



Wisconsin Association of Cheer & Pom Coaches, Inc.
Board of Directors Meeting
August 6, 2023
11am-3pm
Portage, WI

Members: Adamczyk, Alger, Breaker, Bruins, Buchholz, DeBruin, Franklin, Greenwald, Jacobson, Kube, LaVelle, Luedtke, Marcellus, Neilsen, Je.Pankow, Ju.Pankow, Poeschl, Rahjes, Rindt, Ward, Welke, Wolfe

Present: Adamczyk (virtual), Alger, Breaker, Bruins, Buchholz, DeBruin, Franklin (11:31), Greenwald, Jacobson, Kube, LaVelle, Luedtke, Marcellus, Neilsen, Je.Pankow, Ju.Pankow, Poeschl, Rahjes, Rindt, Ward, Welke, Wolfe

Excused:
Absent:

WACPC Mission Statement: Educate, Motivate, Collaborate & Celebrate

WACPC BOARD of DIRECTOR and COMMITTEE MEETING NORMS

TIME	LISTENING	CONFIDENTIALITY	DECISION MAKING	PARTICIPATION	EXPECTATIONS
-Utilize parking lot to stay on time/topic -Limit personal storytelling	-Listen to understand not to respond -Listen to what's being said and not how -Limit interruption	-Use when appropriate -Present as one committee - an individual's votes/opinions should not be shared	-Make decisions based on what's best for most - Maintain decision stance at least until the following year	-Be an active member (i.e. educate self, attendance, preparation) -Follow up on assigned duties	-Be prepared ahead of time -Ask questions in advance if possible via Facebook committee group

I. Meeting procedures

- A. Keep comments pertinent, avoid repetition
- B. No computer/phone use during discussions, focus on topics at hand, use internet computer etc. only when researching info pertinent to the discussion
- C. Email info@wacpc.com and president@wacpc.com if you cannot attend meetings.

II. Call to Order 11:14 AM

III. Additions to the Agenda

- A. Recording of routines
 - 1. Table for joint committee in October to allow both cheer/dance committees to discuss
- B. Event dates & locations for 24-25
- C. Athlete Transfer Eligibility
- D. WACPC College Combine

IV. President's Report

- A. Committee Limits - will be added to BOD handbook
 - 1. 15 maximum on cheer/dance committees
 - a) Fiscal responsibility
 - b) Higher participation

- c) Efficiency
 - B. Reminder to compete membership and be paid by 9/15 if not done yet
 - 1. Request invoices from Tina if needed
 - 2. Pass to constitution/handbook committee to review timeline based on district rep voting changes
 - C. Expectations & Onboarding
 - 1. [District/At Large Reps](#)
 - a) Calendar on website > about us > scheduled meetings
 - b) Vacation Messaging: Thank you for contacting the Wisconsin Association of Cheer & Pom Coaches! Your message has been received and will be reviewed as soon as possible. Please allow 5 business days for a response. Thank you!
 - c) Join WACPC Board Members group if you haven't yet
 - (1) Execs to add social media expectations to document as well
 - d) Reshared WACPC Shared Drive
 - 2. [Committee Leads](#)
 - a) BOD Shared Drive vs email box drive
 - (1) Anything that can be publicly shared goes in BOD Shared Drive
 - (2) Procedures and other documents stay in email boxes' drive
 - b) Execs will work out transition guidelines/needs
 - 3. [Committee & Workgroups](#)
 - a) Execs to discuss where cheer/dance items should be saved (cheer/dance info/drive or into BOD)
- V. **Secretary's Report**
 - A. [Code of Conduct](#) - please complete by 8/10
- VI. **Treasurer's Report**
 - A. 2022-2023 Fiscal Report
 - 1. [Summary](#)
 - 2. Detailed transactions (all) is available upon request
 - a) Also housed in BOD Shared Drive
 - B. [Financial Report as of 8/5/2023](#)
 - C. Account Balances as of 8/5/2023
 - 1. Checking \$149,015.04
 - 2. Electronic \$280,472.75
 - 3. Savings \$150,016.23
- VII. **Dance Committee Report**
 - A. Any updates since 7/9
 - 1. Meeting with NDCA regarding judge training
 - a) Waiting on final pricing for what judges will pay
 - B. Meeting after BOD
 - 1. Event planning & comp advancement focus
- VIII. **Cheer Committee Report**
 - A. Any updates since 7/9
 - 1. Finalized sites - waiting on contracts
 - 2. Working sessions main focus
 - B. Workgroup meetings after BOD
- IX. **Operations**
 - A. Constitution/Handbook Committee Report

