



**Northern Lights Soccer  
Monthly Meeting  
April 8, 2024  
7:00 pm**

**Call to order:**

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

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

**Attendees:** Mandy Paumen, Andy Severance, Meghan Rietschel, Hans Jacobsen, Jason Huisheere, Aaron Lindquist, Sean Sutter, Ahna Lloyd, TreJuan Carson, Kris Kramer and Chere Thompson.

**Meghan Rietschel makes a motion to approve minutes from February. Andy Severance seconds the motion. Motion carries.**

**Meghan Rietschel makes a motion to approve the agenda for April. Andy Severance seconds the motion. Motion carries.**

**Financial Report: Hans Jacobsen**

- Looked over financials.
- Recurring expenses recap.

**Open Forum:**

**Task Updates:**

**Committee Business:**

**Field/Equipment/Fundraising Coordinator: Sean Sutter**

- Working with Bolt and Menke about getting Anoka and Ramsey fields lined next week.
- Asked for a quote for dropping pins in the fields for a few years. (will keep the same layout for 3 years) This will be for Elmcrest.

- Fields will open once we have green grass and they can mow.

**Concessions Coordinator: Krisandra Kramer**

- Going to go and clean the concessions next Saturday and stocking.
- Will meet to collect banners next Saturday from Angie. Where does this go?
- Sent Beth our rec schedule through SSS (she said she will send it to me when complete. I reminded her to take off the 3 hour shift = 4 volunteer hours)
- I need to get the dates for the tryouts that are at Elmcrest
- Cody is coming back from college and will work concessions on Monday, Tuesday, and Thursday.
- Kylee will work Wednesdays.
- ACTION ITEM** - Check to see if Elmcrest is open for concessions with rec soccer on Sundays.
- ACTION ITEM** - Andy or Meghan to get money for concessions to Kris. (she will let you know what she needs)

**Communications Coordinator: Ahna Lloyd**

- Fliers distributed to local A-H elementary schools 3/5/24
- Fliers and digital signage sent to area private schools and a few daycares
- Winter Rec season-recap sent to families with link for spring/summer season, Heinrich handed out good bags on last day with a postcard sized info not about S/S Rec registration
- Pushing ads of FB-targeting specific areas
- NLS "following" other clubs (Boreal, Andover Soccer, etc) to see how they are managing their social media posts
- Getting more requests re: marketing (CRU camps, NLS, NU referee clinic)

**Webmaster: Jason Huisheere**

- I have updated the website to Elmcrest for the tryouts.
- Posted update to Meeting Minutes on the ARAA website
- Continue to post updates to the NU website
- Have drafted a "Web Vendor proposal" for NU website. Waiting to hear back from Ahna, Aaron and Racheal (Market Person for CR).
- ACTION ITEM** - Mandy to send Jason and Meghan a copy of the updated Policies and Procedures Manual.
- ACTION ITEM** - Jason to redirect competitive soccer to North United.

**Travel Coordinator: Sarah Bromenschenkel (absent)**

- Lord of Life is reserved for training next winter.

## **Rec Coordinators: Heinrich Von Mende (absent)**

Currently 434 registrants.

- We are trending the same as last year for this date. 434 today and 431 last year.
- In mid-March I was very concerned with the numbers. See notes below from March 20th.
  - Rec Update: (March 20th)
    - Spring Rec Numbers: 20% down from last year on this same day. 340 last year and 271 this year. How is Andover affecting this? In 2023, 9.3% from Andover. 13.4% in 2024 from Andover. Received feedback that they think a lot of girls won't play because of co-ed. 2023: 44% female, 2024: 53% are female. Youngest age group: higher in 2024 as well.
- Ahna's marketing push proved very successful including the NLS Scarf giveaway! Let's keep pushing hard on advertising.
- In 2023 there were an additional 100 from April 7th going into late May.
- Like in the past we will keep rec registration open, likely into early to mid-May. I'd like the late fee not to be effective until 7 days from April 8th. Ahna please run a bunch of advertisements alerting families that they have an additional 7 day extension to register before late fees go in effect.
- Coaches currently signed up have been sent to Chere.
- Kelly is working on referee training dates. They likely will be the second week of soccer during play with the rec teams. I'm also looking at getting a ref shirt that could create a little buzz!
- Need posts up regarding the need for a Rec Admin.

