



Wisconsin Association of Cheer & Pom Coaches, Inc.
Board of Directors Meeting
April 7, 2024
11:30am-1:30pm
Fitchburg, WI

Members: Adamczyk, Alger, Bruins, Buchholz, Bump, DeBruin, Franklin, Greenwald, Jacobson, Kube, LaVelle, Luedtke, Marcellus, Nielsen, Ju.Pankow, Rahjes, Rindt, Ward, Wolfe

Present: Alger, Bruins, Buchholz, DeBruin (virtual), Franklin, Greenwald, Jacobson, Kube, LaVelle (12:58pm-1:06pm), Luedtke, Marcellus, Rahjes, Rindt, Ward, Wolfe

Absent: Adamczyk, Bump, LaVelle, Nielsen, Ju.Pankow

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 11:42am

III. Additions to the Agenda

IV. President's Report

- A. Quorum not present, no voting with exception to executive elections as allowed per constitution and absentee votes
- B. Notices of Resignation
 - 1. Poeschl - thank you for 42 years of service!
 - 2. Gordon - cheer committee
 - 3. Kaminski - cheer judge
 - 4. Ju.Pankow - thank you for 13 years of service!

V. Secretary's Report

- A. Previous [minutes](#) - tabled
- B. 2024-2025 Items
 - 1. [Elections open now](#) for district rep, at large, committee only
 - 2. [2024-2025 Committee Interest](#)
 - 3. [2024-2025 Worker Availability](#)
 - 4. [Proposed Meeting Schedule](#)

- C. Reminder to committee chairs to send finalized minutes from this weekend to info@wacpc.com to be posted

VI. Treasurer's Report

- A. [Financial Report as of 4/5/2024](#)
- B. Account Balances as of 4/5/2024
 - 1. Checking \$112,424.42
 - 2. Electronic \$456,703.75
 - 3. Savings \$150,027.52
- C. Checks will be mailed as soon as possible for remaining 2023-2024 expenses. Please deposit ASAP (including any currently outstanding checks).

VII. Dance Committee Report

- A. [See Joint Committee Minutes](#)

VIII. Cheer Committee Report

- A. [See Joint Committee Minutes](#)

IX. Operations

- A. Constitution/Handbook Committee Report
 - 1. Currently developing BOD Standard Operating Procedure Handbook Roadmap
 - a) Last year - committee chairs created timeline of tasks
 - b) Next steps
 - (1) Road map to be sent to committee chairs to add comments for revisions by April 14, 2024
 - (2) Targeted completion July 1, 2024
- B. Finance Committee Report
 - 1. Did not meet, budgets are next focus
- C. Membership Report
 - 1. Membership count: 623
 - 2. Newsletter
 - a) Tabled for now - will revisit in new fiscal year
- D. Ethics Committee Report
 - 1. Renaming to Standards & Compliance committee
 - a) Scope has changed over time
 - b) Some topics committee will cover
 - (1) Ethics
 - (2) Eligibility
 - (3) Compliance (code of conduct, NFHS)
 - 2. Form for eligibility review to be posted online
 - 3. Clarifying, reviewing, and updating statement and what concerns to be reviewed and placing into google form for website versus paper form
 - a) Will cover coaches, spectators/fans, BOD, workers, officials, teams
 - 4. Traditionally follow WIAA procedure if we do not have a procedure ourselves. Reviewing areas here continually.
 - 5. Will be working to standardize communication responses.
 - 6. Improving tracking and areas submitted to track trends annually

X. Communications

- A. Rebranding
 - 1. Goal: We are interested in a new logo that better represents our organization, feels more relevant and timely, and works across a range of applications including event apparel, website, programs, awards, etc.
 - 2. [Bolster Proposal](#)

