

Update from the NSSA President:

For those I haven't met, my name is Mike Meloch. One year ago, I was elected as president of the NSSA board. I want to update you on the state of the club and the goals we have set for the next 12 months. My duty as president is to grow NSSA and ensure we continue to be a club that is dedicated to all our players, no matter the age or talent level. I encourage you to hold me and the rest of the board accountable for our progress toward that mission.

State of the Club

Despite a changing soccer landscape and some significant challenges in recent years (the age-group mandate and Vadnais Dome collapse, for example), NSSA remains a strong, healthy organization. We have nearly 900 players in our competitive, recreational and Jr. Academy programs, which is level year over year. Next month, we will be appointing Katelynn and Jacob Fast as co-directors of coaching for all ages of our competitive program (9U-18U). We are optimistic about our plans to grow our membership and strengthen our ties to the communities we serve.

Priorities for the next 12 months:

- **Indoor Training Facilities** – We are listening! We understand weekly jaunts to turf outside our club footprint are not ideal for our competitive teams. As a club, we are tirelessly exploring every avenue available to us, including the viability of renting warehouse space close to home and converting it to turf training fields. If anyone knows of potential space available for rent, please email.
- **Volunteerism/Community** – Volunteers are critical to the success of an organization of our size. In the coming months, you will be hearing from us about ways you can help us make soccer thrive in Shoreview, Roseville, Arden Hills, New Brighton, Falcon Heights and beyond. We encourage you to take “ownership” within the club. Raise your hand and volunteer!
- **Marketing** – This past spring we launched a successful digital marketing campaign to drive registrations for our recreational and Jr. Academy programs. We will amp up our marketing efforts in 2019 and encourage you to [spread the word about our new corporate sponsorship opportunities](#).
- **Recreational Program** – In 2017-2018, we made rebuilding our rec program a strategic priority. We will continue our efforts in this area, as we view a robust rec program as essential to our mission, and a key service we provide to our community youth.
- **Mergers/Partnerships** – In the last 24 months, you may have noticed several Twin Cities youth soccer clubs merging to form larger “mega” clubs. The significance of this trend is not lost on us. We have been at the table with other area clubs discussing partnership or merger opportunities. We will continue to explore opportunities with other organizations that are a good cultural fit and share our passion for soccer. We take the issue very seriously, and any change of this magnitude would be made to provide better soccer opportunities and experiences at all levels. We will keep our membership attuned if an opportunity becomes more real.

Thank you for your commitment to North Suburban Soccer. If you have feedback or questions, please don't hesitate to contact me directly. Have a Happy Thanksgiving and I'll see you on the soccer pitch.

Mike Meloch

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P.S. Our friends at White Bear Soccer recently hosted a forum in which Blake Huffman, a Ramsey County Commissioner, discussed the future of the Vadnais Dome. NSSA participated in the meeting. [Read our notes](#) from the meeting if you are interested in the current state of affairs.