1. No update at this time
 - B. Finance Committee Report
 1. Continuing to work on old business
 - a) Contracting process
 2. Registration Update
 - a) Focus on conference
 - b) Change with SportsEngine
 - (1) New financial process
 - (2) Can either do pay all online or pay all offline
 - (a) Can do pay offline if we provide a coupon code but makes process very manual and cause issues
 - (3) inking about working offline - sending invoices to pay with check or with credit card
 - (4) Quickbooks system has invoicing system with credit card payment - cheaper fee
 - (a) Testing now
 - (5) Lindsey and Julie continuing to work on this but it will add additional workload
 - (a) Would like to have information in place for district meetings
 - c) Researching a new website server for 2024-2025 - coordinate with communications committee
 - (1) Send over hosts or ideas if you have any ideas
 - d) Any changes to registration questions send to registration@wacpc.com
- C. Membership Report
 1. Membership count: 171 as of 8/6.
 - a) Many invoice requests pending payment
 - b) Any name, email, address changes please email membership@wacpc.com
 2. Newsletter
 - a) Please get items to Tina by 8/15
 - b) Release date 9/1
- D. Ethics Committee Report
 1. No update

X. Communications

- A. Social Media
 1. Going well
 2. Over last 30 days 200% more reach than previously, engagement up 808%
 3. Documenting what teams/levels/sport when a team/athlete is posted
 4. 22-23 member group is closing 8/12, 23-24 member group is open now
 5. Let Danielle/Hayley know if anything needs to be posted with as much detail as possible
 6. Potential to include team challenges/posts that tag WACPC - committee to research
- B. Programs
 1. No update
- C. Coaches Corner
 1. No update
- D. New BOD Vote Page needs to be created

1. Non-social media page?
 - a) Google docs w/ guidelines
 - (1) Maybe commenting only?
 - (2) Execs to take away
 - b) Use board facebook group to notify stages
 - c) Add name with comments/questions
 - d) Newest stuff at the bottom

E. Rebranding

1. Logo
 - a) Far reach - medals, trophies, banners, tablecloths, WIAA logo, etc.
 - b) Difficult to do, would need to be 2+ years out to implement
 - (1) Begin researching/proposal now
 - (a) Step 1: Document what would need to be updated (process for transition) - communications committee
 - (b) Step 2: Ashley has connections to designers/consultation - will research cost of branding kit
 - (c) Step 3: rebranding subcommittee to be created
2. Look/feel of documents and presentations

F. WACPC Gives Back

1. Instead of at Fall Conference, team challenge for communications to launch
2. Template to send out

XI. Events

A. Fall Conference Committee Report

1. [Minutes from 7/26](#)
2. Theme - No Limits
3. Logo completed
4. Working on sponsors for event
5. Friday night
 - a) Coaches reception
 - b) Carrie is coming up with a plan for interaction
 - c) Athletes dance during reception
6. Speakers
 - a) 11 confirmed
 - b) Negotiating and working within budget
7. Conference ends at 11:30am Sunday - no final meal
8. Seeking more vendors than previous years
9. Inviting college teams back
10. Early bird registration - before Oct 1 - early bird gift provided
11. Coaches gift provided this year
12. Visitor center also donating bags this year in addition to nametags
13. Will repeat some sessions throughout the weekend
14. Working from the feedback from the surveys
15. Raffles moved to Saturday
16. Next meetings
 - a) 8/23 at 7pm
 - b) 9/20 at 7pm

