

Maple Grove Youth Lacrosse Association

2023 Annual Meeting
November 13, 2023



Agenda

Meeting called to order & welcome

2023 Year End Reports by the Executive Board

President - Mike Seppelt

Secretary - Jen Michaud

Treasurer - Karie Roers

Vice President Girls - Nate Iverson

Vice President Boys - Troy Trbojevich

New Business

Elections



President's Report



MAPLE GROVE YOUTH LACROSSE



THE FASTEST GAME ON TWO FEET

President's Report - Meet Your Board

Executive Team

- Mike Seppelt, Pres.
- Troy Trbojevich, VP Boys
- Nathan Iverson, VP Girls
- Karie Roers, Treasurer
- Jen Michaud, Secretary

Coordinators (Non-Voting)

- *Rob Peterson, Assistant Treasurer
- Matt Miller, Equipment Coordinator
- *Julie Benyon, Apparel Coordinator
- *Tiffany Lande, Registrar
- *Mandi Murch, Scheduling & Field Coordinator
- Katy Kaminsky, Webmaster
- *Liz Brown, Social Media/Marketing Coordinator
- *Kyle Ramsey, Boys Coaching Director
- Kelly Edlund, DIBS/Volunteer Coordinator
- Stacie Benson, Hosted Tournament Director
- Laura Miron, Advertising Coordinator
- Adria Hamel, Recruiting Coordinator

Level Directors

- Brian Marcus, Boys 14U
- Stacie Benson, Boys 12U
- Tony Erickson, Boys 10U
- Brian Hutton, Boys 8U
- John Rydberg, 6U
- Chris Range, Girls 14U
- Joan Dostal, Girls 12U
- Matt Saba, Girls 10U

*Denotes new Board Member



President's Report - 2023 Demographics & Programs

Total Association Registrations

- Girls - 139 registrations (140 LY)
- Boys - 240 registrations (182)

- 6U - 27 (24 boys, 3 girls)

Programs

- Boys Spring Box (51 players vs. 48 LY)
- Boys Spring/Summer Field (124 vs. 123)
- Girls Spring/Summer Field (99)
- 6U Development Program (27 vs. 25)
- Boys Fall Field (46 vs. 11)
- Girls Fall Field (38 vs. 47)
- Try Lacrosse for Free (122 vs 52)

Spring Box Teams (Boys)

- 1 Team @ 14U
- 1 Team @ 12U
- 1 Team @ 10U

Spring/Summer Field Teams

Boys

- 2 Teams @ 14U
- 1 Teams @ 12U
- 2 Teams @ 10U
- 2 Team @ 8U

- 4 Teams @6U

Girls (Spring and Summer)

- 1 Teams @ 14U (Summer Only)
- 2 Team @ 12U
- 1 Team @ 10U

- 1 Team @ 8U

Fall Teams

Boys

- 0 Team @ 14U
- 1 Team @ 12U
- 2 Team @ 10U

Girls

- 1 Teams @ 14U
- 1 Team @ 12U
- 1 Team @ 10U



President's Report: 2023 Highlights

- FUN and SUCCESS
 - 2023 Member Survey:
 - Majority of respondents were positive on their respective season and overall program experience, but we still have work to do with emphasis areas that include tryouts/tryout policy and coaching
 - Fielded competitive teams at all levels of boys and girls from 6U-14U
- Fernbrook Athletic Fields
 - Fully utilized our our ¼ share of FAF from April through July
 - Third full year of girls and boys league play at FAF: weekends and weeknights
 - All girls and boys teams held practices on field 1 & 2 Mondays - Thursdays
 - Hosted three revenue generating state tournaments: MSLAX Girls Summer, GNLL Boys Spring, and Blue Ox club tournament
- Continued Board Refresh and Transition
 - Replaced “retiring” board members whose kids aged out of program
 - We continue to need board volunteers, so please spread the word!

