



Northern Lights Soccer

Monthly Meeting

March 9, 2020

7:00 pm Elmcrest Park

Call to order:

- **Meeting Called By: Meghan Rietschel**
- **Type of Meeting: Monthly Committee Meeting**
- **Note Taker: Mandy Paumen**

Attendees: Mandy Paumen, Christine Amsler, Jon Klocker, Aaron Lindquist, Sean Sutter, Mary Pipenhagen, Chere Thompson, Meghan Rietschel, Clint Seul, Sarah Boyum, Angela Kokesh, Andy Severance, Leigh Bakke, Heinrich Von Mende, and Tricia Fitzl (guest).

Meeting called to order by Meghan Rietschel at 7:09 pm.

Mandy Paumen makes a motion to approve the minutes from January, Angela Kokesh seconds the motion. Motion carries.

Mandy Paumen makes a motion to approve the agenda, Angela Kokesh seconds the motion. Motion carries.

Financial Report: Angela Kokesh

Current bank accounts:

Savings: \$25,351.55

Checking: \$92,658.26

- **ACTION ITEM** - Kotchi to pay \$2100 for sponsorship.

Open Forum:

Committee Business:

Task Updates:

Tournament Coordinator: Andy Severance

- The registration numbers are way down at the moment. We only have our teams and 2 others registered.
- We can have inflatables if we sanction our tournament with MYSA.

Volunteer Coordinator: Leigh Bakke

- Propose we vote on approving the volunteer policy.

Mandy Paumen makes a motion to approve the new volunteer policy, Sean Sutter seconds the motion. Motion carries.

- Are we doing fall SSS at Adrenaline or Elmcrest?
- Do we want an additional volunteer at spring concessions specifically for spirit wear, or are the two we have in concessions sufficient?
- Do we want to stripe the fields ourselves and post Dibs shifts for that? There was discussion last year that we may want to go that route.

Field/Equipment Coordinator: Justin Allen (absent)

- Met with City of Ramsey and Anoka about fields needed for the upcoming season.
- We can take all of the goals from Gray Ghost Field and put them where we need them. We were offered to use Bonnell, Mississippi River Park and Brisbane Park.
- Anoka will lay out and mark the fields for us.
- We will continue to use Sunny Acres and George Enloe park along with the parks listed above.
- Ramsey parks will still be Elmcrest, Central, Rivers Bend and Emerald Pond.
- Drainage problems at Elmcrest is a lost cause. It would be cheaper to build a new park somewhere else.

- Ramsey will have 3 new parks going up. Possibly across from Brookside Elementary and between The Courtyards of Ramsey and Bunker Lake Blvd.
 - **ACTION ITEM** - Justin to blackout the travel teams at Elmcrest week of the tournament.

Concessions Coordinator: Lindsey Helgeson (absent)

- May have a potential person to work concessions this summer but I'm wondering if we could post the job just in case it doesn't work out.
- Planning on getting into that back room sometime soon to organize the food and equipment back there.

Girls Travel Coordinator: Ben Gerads (absent)

- We have had quite a few player withdrawals throughout the winter.
- Gearing up for the start of the spring season. Will coordinate with Jon and Justin in getting coaches equipment and apparel gift cards.
- Working on turf time and the ice arena.

Boys Travel Coordinator: Christine Amsler

- No updates at this time.

Rec Coordinators: Heinrich Von Mende and Mary Pipenhagen

Winter Rec:

- Winter Rec has been going great.
- Winter Feedback thus far - Only one negative comment.
- Coaches - Coaches have put a strong emphasis on drills, technique, mechanics. Mary's plans and resources have been very helpful. I've heard many coaches comment on how much it's helped them. Including myself! :)

Spring and Summer:

- Registration has been great so far this year. Ratio of coach vs player is down this year, but we are way up in registration. The numbers for registration up to March 8th of last year vs this year. There is not a single area we are down.
- Road signs somehow helped with registration before we put any out.

Registrar/Communications: Sarah Boyum

- Rec: You've seen the rec numbers - yay!
- Fliers for rec went out to schools and daycares, emails have gone to the membership and out on Facebook. Rec announcements have been posted at the city of anoka and the city of Ramsey for communication on their electronic billboards.

