



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

Wednesday, June 18th, 2025

7:00 AM

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 (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 (Present)
- Jonathan Snyder—Executive Secretary (Present)

President's Welcome

- Slocum—meeting called to order at 7:00 a.m.

Basketball Budget—VP of Basketball— Aaron Arterbury

- Arterbury appearing remotely.
 - Basketball has \$20,000 budget deficit going into 25-26.
 - Numbers of athletes: 754 athletes for boys and 291 for girls.
 - Should be able to add a third travel team for 3rd grade boy's travel team.
- 1,051 total basketball for athletes this year.
- Total fees—there is an increase in some costs.
 - Arterbury proposes keeping K-2nd fees where the fees are currently to keep interest high in those programs.
- Proposed fee increase—starting in 3rd grade in house (\$25 increase) and travel (\$95 increase).
- Potential issues with proposed fee increases. This increase may not be enough due to rising gym fees.
- Increase price of what we are charging for concessions. Other tournaments increased cost of concessions sold, justifiably so. There was \$4,000 in concession revenue.
- Tournament Entry Fee—up to \$217,000, there is one additional tournament.

- Fees increased in other tournaments
- Basketball is forgoing the Shakopee Jamboree because Prior Lake teams just play Prior Lake teams.
- Reduced budget for coaches/training and memberships.
- Gym rental increase—proposed a 6% increase from last year, Fleek confirmed that this cost increase will be 5%.
- Basketball spent \$13,000 on in-house uniforms this year. There are about 1,000 reversible uniforms in the shed. Add a \$12k-13k cost for that if need to buy new.
- Slocum
 - We would just like to be transparent with the community about the reason for the increase.
 - Line 53 of the spreadsheet – tournament entry fees.
 - There are 9-10 tournaments per travel team. 11 tournaments for 4-8th grade teams. 9 tournaments for 3rd grade teams.
 - Developmental experience instead of a tournament.
 - Arterbury
 - Open to developmental experience.
 - The developmental experience is hard to implement this year and may need more \$\$ dedicated to it..
 - Spoke to parents—95% was aligned on tournaments in amount and frequency.
- Thompson— how many tournaments do other communities play in?
 - Arterbury—PL is on the high side of # of tournaments.
 - Most of them do not do the Shakopee Jamboree
 - 10 tournaments are typically the norm.
- Arterbury
 - Last year there was a \$3,700 charge that we paid for the Laker sports pass to do the basketball.
 - That was not budgeted last year.
 - I need to add that to the budget.
 - There was conversation of shifting that to the PLAY general fund.
 - Fleek—lean toward Laker pass being a general PLAY expense. Sends a good message that PLAY supports high school athletics.
- Arterbury—registration needs to be open on August 3rd.
- Hickey
 - Was there a K-2 increase last year?
 - Arterbury— no.
 - Hickey— how about a \$20-\$25 for increased cost of K-2.
 - Thompson—this program is too big to be operating in the negative.
 - Shepard—every VP should put together a break down of why our sports cost what they cost. For example – is what we charge for IH basketball in line with other communities?
 - Fleek—could put together a spreadsheet that shows where things go to. That template could be used by everyone.

- Aidas—Re: not doing the Shakopee tournament. People might not perceive it as cutting a tournament.
- Hickey—how does that compare to another in-house fee?
 - Fleek—it is below baseball.
 - Hickey—much longer season for basketball?
- Arterbury-- \$14,842+ even if considering uniforms. We would be positive there.
 - Could go down in tournaments next year if necessary.
- Slocum
 - Increase cost for K-2
 - Add uniforms costs.
 - Keep tournaments the way they are.
 - Make adjustments and take the approval virtually.
 - Dollars should be reinvested, don't want to lose focus on that piece.
- Budget not approved.

Old Business

- HS tennis court lighting—Fleek
 - Supposed to be a booster club meeting on Monday night.
 - That meeting was cancelled.
 - No answer yet from the HS.
- Ultimate Frisbee Update—Fleek
 - Started on Monday. It was awesome.
 - It was raining, the kids voted to keep playing.
 - It attracts all types of athletes.
 - It was super fun to watch.
 - Session #2 is this morning at Pond 7.
 - 24 registrants
 - 4-8th grade (boys and girls)
- Miracle League—Fleek
 - Put in fence posts yesterday.
 - Build is officially underway.
- Speed & Agility Update—Slocum
 - Build out a broader program (track and tennis have tested).
 - Slocum will send a document about the principles.
 - Develop the athlete as a PLAY program as opposed to 11 individual sports.
 - There is a demand and there is no supply and system.
 - First session is at the end of this month.
 - Aidas—would this be a separate sport?
 - Slocum—this would probably be an extension of track.
 - This will be put on by hired, trained individual(s).