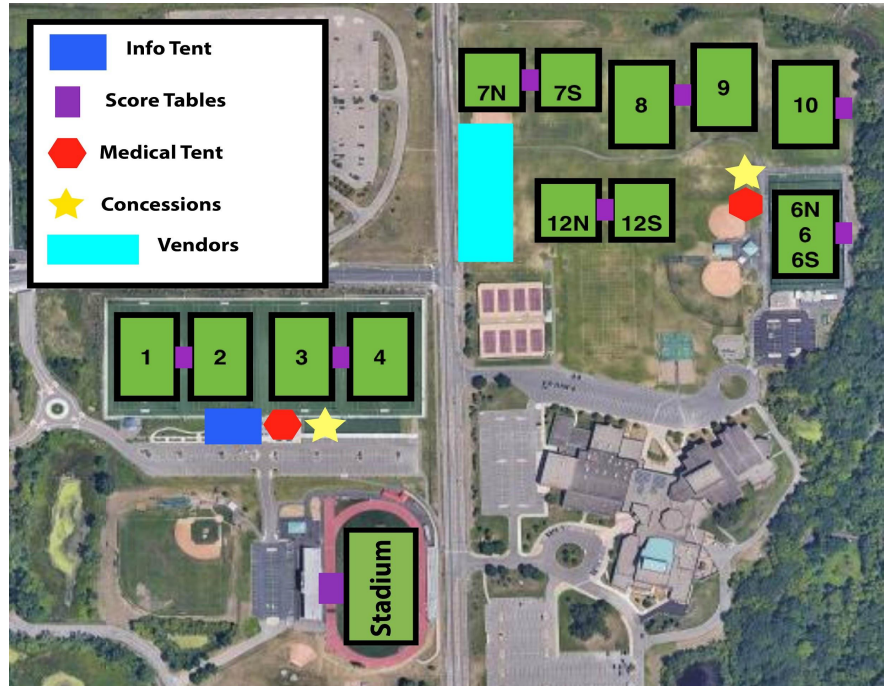


President's Report: 2024 Ambitions

- Hold 2024 program fees at 2021 levels, continue to encourage participation at younger levels to drive growth
- More access to non-parent coaches with prior lacrosse knowledge/skill with a particular emphasis on the girls side
- 1 or 2 tournaments at Fernbrook Athletic Fields: GNLL Boys State (mid-June), potential late July Girls State Tournament
- Finalize a standardized tracking system to monitor paid coach hours, dates, W9, hourly wages, so that we can pay our coaches on time
- Increased membership volunteering: DIBS
- Continue to provide lacrosse financial aid/scholarships for members in need



President's Report - GNLL Tourney



President's Report - Fernbrook Athletic Fields



President's Report - Fernbrook Athletic Fields

The Maple Grove Youth Lacrosse Association, both boys and girls, are one of the primary tenants of the fields from April to July.

As part of the partnership we are committing to 8 shares and contribute our 20% of the construction cost for those 8 shares at a cost of \$62,500 per share, totaling \$500K. Annual cost ~ \$25K

8 Shares is the equivalent of 2 turf fields from April to July.

Allows the following;

- Build Community
- Ability to play outdoors as early as April 1 or even earlier depending on snow melt.
- Play and practice in inclement weather.
- Advertising & Hosting tournaments to drive additional funding
- Alleviates the rising cost of Lacrosse.
- Help fund additional skill development programs.
- Help fund association equipment needs.



City Report: Facilities

Fernbrook Fields

- MGLAX staying on Fields 1/Field 2
 - Camps
 - \$30/day/field (non-exclusive time)
 - No fee during exclusive time
 - No expected increase in FY2024
 - \$65 per hour field rent
 - Tournament field fee (\$60)
 - No change in special use fee (\$100)
 - Storage
 - Losing Soccer Storage and moving to private locker
 - With Maple Brook contract we are giving it back

ISD 279 Grass Fields and Dome

- Grass
 - Some fields may be rested in 2024
 - Permits Granted April 1st of each year
- Dome
 - Spring use to be reserved through Maplebrook//MGBA
 - Dome time in MG hard to come by
 - Secured nine hours at Maple Grove Dome and eleven hours at Brooklyn Park Dome



Recruitment Efforts

Try Lacrosse for Free

- 2024 Plan
 - Plan for Two Events
 - January Date/July Date
 - January 10th, 2024 7:30pm to 9pm at BP dome co-hosted by Homegrown

Maple Grove Days

- Parade
- Booth with shoot station
 - Equipment (portable net??)



2024 Goalie Recruitment Program

Goalie Recruitment: Extreme need to identify, recruit, and retain kids at this position to be competitive.