B. Apparel Committee Report

1. [Minutes 8.2.23](#)

2. Designs in progress
 - a) Hoping for physical samples at Fall Conference
3. Discussed colors/options that will be sold
 - a) Following color rotation
4. Discussed all state apparel - post-event purchase
5. Member apparel
 - a) WACPC Coach
 - b) WACPC Athlete (cheerleader/dancer)
 - c) Purchase window ideas
- C. Sponsors & Vendors Report
 1. Rate determined for fall conference
 - a) Reaching out to them now
 2. Events - need to understand contracts for sponsor/vendors
 - a) Email Amy/Jim
 - (1) Cheer JEM, Cheer Prelim, Cheer State, Dance State will be WACPC
 - (a) Food is WACPC for Cheer State
 - (2) Dance JEM, Dance Regionals are TBD
 3. Grant application filed for Scholar Athlete program
 - a) Status update in February
 4. Send any leads to Jim/Amy
- D. Technical Judges Report
 1. Tech judges will no longer be split cheer/dance in 23-24
 - a) Goal to be comprehensive on both cheer and dance education
 - b) Finding cohesive and consistent philosophies, how rules are called, etc
 2. Main focus on presentation for district meetings

XII. Recognition Report ([Minutes 07.23.23](#))

- A. Committee Structure
 1. 2-3 lead per/recognition area
 2. Monthly meetings 4th Sunday @ 7:30pm as needed
- B. Scholarships
 1. Thank you's (share)
 2. Dates
 - a) Submission Period Opens: January 2nd, 2024
 - b) Submission Period Closes: March 4th, 2024
- C. Sportsmanship
 1. Dates
 - a) Submission Period Opens: July 1st, 2023
 - b) Submission Period Closes: March 1st, 2024
- D. Hall of Fame
 1. Dates
 - a) Submission Period Opens: August 16th, 2023
 - b) Submissions Period Closes: October 1st, 2023
 - c) Notification to Inductee(s) no later than November 1st, 2023
- E. Coach of the Year
 1. Dates
 - a) Application Period Opens: November 1st, 2023
 - b) Nominations Due: January 1st, 2024
- F. Scholar Athlete
 1. Dates

- a) Submission Period Opens: After 1st semester ends
- b) Submission Period Closes: March 15th, 2024

XIII. New Business

A. Registration Deadlines

- 1. Fall conference deadline needs to be updated to 11/1, early bird gift ends 10/1 no price change
- 2. Cheer/dance dates to be reviewed and to Julie P in time for district reps
 - a) Discuss late fee deadlines and any exceptions we may consider
 - b) Add to handbooks drop dead date
- 3. Late fees
 - a) **Greenwald moves to increase the late fee to \$500. Second by Rahjes. All in favor, motion carries.**
 - (1) More substantial to strongly encourage completing on time/ahead
 - (2) Dance to have discussion on drawing for lineups

B. Communicate to AD's - utilizing district meeting info - include WADA

- 1. Discussion of reaching out to teams that didn't register this year but did last year
 - a) District reps divide/conquer this task
 - (1) Timeline - rolling task
 - (a) Kristen will create a doc to start and will live with membership with help from all reps
- 2. Focus on mentorship
- 3. Send newsletter to ADs
- 4. Membership committee - communication with key points to ADs
 - a) After district meetings and before WADA

C. District Meeting Prep

- 1. Slides
 - a) Communications committee - refresh look/feel
 - b) Update all slides first - deadline of 8/9
- 2. Schedule
 - a) General Updates (execs)
 - b) Cheer/Dance Update Breakouts (district reps/at-large)
 - (1) Determine today who will present what for each meeting
 - c) Tech Q&A (powerpoint update completed by 8/9)

