



## P.L.A.Y. Executive Board Meeting Agenda

---

**Wednesday January 21<sup>st</sup>, 2026**

**7:00-8:30 p.m.**

**Parkview Room @ Prior Lake City Hall**

### Board Members

- Jason Slocum—President (Present)
- Brent Siegel—Vice President (Present)
- Maissa Hickey—Vice President of Finance (Present)
- Tommy Thompson—Vice President of Spring/Summer Sports (Not Present)
- Megan Peterson—Vice President of Positive Coaching Alliance (Present)
- Michelle Schommer—Vice President of Sports Registration (Present)
- Debbie Aidas—Vice President of Technology & Communications (Present)
- Angela Shepard—Vice President of Community Outreach (Not Present)
- Jonathan Snyder—Executive Secretary (Present)

[Meeting starts at 7:00 p.m.]

### Introductions

- Exec. Board Introductions.
- Fleek—open roles.
  - VP of Fall/Winter Sports.
  - VP of Fundraising Role that is still open.
- Introductions from sport execs and people in attendance.
- Slocum—thankful for the time put in from the respective sports boards.
- Slocum lays groundwork for the meeting and sensitive of time.
  - No open forum during annual meeting.

## **Old Business**

- P.L.A.Y. Support of the Prior Lake Compass Newspaper – Fleek
  - Online newspaper—nonprofit, relies on community support for its efforts.
  - P.L.A.Y. or any entity or person may purchase a sponsorship with the Compass; residents use it as a go-to source to find out things about P.L.A.Y. This would create more exposure for P.L.A.Y.
  - In return for supporting the Compass, P.L.A.Y. would ask to put its logo on the Compass' website that provides a link to the P.L.A.Y. website.
  - Fleek requests a \$2,500 donation from P.L.A.Y. to the Compass in 2026.
  - The Compass may be able to provide P.L.A.Y. schedules and other P.L.A.Y. happenings on their website.
  - Slocum—how many people see the Compass and use the Compass?
    - Those in attendance, a majority had seen and used the Compass.
  - Breimhorst—The Compass has published P.L.A.Y. things in the Compass and it is worth it to make an announcement to subscribe to get more followers.
  - Williamson—P.L.A.Y. newsletter, have we sent that out?
    - Fleek—no, not in 2025
    - This might be a good way to get information about to parents.
  - Slocum—vote through email or during Feb meeting on this one.

## **New Business**

- Policy and Procedures Update—Siegel
  - Siegel reviewed P.L.A.Y. by-laws and most had not been updated since 2018.
  - Siegel looked for inconsistencies with grammar, construction and cleaned those up.
  - Minn. Stat. Sec. 317A—there was nothing in there about conflicts of interest, which will be added to be in compliance with Minnesota state law.
  - P.L.A.Y. Policy doc had a few things that were contrary to by-laws —notification for wanting to run for office, as an example. Policies and procedures are subordinate to the by-laws so policies were updated to be consistent with superseding by-laws.
  - Siegel added that Miracle League and Tennis that was not in the by-laws.
  - The updates will be sent to the Exec. Board and will be available for the February meeting.
- D1 Athletics – Jeremy James
  - New local athletic training facility; possible partnership with P.L.A.Y. sports.
  - PLHS is the 4<sup>th</sup> largest high school in the state.
  - D1 training's mission is to be the place for the athlete—anyone that has a fitness goal.
  - Manning Passing Academy is affiliated with D1 Sports.
  - D1 and Flexwork sports over 100 camps across the US with Pro Athletes.
  - Some local professional athletes, including: Donte DiVincenzo, TJ Hockenson, Julius Randle runs camps in connection with D1 Sports.