## **Sponsorship/Fundraising Coordinators: Angelica Carson (absent) and TreJuan Carson**

- Waiting to hear back from Rapids Honda and Affinity.
- Dick's Sporting Goods weekend April 26-28

## **DOO/Registrar/TM Coordinator: Chere Thompson**

- Waiting for a list of Rec Coaches from Heinrich to get started on requirements needed
- Will get players passes out to teams that still need them
- Need to get Sideline Project out to Rec families, TCSL sent the message to competitive families yesterday and again on April 23rd. Need to get our own message sent out. I will be collecting all the certificates for Rec and Competitive.
- Still working on getting our U18/U19 players to complete their SafeSport training. They won't get a players pass unless completed.
- Team Fundraisers - Coordinated the World's Finest Chocolate fundraiser for teams in March. We had 14 Teams participate in this fundraiser. We sold 255 cases for a Grand total of \$15,300.00. The team's total profit was \$6,120.00. The lowest amount made by a team was \$216.00 the most was \$1,080.00. So this was a night fundraiser for the teams. Want to try doing this one earlier next year so it doesn't overlap with GVGH. I just sent out information for GVGH. Hoping to get the Teams that didn't participate in the candy bar one on board with this one.
- Thoughts on another event day at MNUFC. Was mentioned to pick a date outside of the soccer season to get a bigger turn out. Jill had mentioned July 20th (which is the last day of the USA Cup. These are our current options.
- Tuesday, July 30 match as part of our League's Cup tournament
- We offer group tickets for all of our home games, some have more inventory than others though. At this moment, for a larger group, the following games have some really nice inventory to accommodate a bigger group:
  - Wednesday, July 3
  - Saturday, August 28
  - Saturday, October 19

**DOC: Aaron Lindquist**

**Completed (in last month)**

- North United website work
- Meetings/emails/phone calls with parents and Coaches
- Marketing online social media
- March newsletter created and sent
- Attending games/practices/tournaments
- Evaluations through TeamGenius created
- TCSL meetings (NPL and league)
- Adrenaline contract
- Summer training schedule designed and sent
- 2024-2025 budget planning for "team fees"
- 2024-2025 Tryout dates set
- 2024-2025 and 2025-2026 uniform cycle and sponsor completed

**Upcoming (within the month)**

- Attending games/practices/tournaments (NPL, Indianapolis, league games)
- April newsletter will be designed and sent
- TeamGenius Evaluation completed by April 10th all coaches
- Meeting/emails/phone calls with parents/coaches
- Competitive Coaches meeting April 15th
- Player Pathway Talk
- 2024-2025 Budget planning
- 2024-2025 Tryouts advertising
- Coaches for 2024-2025
- NUDP program information sent to rec

**Future (going forward)**

- Monitor TCSL vs MYSA new league(s)
- North United Coach/Player Development
- Continued developments of ARAA Dome
- Marketing of North United and Sponsorship
- 2024-2025 plans - coaches/indoor space/field usage

**New Business:**

- North United Partnership Agreement - getting very close to having this done.
- Kris Kramer stuck her tongue out at me.

**Meeting Adjourned:**

**Meghan Rietschel makes a motion to adjourn the meeting. Mandy Paumen seconds the motion.  
Meeting adjourned at 8:24 pm.**

**Next Meeting:**

**June 9, 2024 at 7:00 pm**

**August 11, 2024 at 7:00 pm**

**October 14, 2024 at 7:00 pm**

**December 9, 2024 at 7:00 pm**