- Continue the following
 - Goalies Play at discounted rate (30% rebate provided at end of season)
 - Refund at the end of the season if player commits to role
 - 6 players took advantage of rebate in 2023
 - Equipment
 - Ensure we can provide a high quality stick, shoulder pads, Shin-pads, throat guard



Secretary's Report



Secretary's Report

Administrative Updates

- Association Calendar up-to-date on all board meetings, please follow/link to remain up to date.
 - [MGYLAX Calendar](#)
- Board Meeting Minutes are also online
 - [MGYLAX Board Meeting Minutes](#)

Season Coordination and Communication:

- Scheduling software to reserve fields during spring/summer season (Mandi Murch)
- Team Manager information session and season kick-off meeting
 - Will be adding a mandatory parent meeting as well
 - Also, we are making it a requirement for parents to turn in their DIBs check and form before their kid gets on the field for the first practice. No check no play
 - Secretary leads with information provided by other board members: VPs, Age-Level Directors, Field Scheduling, Equipment, DIBs, Apparel, Webmaster, Social Media



Secretary's Report - Dibs Volunteer Hours

As part of the field partnership we are committing to host tournaments which requires volunteers. DIBs hours will be required for every Spring/Summer Field lacrosse family in 2024 again.

Where we get our DIBs numbers from

- If we require 5 hours per player we will have approximately 1600 hours.
- Subtract approximately 150 hours for board members.
- Subtract approximately 200 hours for coach and manager hours (1 head coach, 1 assistant, 1 manager)
- We have roughly 1200 hours remaining (rounding down for the few buyouts)

Thank you Kelly Edlund, DIBs Coordinator. This is her last year. We are still looking for someone to shadow Kelly for the 2024 season so they can hit the ground running in 2025.

Here is approximately what we need per event

- 70 hours - MG Days
- 6 hours - TLFF
- 6 hours - pictures
- 250 hours Tourney (Blue Ox was more 300 -320)
- With all these events - two TLFF and 3 Tournays we are at about 1000 hours.
- We have approximately 10 unfulfilled Dibs each year - checks cashed.

Secretary's Report

Volunteers

- We are always in need of volunteers so please let us know if you can help!
 - Great time to shadow a current board member to learn the position.
- Currently need someone to help with:
 - **Dibs Coordinator** (Shadow this year to take over in 2025)
 - Incentive - reduced reg fee, fulfills all DIBs hours
 - Responsibilities:
 - Compile our DIBs needs for the 2024 spring/summer season
 - Input DIBs into sportengine for families to signup
 - Compile total # of hours per family and buy-out option
 - Update dibs as needed as volunteer positions are needed



Secretary's Report - Apparel & Jerseys

Julie Benyon created an apparel store with Letterman Sports.

- Ran from Oct 13 - Oct 29 and to be delivered Dec 4th - Dec 10th
- There will be a spring store as well (we have two different vendors)
- Julie is working through initial designs for new shooter shirts and shorts
 - New shooter shirts and shorts will fix the sizing issues



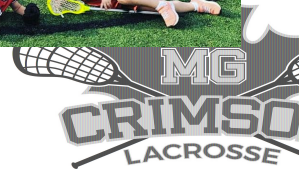
HOLIDAY ORDERING OPPORTUNITY NOW OPEN

Click Here To Order

powered by: **Letterman SPORTS** PHOENIX

OCTOBER 13TH - OCTOBER 29TH DELIVERS THE WEEK OF: DECEMBER 4TH - 10TH

*NO LATE ORDERS ACCEPTED.
**ALL ITEMS ARE CUSTOM AND ARE NOT RETURNABLE, EXCHANGEABLE, OR REFUNDABLE.
DUE TO THE CUSTOM NATURE OF ORDERS, ALL DATES ARE ESTIMATED & CANNOT BE GUARANTEED.



Secretary's Report

2023 Season Highlights:

- Hosted tournaments at Fernbrook Athletic Fields & MG High School
 - Boys GNLL Spring State Tournament – June 2-4
 - Boys Club Tourney/Blue Ox – June 17-18
 - Girls MSLAX State Tournament - July 28-30
- Potential other tournaments in 2024
 - Boys GNLL Spring State Tournament - June 7-9 - Guaranteed
 - Girls GNLL Summer State Tournament - possible
 - 2025 MGLAX Hosted Tournament
 - Run our own tournament to maximize revenue



Treasurer's Financial Report



Treasurer's Financial Report

Cash Inflows/Gross Revenues:

- FY21: \$145,007
- FY22: \$169,466
- FY23: \$188,803
 - Registration fees and tournaments: \$147,921
 - Concessions: \$32,675
 - Donations: \$3,164
 - Misc.: \$5,043