D. Event dates & locations for 24-25

- 1. Revisiting of goal to begin strategizing
 - a) Length of season to be considered
 - b) Longevity of reserving dates is not the same post-COVID
 - (1) Discuss with venues if they are willing to contract multiple years out
 - c) Consider a week off between prelim/regionals and state events
 - (1) More time for apparel/programs
 - (2) More time for coaches to review feedback or healing from injury/improve academics
- 2. Poll during district meetings the ideas we've discussed so far?
- 3. Would like to roll out dates as soon as we can if we are going to be changing
- 4. Revisit in October Joint Committee
 - a) Come to table with discussion points

- (1) What can we control & what we cannot control that could have negative impact
 - b) Long range plan discussion - own meeting
- 5. Dance/cheer committee follow ups
 - a) Events - length of contracts and date ranges of availability
- E. Athlete Transfer Eligibility
 - 1. Review of WIAA rules, challenges, and process
 - 2. Past two years we've utilized [WIAA's form](#)
 - a) As numbers increase, we need to have our own form and process regarding it
 - b) Challenge files would be sent to ethics to review
 - c) Ethics Committee will be tasked with this - deadline of 9/1
- F. WACPC College Combine
 - 1. Seeing these pop up in other state organizations
 - 2. Bring in athletes that are looking to participate in college for recruitment, discussions with coaches, combo showcases etc
 - a) Cheer: tumbling, jumps, short cheers, stunts (hs stunts)
 - b) Dance: combos, technique
 - 3. One location with two gyms, programs in commons area
 - a) Possibly separate in case they'd like to attend both a cheer and dance combine
 - b) Sophomores and above
 - 4. Timing in May or June
 - a) Poll at conference
 - 5. Subcommittee formed to research
 - a) Rindt, LaVelle, Breaker, Poeschl, Jacobson, Buchholz, Greenwald, Shaw?

XIV. Old Business

- A. Feedback on [event flow chart](#) and [role definitions](#)
 - 1. Reviewed examples of situations and how they would play out
 - 2. Processes around this flow chart will be referred to joint committee
 - 3. Will be utilized this year and adjusted as we go

XV. Adjournment Greenwald moves to adjourn at 3:09pm second by Bruins. All in favor, motion carries.

Future Meeting Dates ([Calendar View](#))

<input type="checkbox"/>	August 14, 2023	7-9pm	Districts 1/5/6 Meeting	Virtual
<input type="checkbox"/>	August 15, 2023	7-9pm	Districts 2/3 Meeting	Virtual
<input type="checkbox"/>	August 16, 2023	7-9pm	District 4 Meeting	Virtual
<input type="checkbox"/>	September 10, 2023		BOD Email Update	Email
<input type="checkbox"/>	October 8, 2023	Time TBD	BOD/Committee Meetings	In Person - TBD
<input type="checkbox"/>	November 17-19, 2023		Fall Conference	WI Dells
<input type="checkbox"/>	December 10, 2023		BOD Email Update	Email
<input type="checkbox"/>	January 13, 2024		JEM Cheer	East Troy
<input type="checkbox"/>	January 20, 2024		JEM Dance	Port Washington
<input type="checkbox"/>	January 27, 2024		Dance Regionals	Various - Watertown/DCE
<input type="checkbox"/>	February 2-3, 2024		Dance State	La Crosse Center
<input type="checkbox"/>	February 17, 2024		Cheer Prelims	Hartford Union
<input type="checkbox"/>	February 24, 2024		Cheer State	Fox Cities Conv. Center

<input type="checkbox"/> April 6-7, 2024	Time TBD	BOD/Committee Meetings	In Person - TBD
<input type="checkbox"/> May 1, 2024	6pm-8pm	BOD Meeting	Virtual
<input type="checkbox"/> May 7, 2024	7-8pm	Districts 1/5/6 Meeting/Election	Virtual
<input type="checkbox"/> May 8, 2024	7-8pm	Districts 2/3 Meeting/Election	Virtual
<input type="checkbox"/> May 9, 2024	7-8pm	District 4 Meeting/Election	Virtual
<input type="checkbox"/> June 5, 2024	6pm-8pm	BOD Meeting	Virtual
<input type="checkbox"/> June 24, 2024	6pm-8pm	Joint Committee Meeting	Virtual