- a) \$9,500 total estimate
 - (1) Received 3 quotes, others were not the right fit for our needs
 - (2) Discussed at committee level doing this right the first time
 - (3) Discussed phasing out old logo
 - (a) Medals example
 - (4) Have some items we need to purchase to replace old but would like to wait until a new logo is available
 - (a) Signage example
 - (b) Backdrop, banners
 - (c) Tablecloths
 - (5) 8-12 week turnaround, would like to be done by 7/1
 - b) Tabled, digital motion coming in BAND to move forward
 - 3. Would be reviewing usability allowance and procedures moving forward
 - 4. Discussed name change as pom is not encompassing of all dance genres
 - a) Organizational paperwork and legal & accounting expenses have prohibited this in the past
 - b) Discussed history of name and why pom was selected
 - c) Logo in the future would be organizational, cheer, and dance options
 - d) Not rebranding purpose statement or associations, just a design re-do
- B. New website & registration tool
 - 1. Jackrabbit
 - a) <https://www.jackrabbitclass.com/>
 - b) Info meeting scheduled 4/8/24, will report out on 5/1 for next steps with goal of finalizing and moving to new site by 7/1
 - (1) Reviewed 3 other options and felt Jackrabbit had the best fit and reasonable cost
 - c) Would help with reorganization of the website
- C. Email communication needs
 - 1. Upcoming district meeting dates, deadlines for elections, link board minutes- share that joint committee shows sport specific meetings, all state performance team form closes April 15th
 - a) Template will be provided by Luedtke in BAND to district reps to be sent from district emails by April 8th to be sent on April 9th at noon.
- D. Year In Review Needs
 - 1. Names of Scholar Athlete by School
 - 2. Write ups for Coach of the Year for both cheer & dance
 - 3. Dance All State names and school

XI. Events

- A. Fall Conference Committee Report
 - 1. Within \$3,000 of budget
 - 2. Successful overall, overcapacity attendance
 - 3. Reviewed schedule for changes/keeping
 - 4. Recommending WACPC purchases mats to be used for various events to avoid rental fees
 - a) Storage and transportation costs would not change as we are already paying
 - b) Logo on mats

- c) Use marley at state dance - would utilize at fall conference and store in same location
 - (1) Would move from dance budget to organizational budget
 - d) Estimate mat purchase would be paid off within 4 years
 - e) Next steps - each sport committee would look into purchase and storage/care of mats and marley
 - 5. JEM (Middle School) - Fall event
 - a) Almost 1,800 athletes
 - b) Recommending 1-day event
 - (1) Did not discuss logistics of where
 - (2) Potentially October date
 - (3) Rough budget of \$20,000 and breakeven around 400 attendees
 - (4) Would mirror Saturday schedule of Fall Conference
 - c) Tabled - digital motion and proposal will be posted in BAND
- B. Apparel Committee Report
- 1. [2023 Apparel Report](#)
 - 2. [2024 Apparel Report](#)
 - a) Down approximately \$6,000 from 2023, JEM dance is the only area that was not down
 - (1) Will continue to analyze and send reports to sport committees to determine offerings for 2025
 - b) Roll out of cheer apparel was later than anticipated which potentially lowered orders in comparison to number of athletes registered
 - c) Looking to potentially add state championship post-order special link and all state
 - 3. Enjoyed working with Hummingbird but are open to accepting bids from other companies.
 - 4. Revisit: WACPC Coaches/Judges apparel
 - a) Waiting for new logo
 - b) Set up timing so orders can be picked up at fall conference to avoid shipping costs
 - c) Judges could be uniformed
 - 5. Looking to move this committee to each sport development committee as there is no inventory expense moving forward
 - a) Allow to choose apparel and designs for each group
 - b) Need to discuss financial impact as it is currently to general bucket
- C. Sponsors & Vendors Report
- 1. Increased by a few thousand dollars this year - \$7,269.43
 - a) Combination of Fall Conference, JEM Cheer, State Cheer, State Dance
 - (1) State Cheer was just Maui Wowi
 - 2. Would like to ensure vendors are allowed at State Cheer moving forward
 - 3. Received \$500 WE Energies grant to sponsor Scholar Athlete expenses
 - 4. Under new website would like to consider how we recognize our sponsor/vendors
 - a) Need to develop criteria for this
 - 5. Will be responsible for vetting resources used, such as apparel vendor, moving forward - process will be put in place from handbook committee
- D. Technical Judges Report

1. Submitted a working list for both sport committees to review for 2025
2. Committee will be split into sport committees in 2025