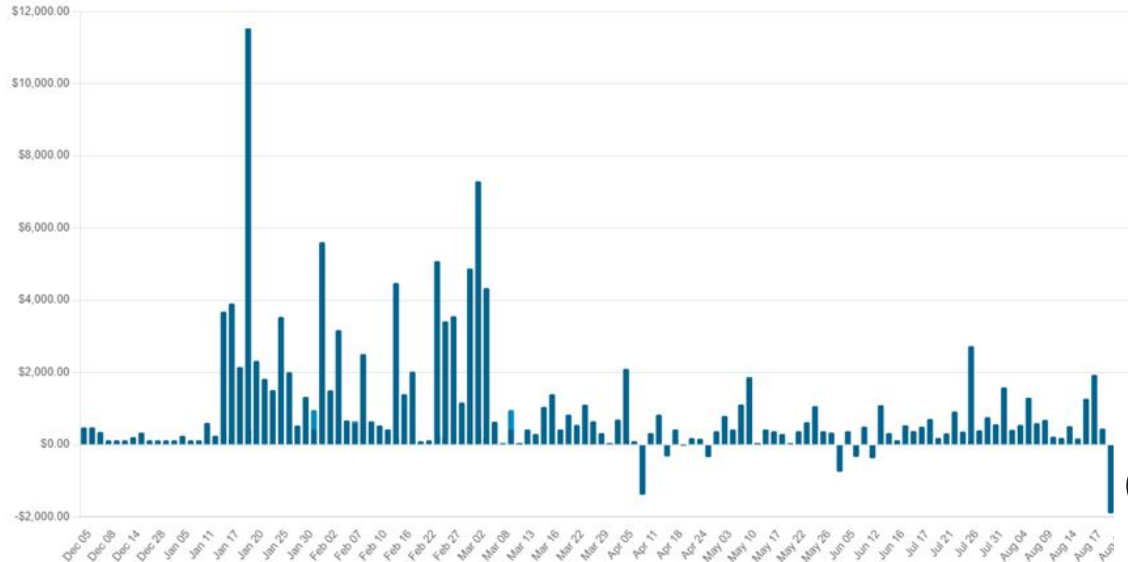
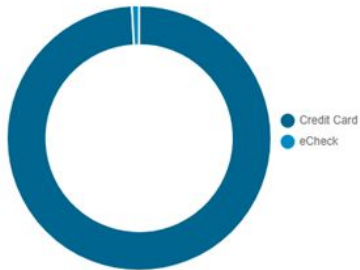


Treasurer's Financial Report

FY23

Quick Filters: Fiscal Year | Current Year | Last Year | Current Month | Last Month | **Date Range**

Total Payouts
\$130,511.24



Treasurer's Financial Report

FY22

Financial Reports

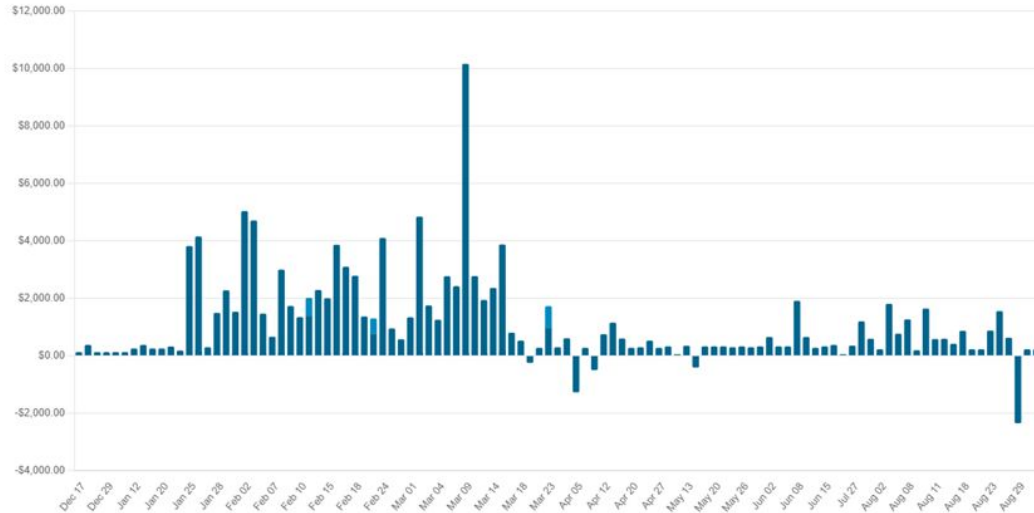
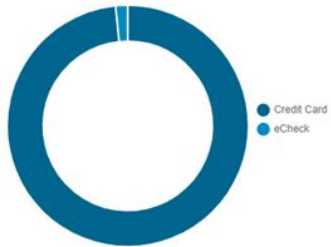
Fiscal Year Oct 1 - Sep 30 [Edit](#)