- Typical workout
  - Dynamic warm-up
  - Performance
  - Strength
  - Core and Conditioning
  - Cool Down
- 4 Categories
  - Rookies—7 -11 year old
  - Developmental—12-14 years old, introduces weight training
  - Prep—15-18 years old
  - Adult—18+
- Personal training
- Team training
- On campus
- Rivals (provide stars for recruiting purposes) rated at any D1 location.
- D1 to U—online workouts includes nutrition assistance.
- Coaches
  - ALID CPR/AED Cert
  - NCCA Accredited Training
  - Prior coaching experience
  - High energy
  - There is a vetting and hiring process.
- Questions
  - Is there a mental aspect of D1?
    - Yes, there is a mental health aspect. There are consistent check-ins and personal level discussions.
  - Where does the cost fall?
    - Baseline membership is \$240/month.
    - Multiple kids get discounts.
  - Where are you located?
    - 12220 Zinran Avenue in Savage.
  - Class structure?
    - Sign up for specific time slots and there are waitlists.
  - How many classes can you attend?
    - You can show up to as many classes as you can.
- 2026 Spring/Summer “No Activity” Dates – Fleek
  - Proposed Dates—Wednesday, July 1<sup>st</sup> through Sunday, July 5<sup>th</sup>.
  - Proposed Dates—Tuesday, December 23<sup>rd</sup> to Friday, January 1<sup>st</sup>.
    - No required activity date, does that work on the cheer side? Yes, it should work.

- 2026 Executive Board Meeting Dates—Fleek
  - Feb. 15<sup>th</sup>
  - March 15<sup>th</sup>
  - April 19<sup>th</sup>
  - May 17<sup>th</sup>
  - June 17<sup>th</sup>
  - July 15<sup>th</sup>
  - August 12<sup>th</sup>
  - October 11<sup>th</sup>
  - November 15<sup>th</sup>
  - December 13<sup>th</sup>
- Administrative Director Transition—Slocum
  - Fleek is leaving as family is relocating.
  - Two paid administrative roles currently exist in P.L.A.Y.; they encompass everything from day to day operations to brand ambassadorship and the HR side of things
  - Plan—Fleek has agreed to stay with P.L.A.Y. into summer 2026.
    - Administration and field maintenance are difficult to replace Fleek.
    - Step 1. Fill Fleek’s role.
    - Step 2. Run seasonal fieldwork - that job will be posted at the beginning of 2027.
      - This will alleviate some of the burden on the Administration side.
    - January 22<sup>nd</sup> there is going to be an announcement e-mailed to all of P.L.A.Y.
    - February 1<sup>st</sup> the job will be posted.
    - February/March—there will be a process for hiring.
    - April 15<sup>th</sup> is the goal to have someone hired and beginning work. Fleek will be shadowed by the person(s) hired.
    - Siegel is taking the point on this and will be the point of contact for the search and hiring process.
  - Fleek
    - If you have anyone in mind in either role, please let the exec board known.
    - Referrals within P.L.A.Y. are valuable and that would be a great thing.

### **State of P.L.A.Y. – Fleek**

- 2025 Participation
  - Participation numbers
  - The drop in volleyball was because the boys did not participate in the fall and were moved to spring.
  - There is a normal range of change up/down in the other sports.
- Miracle League
  - Opening was great. Look for continued success with full season.
- New Programs—Ultimate Frisbee and Speed & Agility
  - 25 athletes last year for Ultimate.
  - 8 sessions for younger kids and older kids, want it to be an ongoing program.

- 2025 Clinic Offerings
  - LAX, football, baseball, softball, tennis have expanded and are becoming a much bigger offering for P.L.A.Y. This helps develop athletes.
- “P.L.A.Y. It Forward”
  - Important to give back to community and is line with P.L.A.Y. mission to develop life lessons, helps the athletes become great people themselves.
- Laker Athletic Alliance – continued use of anti-bullying logo and stickers
- Trusted Coaches
  - Background checks, concussion trainings, first aid trainings, this handled on the backend to make sure that the coaches are doing what they need to do. Easy for coaches to see what actions are needed.
- PLHS Scholarship program continued –application process via HS Counseling office and selected by Exec Board
  - Ongoing, 4-- \$1,000 scholarships and awarded in the Spring to graduating seniors.
- Improvement at Ponds and Ryan 1-4 (cut out lips and brought in new agrilime product), added lights at high school tennis courts.
  - Contributing to the facilities because P.L.A.Y. is reliant on those facilities; proud to contribute to community facilities.
- Challenges
  - Rising prices – no price increase for school district use for 2026.
  - Fragmentation in sports continues – primary reason is club sports.
  - Disciplinary issues continue at a “rare” but steady pace —involves parents, coaches, and athletes.
  - Continuing space challenges with school-owned and city-owned facilities. (community ed, parks and rec).
- Summary
  - P.L.A.Y. is in very good hands with the current Exec Board makeup and strong sport boards.
  - One thing that strikes Fleek is that when P.L.A.Y. receives criticisms, coaches are having the right conversations with those that bring criticisms. It is understandable that people will have questions along the way, but P.L.A.Y. volunteer leaders consistently act in the best interest of the entire program for the youth in our community.