XII. Recognition Report

A. Scholarships

1. Total Submitted & Reviewed = 149; increase from 131 in 2023
 - a) 55 cheer applicants, 93 dance, 1 both
2. Award guidelines - "WACPC will award a minimum of 20 scholarships for at least \$1,000; number awarded or amount of award is dependent on scholarship budget allocation"
 - a) **Recommendation: 25 athlete scholarships at \$1,000**
 - (1) Cheer 3, Dance 22
 - b) Tabled - digital motion to be posted in BAND
 - b) Tabled - digital motion to be posted in BAND
3. Will continue to review the process and platform in future meetings
 - a) Current platform was successful and felt it was worth the investment for ease of users and back-end
 - (1) A lot less manual
 - (2) Implemented more detailed rubrics
 - (3) Many issues could be addressed via troubleshooting guide
 - b) Including how to determine amount of award
 - c) Including how to educate on opportunity and how to submit and submit better applications

B. Sportsmanship

- 1. Rindt moved to adjourn to executive session at 12:59pm, second by Greenwald. All in favor, motion carries.**
 - a) Quorum reached at 12:58pm
- 2. Rindt moved to return to general session at 1:03pm, second by Greenwald. All in favor, motion carries.**
3. Cheer Recommendation - approved in executive session
4. Dance Recommendation - approved in executive session
5. Award Presentation - historically team is notified in the spring and then formally recognized at Fall Conference.
 - a) Committee members feel it's important to recognize current team that earned the award prior to the end of the school year.
 - b) Will present award at the school in Spring 2024 and then re-recognize at Fall Conference 2024

C. Hall of Fame - tabled until next meeting

D. Coach of the Year- tabled until next meeting

E. Scholar Athlete - tabled until next meeting

1. 2023
 - a) 69 teams submitted 585 athletes
2. 2024
 - a) Reformatted to make it easier to submit
 - b) 76 teams submitted over 700 athletes

XIII. New Business

A. Tech Judge Liaison Proposal

1. Cheer and Dance Chairs will review and edit proposal
 - a) Goal is to present final proposal and vote on at May 1st meeting
2. Both committees are in favor of moving this way but need to finalize

B. All State Performance Team

1. Discussed in joint committee meeting
2. Tabled - digital motion to be posted in BAND

- C. Empire recap + internet access
 - 1. Provided feedback and concerns from survey, communications, and Empire
 - a) Feedback regarding positioning of Empire staff during awards
 - (1) Mix of photography and hype-video staff
 - (2) Empire does not receive placements
 - (3) Potential to add to coach letters
 - b) Action shots not organized this year
 - (1) Not as many close athlete photos this year - will return to that in 2025
 - c) Internet access at state
 - (1) Need secondary access point at state dance
 - (2) Champion Video is also researching for himself and may be able to provide input that can carry to Empire
 - 2. Profit dividend is in process

D. Executive Elections

- 1. Vice President
 - a) Nominations & Confirmations
 - (1) Ward - confirmed
 - (2) Wolfe - confirmed
 - (3) Buchholz - withdrawn
 - (4) Nominations from the floor - none
 - b) Address from nominees
 - c) Closed discussion
 - d) Results: Jim Ward
- 2. Secretary
 - a) Nominations & Confirmations
 - (1) Alger - confirmed
 - (2) Greenwald - withdrawn
 - (3) Bruins - withdrawn
 - (4) Nominations from the floor - none
 - b) Address from nominees
 - c) Results: Kristen Alger

E. Executive Nominations

- 1. Treasurer (24-25)
 - a) Nominations
 - (1) Greenwald nominates Lindsey Bruins, second by Rahjes
 - b) Election/confirmation on May 1 meeting

XIV. Old Business

- A. Reminder to review [task list for paid/seasonal/intern position\(s\)](#)

XV. Virtual Votes to Take Place on BAND

- A. All State Performance Team
- B. Rebranding
- C. Scholarship
- D. JEM Fall Event

XVI. Adjournment Rindt moves to adjourn at 1:52pm second by Greenwald. All in favor, motion carries.

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

- | | | | |
|--------------------------------------|---------|----------------------------------|---------|
| <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 (At Large)	Virtual
<input type="checkbox"/> June 24, 2024	6pm-8pm	Joint Committee Meeting (Budget)	Virtual