[View Legacy Report](#)

[Payouts](#) [Receivables](#) [Sale Items](#) [Adjustments](#) [Payments](#)

Quick Filters: [Fiscal Year](#) [Current Year](#) [Last Year](#) [Current Month](#) [Last Month](#) [Date Range](#)

Total Payouts
\$119,708.25



Treasurer's Financial Report

Cash Outflows/Expenses:

- FY21: \$105,779
- FY22: \$124,412
- FY23: \$162,303
 - Field and membership fees: \$88,168
 - Coaches: \$24,272
 - Equipment: \$24,865
 - Concessions: \$12,227
 - Misc.: \$12,773



Treasurer's Financial Report

Financial Summary:

	<u>FY21</u>	<u>FY22</u>	<u>FY23</u>
Profit/(Loss)	\$39,228	\$45,054	\$26,500
Cash in Bank	\$120,019	\$166,120	\$180,566* <i>Balance as of 11.10.23</i>



Treasurer's Financial Report

- Registration fees flat for the upcoming year
- We have a very strong balance sheet that we need to start utilizing
- **MUST HAVE W9 before any payment will be made**
- Need better data and more transparency from Directors and Board to capture class level financials

Treasurer contact: MGYLAX.Treasurer@gmail.com

- Treasurer: Karie Roers | Karie.Roers@gmail.com | 952-210-4930
- Assistant Treasurer: Rob Peterson | Rob@RbPeterson.net | 651-335-3305



VP of Girls Report



VP of Girls Report

Background

2017 - 63 Girls Participated (Summer Only)

2018 - 81 Girls Participated - Spring (42) and Summer (60)

2019 - 88 Girls Participated - Spring (27) and Summer (68)

2020 - Covid, Fall (40)

2021 - 71 Girls Participated - Spring (32), Summer (53), Fall (47)

2022 - 94 Girls Participated - Spring (54), Summer (93), Fall (44)

The 2022 Team -

Directors - Chris Range, Joan Dostal, Matt Soba

Coaches - Natalie Hanson, Maddilyn Bast , Becky Goetsche, and Carin Gutzwiller



VP of Girls Report

2022 Teams -

Spring - 8U, 10U & 12U

Summer - 8U, 10U, 12U, and 14U

Fall - 10U, 12U, and 14U (18U - Under Independent Entity)

2021 - 93 Girls Participated - Spring (54) and Summer (88) and Fall (44)

Spring/Summer

6 - 6U

12 - 8U

20 - 10U

25 - 12U (Actual 12U 38)

25 - 14U (Many 12U Played Up)

Fall Girls Lacrosse

11 - 10U

18 - 12U

21 - 14U



VP of Girls Report

2022 Results

Tryout Process Used for 12U to evaluate playing as 14U for Summer.

Paid Coaching

- Continued paid coaching - 2 or 3 returning coaches - great value.

2022 MSLAX Summer State Tournament - Hosted by Maple Grove (August 1st & 2nd) - 2nd Year

- Successful Event for Revenue Generation

- 14U Girls Champions B Bracket

Girls Fall Registration

- Highest Fall Registration yet.

Pumpkin Shootout (2 Teams Entered)

- 12U and 14U participated - 12U (finished 2nd), 14U (went 4 - 0, Finished 3rd due to tie breaker).

- 18U - Finished 4th in Gold Bracket

10U Girls - Hockey Tryouts took 50% of the team and had to pull out of the tournament.



VP of Girls Report

2023 - Plans

- 6U Continue to expand girls high school coaching.
- 8U Spring/Summer Combined (May Start - Competitive Play) - Add additional tournament.
- 10U Spring, Summer, and Fall (Added 10U only Tournament - MG Co-Host)
- 12U Spring, Summer, and Fall
- 14U Summer and Fall
- Formalized Tryout Procedures

10U, 12U and 14U Participating in 1 Optional / Additional Tournament for Summer

Additional Coaching Classes - US Lacrosse, MSLAX, Maple Grove High School

Improved Reachout for Registration - Earlier Announcement of Dates - Clinics and Additional Training Opportunities.

Work with High School Coaches to Ease Transition from 14U to High School Play.