### **P.L.A.Y. 2025 Financial Review—Hickey**

- Slide listing the past couple of years of revenue for each sport.
- 2025 compared to 2024 numbers reviewed.
- \$2.2 million in total revenue for 2025.
- Basketball had a substantial increase in revenue.
- Investment account for P.L.A.Y. is down from \$493,000 to \$335,000 due to assisting with the contributions from the tennis lights, Ponds, lacrosse wall, and tennis resurfacing.
- 8.5 % return on investment in 2025 and there was a shift of money to cover some expenses.
- Ryan investment was about \$30,000 and Ponds was about \$88,000.

## **Sports Review 2025—Sport VPs/Directors (3-minute time limit per sport)**

### **Leaders were asked to provide 1-2 goals and what they need from ex board**

- Tennis
  - Create awareness with USTA, they have approached P.L.A.Y. tennis to get some red ball tennis experience, which is basically tee-ball for tennis.
  - Use P.L.A.Y. tennis program to build or assisting with creation of unified tennis program.
  - The first P.L.A.Y. tennis group is now reaching high school, the hope is to reach out to youth program and the high school.
  - Tennis under the lights night has been going well and look to continue that.
  
- Baseball
  - Desire to continually increase player and family satisfaction.
  - Players return at 95% or above.
  - Is there a workflow that we can pull from if there needs to be someone removed from a sport board?
  - Might need more direct feedback.
  - Suggest the creation of a centralized conduct committee.
    - Dealing with parent/athlete conduct takes away time to develop athletes when dealing with disciplinary issues.
  - Ensure baseball remains financially stable, developmental-focused.
  
- Softball
  - Working on a way to elevate skill level of coaches
  - Younger teams often have to beg parents to help coach, want to do a better job of getting coaches on the same skill level so the young player experience is consistent between teams.
  - It is very clear in the older teams there is often a difference what players learn at the younger level.
  - Need a better baseline for skill mechanics at the younger levels. Need to have basic fundamentals down better than in previous years.
  - Slocum—coaching development, fundamental skills and providing a great experience - where is the gap?
    - Both – there needs to be a balance of both skills and great experience.
    - Don't have a lot of kids dropping out because of bad experiences with coaches, there is more a general lack of fundamental skills.
  
- Basketball
  - Solved most financial problems and should end the year with a surplus.
  - Would like to find creative way to invest funding to give athletes access to more opportunities.

- Made significant strides in the travel tryout process and provided support to the evaluators.
- Overall, basketball could use support with data and creating a plan with that data analysis and sharing.
- Miracle League
  - Finished the field; offered 5 weeks of games last year.
  - The last weekend was standing room only!
  - Spring—dugouts are going to be covered and have sponsor signs.
  - There is going to be a shed of some sort for the golf carts.
  - Versatile vehicles have committed a golf cart for every season to Miracle League.
  - Considering a Tuff shed for approx. \$10k.
  - Registration for the Spring/Summer season is going out on Monday, January 26<sup>th</sup> at 8:00 a.m. and will be run through up to Spring Break.
  - Games will not start until the week of May 18<sup>th</sup> to July 13<sup>th</sup> in the Spring/Summer.
  - Trying not to play games on the weekend, Tuesday/Thursday and Monday/Wednesday.
  - Built program
    - Support is needed, not registration driven, \$30 registration cost.
    - Sponsorship plan is what is driving jerseys, hats, swag bags and very little equipment costs.
    - If no team sponsors, concession revenue is enough to cover overhead.
  - Does not see a lot of costs increasing.
  - Fundraising will continue to be done, organizations are consistently donating.
  - Concession work brought in around \$20K profit in 2025 (operating concessions for summer baseball along with Miracle League games).
- Lacrosse
  - Continue to grow the game and there has been very good retention.
  - Lacrosse used have three or four teams at every level.
  - Looking to get up to 350 athletes.
  - Girls are kind of struggling with numbers – keep trying to get new athletes.
  - Using partnerships with the schools and looping in the high school with LAX.
  - Try LAX event.
  - Boys side of the program, there needs to be a home base for the boys. Being spread out at 5 different sites has been difficult.
  - Looking for 100% of the P.L.A.Y.- It Forward participation in 2026.
  - Encourage early opportunities to promote giving back to the community. There is a great value here. Teaching athletes the history of the game.
- Football
  - Hit fundraising milestone of \$10,000 in net dollars—will be presented to football board.
  - There are equipment investments that need to be made.
  - Helmets typically last about nine years total, including refurbishment.