New Business

- PLSAS Facility Use Fee for 2025-26—Fleek

- 5% increase in cost over last year for facilities.
- Has been suggested there could be another increase next year.
- City of PL Parks Referendum—November 2025—Fleek
 - Not official, city is almost certainly going to put a parks referendum on the ballot.
 - In the Spring Lake area, it will not have any facilities that will impact PLAY. Additional soccer fields, could impact PLAY indirectly.
 - PLAY is supportive of parks in our community.
 - City Parks Manager will come to speak to PLAY once this becomes official.

Spring/Summer Sports – One leadership goal for each sport – Thompson

- Softball—second tournament Father’s day weekend.
 - No parking issues.
 - Rented golf carts and not one person used the golf carts.
- Lacrosse—girls won the state, not sure how the boys did.
 - LAX by the Lake coming up
- Track—plugging along.
- Thompson would like to go out and see the sports that I am overseeing. I have not gone to watch tennis or lacrosse. Spend a fair amount of time at the softball field.

Fall/Winter Sports Update – One leadership goal for each sport – Fleek

- Football—have program increase opportunities in the flag football world.
 - Expanding ages, encouraging flag football for girls.
 - Cantwell—agrees with this.
- Cheer
 - Jessica is the new director, need to get Jessica a VP
- Volleyball
 - Bring Dana and that board more into the mix.
 - Volleyball still feels like they are on an island but Dana runs that program well.
 - Continue to grow boy’s side of volleyball.

Registration Update—Efficiency/Partnership

- Fall registration is ramping up.
- Fall/winter coaching registration is working.
- Michelle partnership goal—nearing the end of my term and start documenting what I do here and need to pass it off.

Technology Update- Aidas

- There are issues with people not knowing how to operate their respective websites.
 - They say they cannot make any changes.
 - Aidas has had issues with trying to get people to know what to do when the encounter problems on updating or modifying their websites.
- Board Proposal

- Anytime there is a new VP—they should have a sit down with Debbie.
- Siegel—set expectations with the new VP.
- Shepard volunteered to be used as a test subject to identify problems.

PCA Update – Critical Updates/Challenges- Peterson

- Cheer PCA meeting was completed.
- Like to figure out to continue to have a relationship with the leaders/coaches rather than sending them off and say see you next year.

Financial Updates – Hickey

- The PLAY account is sitting ok, still keeping a close eye on cash.
 - PLAY has moved money from investment account to operating account to cover bigger, recent expenses.
 - Made payment for the tennis lighting and there will be another payment to the city.
- Goal—a lot of stagnant information in the financial archives. Hickey wants to avoid looking at 4 years of stuff that does not exist. Try to group expenses better.

Update on Vice President of Community Outreach

- Shepherd—What is the main goal of the role?
 - What would the board want from this role?
 - PLAY forward program is one of those things.
 - People are going to the Twin Cities and we want to get people back into the community.
- Fleek
 - Every time a spring team does an outreach project, it gets posted to baseball’s Facebook and it is shared to the overall PLAY Facebook page.
- Newsletter (quarterly, monthly, etc.)
 - There used to be a newsletter.
 - A newsletter might work better with seasons and quarterly.
- Fleek
 - Questions about tournament schedule from local businesses.
 - Local businesses get slammed when these tournaments are in town which shows the significant impact we have in the community.
 - Local business outreach— provide seasonal calendar as a heads up?
- Shepard
 - Fundraising is important and keeps fees down.
- Siegel
 - Create a foundational document by sport.
 - Identify deficiencies to meet needs of our sports and development a plan to solve those deficiencies.

Open Forum

- Thompson

- Budget—we have a lot of large expenditures.
 - Ponds project, miracle league, tennis.
 - Hickey—we are sitting ok financially.
 - The financial accounts are going to fluctuate quarter to quarter.

Adjourned meeting at 8:46 a.m.

Upcoming Meeting

- Wednesday, July 23rd – 7-8:30 AM – Parkview Room @ City Hall