- Printed five large-scale banners that are going up on Highway 10 at Do All Printing, the fairgrounds and by \$5 Pizza in Ramsey.
- Additionally, we have 3,000 fliers that went out via Chanticlear Pizza on top of their pizza boxes.
- Once the remaining signs are out this week I hope to see an additional jump in numbers.
- We've been paying for Facebook ads and they've had a nice return on investment:
- In the last few rounds of ads I've spent \$179 and reached 10,721 people in our targeted audience, had 4917 post engagements and 54 link clicks.
- Tournament - I'll send another round of emails announcing our tournament but I'm beginning to worry about our registration numbers. Any thoughts on how we can increase registration?
- Referees - Ref email is going out in the morning to announce we're hiring refs at the rate of \$13 an hour.
- Board positions - I've been announcing open board and concessions positions through Facebook and the ARAA newsletter. Probably time to reach out to families we already have involved in the program to see if they're interested.
- Team submissions - All teams have been submitted along with all coaches, assistant coaches, team managers and players for Spring 2020.

Mandy Paumen makes a motion to give Countryside Printing a \$100 giftcard for working with us the last 10 years, Angela Kokesh seconds the motion. Motion carries.

DOO/Team Manager Coordinator: Chere Thompson

- PACT Training is a few weeks away, we have 1 Coach that needs to sign up still and all Team Managers are signed up that need to attend. I have 2 families that have not signed up yet. I will be sending out another email.
- Rec Picture day - Mary & Heinrich I know it is still a ways out, but as soon as you know what teams will be on Wednesday, May 13th & Thursday, May 14th can you please let me know. I need to get team names, Coaches and if possible rosters to the photography company.
- Competitive Picture day - All dates have been posted for Teams on the TeamSnap pages. I have sent over all team information and just waiting on picture times for teams. They will be introducing a new system this year that they stated is a lot more user friendly.
- Coaches fees and Tournament fees - We have 20 families on the girls team & we have 13 families on the boys teams who have not started the payment process yet. I will send out a new email to those families after the 18th as that is when the next scheduled payment is due.
- All players who are currently registered should have all ordered there uniforms. I have an email to Jeff at Steffen's to verify this information. I had one family that I was watching and they finally ordered.
- All but 3 tournaments registered for.
- Will be getting all the information out to Teams on the Summer Championships. There have been a lot of emails going out so I will send out next week.
- Minneapolis City was emailed about a partnership. Discounts on games, etc.

DOC: Aaron Lindquist

Completed

- Field schedules are ready to go for summer training. Waiting to hear back from 1 coach until it's sent out to teams.
- We have had 4 players (to my knowledge) drop this winter.
- First round of evaluations should be done on ZoomReports but there are coaches who are behind schedule. Sent out a reminder this week to them.
- All teams are ready to go for the summer. We are adding players to rosters still.

Upcoming

- Summer camp (for 7U-14U) registration is being made and I will get information to Sarah about creating a flyer. \$40 plus training shirt. June 10-12.
- Summer speed/agility (13U+) will be created and sent out.
- Competitive schedules for Black/Blue to be released on the 20th.
- College Showcase teams for Boys and Girls will compete in the NSC Showcase event in early April.
- Coaches meeting will be scheduled as well as teams matched up for our mentorship program this month.

Fundraising Coordinator: Sean Sutter

- Many companies are willing to do a small Angel Scholarship for our club, our club is just too small for the big sponsorships.
- Rapids Honda and Mauer Chevrolet are willing to sponsor \$500 a season.
- Working on getting a Dick's Sporting Goods shopping day.

Uniform Coordinator: Jon Klocker

- Coaches codes should be emailed out this next week. Jeff was able to issue a code for each coach, no way to lose it and Stefan's will keep track of the amounts. \$75 stipend for each coach. Once the codes are emailed out, the coaches apparel site on Stefan's website will be opened for two weeks, the apparel items will be marked at our cost. Apparel will be shipped directly to coaches.
- Ordered \$3900 in corner flags (26 sets) with Adidas Bucks. We have \$2900 left in Adidas Bucks that we need to use ASAP.
- Need to set up uniform try on during tryouts. U9-U11 is July 20-21 and everybody else is July 26, 27, 29 and 30.

Future Months Business:

- Discounts for families with multiple children.

New Business:

Tricia Fitzl - interested in the Rec Assistant Position (building rosters, communication with parents/coaches and on the field support)

- Has kids within the club playing soccer, involved in rec soccer.
- She would like to expand her community outreach.
- Her background is in Video Production.
- She has a passion for kids playing sports and would like to volunteer at a sports capacity.
- She coaches with her husband here at NLS.

Mandy Paumen makes a motion to approve rec assistant position for Tricia Fitzl, Angela Kokesh seconds the motion. Motion carries.

Meeting Adjourned:

- **Mandy Paumen makes a motion to adjourn the meeting. Angela Kokesh seconds the motion. Motion carries. Meeting is adjourned at 8:29 pm.**

Next Meeting: May 11, 2020, at 7:00 pm at Elmcrest.