- Need to put forward about \$100,000.00 for future helmet renovations.
- Focused on trying to raise funds.
- Football revenue went up and our costs are more competitive with communities around the area.
- Going to the community and starting to market and fundraising.
- Asking for guidance from the exec board and engaging the community in the right way.
- Participation overall is down but primarily related to class size. There were only about 47 kids in the 8<sup>th</sup> grade football class.
  - There is success at the first and second grade level for football.
- Parents are saying that they do not know if they want their kids in football.
- Want to continue to work on Mental health skills to build well-rounded kids.
- The Savage Dome—picking dates a year in advance is a little difficult for football.
- Need better access for facilities.
- Fleek—there is the possibility of a cost-increase for the Savage dome.
  
- Cheer
  - Space and time needs.
  - Cheer can practice almost anywhere if they have their mats. The mats are giant.
  - Nine panels of mats to run one cheer practice.
  - Not much space to store the cheer mats. Share storage with gymnastics at Twin Oaks Middle School.
  - Need to replace or update one of those nine panels.
    - Sometimes you can sell those to a younger program to recoup some of that cost.
    - If there was a place we could store that third panel, then it would open another practice location for PLAY cheer.
  - Time
    - Grow the program, if the program wanted to go back to more squads, it would not have the place or time to practice.
  - Fleek
    - Talked with Gina today and it sounds like PLAY may have the gym at Grainwood beginning fall 2026 (to be confirmed). Community Ed on Wednesday nights and could become a dedicated cheer facility.
    - Middle school would stay at Twin Oaks where there would be one set of mats.
    - Mats could stay at Grainwood.
  
- Volleyball
  - Boys' program kicks off this Spring.
  - Dana would like this to be her last year as the VP.
  - Help is needed to get some help for some of these leadership roles.
  
- Track and Field
  - Numbers continue to do well.
  - Cannot really accommodate a lot more athletes because they can only use one facility which is Dan Patch.

- Need to identify a successor VP for track by March 16<sup>th</sup>
  - Last year for this VP.
- Often seen as a secondary sport and is the case for a lot of athletes.
- Track sometimes get stuck with inconvenient times. Goal of trying to create some consistency with that.
- Appreciates collaboration across PLAY in publicizing their program.

### **Elections—President, VP of Finance, Secretary; All Exec Board Roles**

- No external candidates to be a candidate on the executive board.
- Reelected entire executive board by voice vote.

### **2026 and Beyond—Strategy and Vision—Slocum**

- P.L.A.Y. mission statement—development both on the field and of the field.
- Invest in our athletes.
- Grounded in strong operational foundations; known as a brand that gives back.
- Foundational discipline. This is something we carry forward.
- Break up Fleek’s role into two functions, that will help the sports going forward.
- Player development—keep pushing development.
- Coach development
- Brand piece of P.L.A.Y. is important—it needs to feel like one organization.

### **General Announcements—Slocum**

- None that were not covered in the meeting.

[Seigel moved to adjourn meeting, Hickey seconded motion.]

Meeting adjourned at 8:34 p.m.]

### **Upcoming Meetings**

- Sunday, February 15<sup>th</sup> @ City Hall