Add Goalie Coaching Clinics

Evaluate Winter Season or Clinic Series

New Jersey's for 2023 (Add Shooters and Shorts - Follow Boys Model)



VP of Boys Report



VP of Boys Report: Key Dates for Registration

Boys Registration

- Proposed Key Dates
 - Registrations
 - Spring/Summer 12/14U (December 1st to February 18th)
 - Focus to get tryouts done last week Feb/1st week March
 - Need team formation information to register with leagues and attend scheduling meetings (GNLL meeting/schedule week of March 4)
 - Season activities April 1st to July 31st
 - Box 10U/12U/14U (December 1st to February 12)
 - Rosters size of 20 per team
 - Will collaborate with external associations as needed to fill out rosters
 - Registration December 1st to February 4th.
 - 6U/8U (January 1st to April 1st)
 - 6U will continue registration until start of the summer season
 - Practices start based on league start-up
 - Fall Registration (July 1st to August 28th)
 - 10u/12u/14u
 - 6u/8u clinics



VP of Boys Report: League Participation

2023 League Information

- TC Lacrosse
 - Box Lacrosse
 - Plan to register with TC Lax
- GNLL
 - Field Spring - Minimum 10 games + State Tournament
 - Field Summer League- 10 games + State Tournament
 - 6u league games and/or in house league
- Fall
 - GNLL 10U to 14U
 - 8U GNLL league to potentially start in 2024.



VP of Boys Report: 2024 Program Summary

Age Group Programs -

- 6U
 - Participate in Summer League, will push for multiple jamborees vs. week night games
 - Identify strong parent coaches and paid coaches to help out
 - 25+ kids will drive inhouse league
- 8U/10U
 - Same number of spring games (10), strive to play most games in May
 - Coaching and Drill plans
 - Focus on paid coaching with defined practice plans
 - Kyle Ramsey (Coaching Director) to provide plans and work to give parent coaching clinic.
- 12U/14U
 - Minimum of 10 spring games, strive to play most games in May ensure balanced schedule
 - Attendance Policy will be implemented (Player expectations/handbook to be made available)
 - Bringing back Several Coaches (Kyle R, Grant H, Max S, Connor E, Josh S, etc.)
 - Kyle to identify additional coaching needs and work to provide practice plans
 - Positional development



VP of Boys Report: Tournament Participation

Tournament Entry

- Leagues Tournaments
 - State Tournaments
 - GNLL Spring
 - GNLL Summer
- External tournaments
 - 1 extra summer tournament
 - Travel tournaments allowed (Grand Rapids/Duluth, etc.)
 - Local Tournaments
 - If multiple teams at the same level strive to not enter the same tournament



VP of Boys Report: Coaching

Coaching

- 2024 Plan
 - USA Lax Requirements
 - Level 1 Certified (at least one)
 - Parent Coaches
 - Help cover spring
 - Move to logistics support after paid coaches start
 - Top Level Budget Strategy for Boys
 - Minimum 1 paid coach per team for 12u/14u
 - 2024 league rule only 3 on sideline
 - Practice Coaches (skills)
 - 1 paid coach per team 8u/10U with joint practices
 - TBD 6U based on volume
 - Association players level handbook
 - Kyle Ramsey Joining as Boys Coaching Director/Player Development lead

Age Level Director

- Responsibilities
 - Primary for providing feedback to coaches or addressing parent complaints related to coaching
 - Ensures paid coaches complete required training
 - Ensure pay sheets are received in a timely fashion



VP of Boys Report: Tryouts/Shake Rust Off

Tryouts

- Plans for 2024
 - Process
 - Focus on tryouts for 12U/14U; Closed tryouts
 - Use some dome time for shake the rust off (Dates TBD).
 - Kyle R, Grant H, Jack D to help staff
 - Tryouts date is TBD based on Dome time; Strive for completion before March 4.
 - Allows for time to find parent coaches, team managers, team registrations, etc
 - Kids must attend tryouts and be registered to make an A level team
 - Identify independent evaluators early (minimum of 4 evaluators)
 - Scoring system and transparency
 - Add position to registration (Attack, Midfield, Defense, Goalie)
 - Evaluators to provide recommended team splits
 - May balance teams based on registration numbers
 - A team roster max of 18 to 20 players
 - Discuss final team rosters with age level directors and VP prior to communicating
 - 24 hour cool off period
 - Focus on verbal discussions over email responses to feedback



New Business



Elections

Candidate Introductions:

President (Mike Seppelt)

Secretary (Jen Michaud)

Vice President Boys (Jon Rydberg)

U12 Boys Director (Kim Reed)

U14 Boys Director (Brian Hutton)

U10 Boys Director (Tony Erickson)

U10 Girls Director (Matt Saba)

Elections

