



**BOARD MEETING MINUTES  
SUNDAY, MARCH 9, 2014**

**THE SUNSHINE DEPOT  
ELK RIVER, MN**

---

**MEMBERS PRESENT:** JEFF HENDRICKSON (PRESIDENT), JOHN HAAF (VICE PRESIDENT), STEVE WEBER (SECRETARY), TIM DALTON (GIRLS DIRECTOR), LISA EDWARDS (REGISTRATION), MELISSA WEBER (UNIFORMS), BUD HALE (SCHEDULING), AND JESS QUAID (EQUIPMENT COORDINATOR)

**MEMBERS NOT PRESENT:** DINO DANIEL (BOYS DIRECTOR), , LYNN BROWN (TREASURER), KARIN HENDRICKSON (APPAREL)

**GUESTS PRESENT:** ALAINA QUAID, NANCY CLUSIAU, ROB HEATH, ALICIA HEATH

**MEETING WAS CALLED TO ORDER BY PRESIDENT JEFF HENDRICKSON AT APPROXIMATELY 6:09PM.**

**JEFF HENDRICKSON MOTIONED TO APPROVE THE MEETING MINUTES FROM THE FEBRUARY 4<sup>TH</sup> MEETING; THE MOTION WAS SECONDED BY BUD HALE.**

**OPEN FORUM**

As noted above, we had four (4) guests in attendance at the board meeting.

Rob Heath inquired about coaches for the upcoming season. It would be his desire that we look at recruiting non-parent coaches to help continue to improve the association, as well as to look at training and coaching certification curriculum, concussion training, and symposiums for training. Jeff Hendrickson advised that at present we are looking at having Ryan Hyde, Matt Hauge, and Peter Belde back this year to help coach.

*Action Item: Jeff and Dino to look into coaches training with Homegrown or True Lacrosse*

**TREASURER'S REPORT (LYNN BROWN)**

Lynn Brown was not present at the meeting. No additional financial information was shared at this meeting.

**SECRETARY'S REPORT (STEVE WEBER)**

Steve Weber shared several points of concern with the current website provider, Mystify Your Web. In attempting to communicate with email list members, the website is not capable of accurately sending emails. Steve proposes that the association explore opportunities to switch to Sport NGIN. Jeff Hendrickson approved this, and advised that League Apps would also be contacting Steve to discuss a possible new platform.

**BOYS DIRECTOR REPORT (DINO DANIEL):**

Dino Daniel was not present at the meeting. No specific notes regarding the boys program were shared in relationship to the upcoming season not addressed through registration or other areas.

**GIRLS DIRECTOR REPORT (TIM DALTON)**

Tim Dalton was present at the meeting. Tim shared that we currently need to place a bounty on girls registrations for the Summer 2014 season. We are down at the 3/4<sup>th</sup> Grade and 5/6<sup>th</sup> Grade Levels. Tim Dalton to look for girls to run a "try-lacrosse" clinic within the high school program, as well as a Bring A Friend day in April to a game/practice. Additional updates to be provided at the next board meeting.

Tim also advised that the Girl's HS program is losing numbers at the upper-classman level because the youth program is actively increasing athleticism and talent at the under-classman level, which is producing talented, younger players in the high school program.

**EQUIPMENT COORDINATOR (JESS QUAID):**

Jess Quaid was nominated for, and accepted, the equipment manager position for the 2014 season. John Haaf to work with Jess on specific needs for equipment, nets, storage boxes, etc. At the present time, Jess was advised to look for long poles and heads on sale from various online vendors. John Haaf provided the credit card to Jess to complete these purchases.

**SCHEDULING REPORT (BUD HALE):**

Bud Hale was present at this meeting. Games will be beginning on 4/12, locations and times are to be determined, but will be posted to the online calendar.

**REGISTRATION UPDATE (LISA EDWARDS)**

Lisa Edwards was present at this meeting, as registration is a central focus of the association at this time.

At the time of this meeting, U15 is on a wait list; U9, U11, and U13 has space available. The 3/4, 5/6 teams also have space available. 7/8 Girls team is also on a wait list.

Jeff Hendrickson proposed in consideration for their service to the board, board members will receive ½ price registration for the most expensive player in their family, with a limit of one (1) discounted registration per family. This was approved by the board.

John Haaf gave the post office box key to Lisa Edwards so that she would be able to check the PO Box for registration information and other necessary mail.

Tim Dalton to explore means of reaching out to Community Education to grow registration for Girls' lacrosse. Jess Quaid to explore contacts at ISD 728 for a public email list to communicate about registration information to the school age players.

*Action Item for 2015: Have registration signs made on RED coroplast to be visible against snow.*

*Action Item for 2015: Board to work with Rich Czech at arena to place flyers for registration onsite.*

**APPAREL REPORT (KARIN HENDRICKSON)**

Jeff Hendrickson motioned that each board member should select one (1) apparel item with a value of up to \$60.00, and the board will cover that expense. Karin Hendrickson will be sorting through the orders received at the registration dates and via email since those in-person dates, and coordinate the orders to be placed.

**FUNDRAISING REPORT**

Alisha Heath was present at the meeting to volunteer as the new fundraising coordinator. She will be working with Nancy Clusiau and Alaina Quaid to coordinate future fundraising activities for the association. The board voted in favor of Alisha Heath for this position, as well as the co-chairs. Alisha presented during the open forum like to explore additional non-coupon based fundraisers for future seasons. John Haaf suggested an ice fishing tournament, or a golf event as possible alternatives.

Rob Heath offered to produce Slides from his business, Elk Country Sportswear. The slides will sell for \$25.00 and proceeds will be given back to the association. A photo of the slides will be placed on the website at a future date, along with an order form for the slides.

Jeff Hendrickson suggested that we need to explore a date for a coupon sales blitz similar to what we did last year with Impact Fundraising that will allow us to sell through the remaining coupon sheets. In consideration for their service to the board, Board members are asked to sell four (4) coupon sheets for each player that they have in the association, which will cover the cost of the player's uniforms. Board members and their players are also required to participate in the blitz event. This was approved by the board. For this Blitz, Alisha Heath to come back to the board with a proposal on prize(s) needed during the blitz such as highest seller, etc.

**UNIFORM REPORT (MELISSA WEBER)**

Lisa Edwards to capture sizes from registration data and send sizes to Steve Weber to be forwarded along to Breakaway Sportswear. Breakaway Sportswear will be producing the uniform jerseys, shorts, and shooter t-shirts. Steve to work with the vendor to produce U9 and U11 jerseys in time for the first games. Shorts and t-shirts to follow at a later time based on obtaining final sizing.

**SCHOLARSHIP FUND (JESS QUAID)**

Jess Quaid offered to contribute to a scholarship fund that will benefit future players within the association. Upon receipt of our 501(c)3 status, he will further explore this opportunity with Lynn Brown.

The board approved this generous offer. Jeff suggested that the board follows the Elk River football process for recipient(s) of the available scholarship dollars. This process is that the board nominates a player, based upon the specific needs, the player is to play for ½ price or no charge; in return the player and their family is to do additional volunteering within the association or through fundraising.

**MEETING WAS ADJOURNED BY PRESIDENT JEFF HENDRICKSON AT APPROXIMATELY 8:20PM**

Respectfully Submitted  
Steve Weber  
04/01/2014