and coaches equipment disbursed to those coaches that have requested it.
- Need to connect to coaches about getting gear.

### **Rec Coordinators: Heinrich Von Mende and Mary Pipenhagen**

- 400 registered for rec. (breakdown is similar to past registrations)
- Registration has been extended by a week, will keep it extended beyond that for players to register more towards summer.
- Will be putting teams together and look for coaches for the teams.
- Will work on getting training to the coaches in one big wave. (COVID training)
- Need to get equipment bags set up for coaches.
- Will use TeamSnap for rec parents.
- Need to add ref shirts to the uniform order.
- Going to play at both Coon Rapids and Elmcrest again.
- Coaches meeting will be at Elmcrest when there is time available.

### **Registrar/Communications: Sarah Boyum**

- Working on rec background checks, concussion and safesport training.
- Extending rec registration through Sunday.
- Concessions ad will go out.

- Marketing and communications team has a campaign going out called "On the Pitch." Aaron and Todd will talk about all things soccer. Get to know them and Unite the North. We will have videos from some of our players as well. Videos are like Adrenaline selfies (soccer skills, etc). Start launching the first week in May. This will be a push for tryouts.
- Talking about doing one large scale electronic billboard or two in the communities that would run for 3 to 4 weeks. Still put out signs and will have them put in front yards of board members, coaches, managers, etc. Might still do a few random street corners as well.
- Need to reinvent our logo. What is the next step? (this will be what we keep for years to come) Want to reduce the amount of logos going on signage.

**DOO/Team Manager Coordinator: Chere Thompson**

- Most tournaments have been registered and paid for. There are a couple that I am waiting for the registration to open.
- USA Cup made changes to their registration this year and don't have the option for families to pay the per player fee with the waiver. So we will bill families through TeamSnap, with the exception of 2 teams that want to collect checks. I will work with Angela on what teams will pay what \$ amount. I will do this in May. Wanted to give families a chance to get all of their payments completed.
- I have everything sent to the Photography company. Once I have times for teams I will get those sent out.

**DOC: Aaron Lindquist**

**Done**

- Summer training schedules created for both boys and girls and practice times to parents coaches
- First ever "college showcase" team played well in NSC Showcase - boys next weekend
- Continuing to add players on both boys/girls
- Coaches/Managers meeting organized and held
- Marketing, rec and partnership competitive and executive meetings all done within last month
- Summer camp info proposed and info created
- TCSL discussion and proposal
- Tryout 2021-2022 fee created
- Coaching course offering sent to all coaches
- PDT and team training going great!

**Upcoming**

- ZoomReports info to coaches
- Need to make sure CRU uniform coordinator is getting uniform info to all new players
- Specific tryout times and age groups done this week
- Record parent sideline expectations video
- Specific team goals/info to parents email
- Submit TCSL application
- 2021-2022 fee structure proposal and budgets
- Tournaments for teams beginning in April (will monitor teams and parents)

- ❑ 2021-2022 coach discussion and winter 2021-2022 training space
- ❑ 2021-2022 calendar roles/responsibilities discussion/calendar with partnership
- ❑ Project 40 with rec between CRU and NLS

**Future Months Business:**

**New Business:**

- ❑ There is no official talk about merging with CRUnited.
- ❑ What was the purpose of the partnership in the first place?
- ❑ There is definitely room for improvement.
- ❑ We are putting together a great program for kids.
  
- ❑ We need to find someone to fill the communications position on the board. Word of mouth, send them Chere's way.

**Meeting Adjourned:**

- ❑ **Meghan Rietschel makes a motion to adjourn the meeting. Ben Gerads seconds the motion. Meeting is adjourned at 9:04 pm.**

**Next Meeting: June 14, 2021, at 7:00 pm at Elmcrest.**