

October 15, 2019

Present: Sam, Erik, Russ, Kim, Amie, Kara, Cindy, Roger K., Nancy, Adrian, Rebecca, Lydia, Jay

Coaches update –

Boys - Adrian working on assistants. No frontrunners yet.

3 paid positions – head and 2 assistants

Possibly merge with Aloha for JV team

Girls - Kelsey assistant head coach

Dan as goalie coach

Josh working from booth - film and observations

4 paid coaching positions – head, 2 assistants and JV

JV head coach needed

Numbers/registration:

2 new boys, 17 returning

9 new girls, 21 returning

Registration to open at meeting, early discount to 11/30

Revenue:

\$42,250 total revenue -

\$26,000 player registration

\$2500 – sponsorship opt outs

Expected registration shortfall to possibly raise enrollment to \$650

Can drive:

Boys v girls competition

One bag = \$10ish, 10bags per trip

Handout for friends/family – can donate to SRLax from their bottle drop account

Amie to get bags and tags

Nextdoor advertising?

Bottle drive weekends 11/2 and 11/9 – 10am -12

Boys met at Highland, girls meet at SR

Tape up flyers on 11/2, collect 11/9

Donuts and coffee provided

Flyers done by Rebecca, include bottle drop account

Winning team gets pizza party at beginning of season

Sponsorships:

\$150 - announcement at games, website, biz card advertisement in program

\$250 - above plus poster to display

\$500 – corporate – banner on field

Add sponsor of the week

Sandwich boards vs signs? Amie to explore

Pies:

Price up \$.25 this year

Resale price up \$2.00/pie

Forms –

Add 'vaping' to prohibited activities

Add Code of Conduct and concussion testing to uniform/registration approval – one acknowledgement for all

Volunteering:

Continue \$150 opt out fee or two opportunities

Swag:

Switch to sweats v shorts

Long sleeve

Lanyard

Have at first practice to hand out

Amie to get cost to give to sponsors

Photos:

Use Dana McKenna this year

(she can do team posters)

Player/parent meeting:

Set up at 6:30

Meeting at 7:00

Raffle prizes – 5 leads, 2 hats, popcorn/candy baskets, Cold Stone and Starbucks cars, bike rack, frozen pies

Intro, registration, fundraising, budget/registration costs, volunteers, field usage- Sam to email agenda

Break out sessions – cover conditioning, captain's practices, expectations

Clean up

Mixer:

Parent chat opportunity

Raffle – prizes of Trick or Treat, Smell my Feet, bike rack, popcorn/movie

Get parent geared branded raffle prizes?

Recruiting:

Encourage current players to bring one new person

Stress that equipment isn't a reason not to play

Bring a friend to parent meeting get an extra raffle ticket

Poster of lax players for school with Dana McKenna

Talk to prior players who haven't come back

Market to parents

Concussion testing through The Portland Clinic

Invoice with names provided for proof and payment

To do's:

Russ to explore shelving costs for storage unit

Kara to talk to Brent @ Dicks on gift cards

Sam still working on team app

Amie to look into sandwich boards

Rebecca to create can drive flyer

Next meeting 11/19/19 7pm @ Sam's office

Adjourn 8:45

