



Shakopee Soccer Association
1160 Vierling Drive #124
Shakopee, MN 55379
952-913-9351
www.shakopesoccer.com

Board Meeting Minutes
March 6, 2016

The board meeting of the Shakopee Soccer Association was called to order at approximately 7:00pm at the Shakopee Police Station, by Mark Teslow.

Present: Mark Teslow, Josh Forsythe, Chuck Millis, David Leary, Jeff Seel, Peter Lutz, Doug Rogers, Troy Swallows, Scott Russett, Tony Scheutz, Doug Anderson, Greg Wheaton, Patti Isensee, Doyle Voss, Darla Teslow

Absent: none

Approved board minutes from February board meeting

Website design

- Mark and Doug Anderson talked with NGIN, reviewed sites that they liked/disliked
- NGIN to pull together a rough draft of a new site
 - We would get 2 revisions of that rough draft before it costs more money
- Would like to have a “trophy case” page that highlights successes
- Changes include how we use “call to action” buttons
- One challenge is that SSA board is not target audience – maybe get input from others

Social media/marketing

- NGIN did not have much advice about marketing
- Talked with 3 other firms – one didn’t respond, 1 is smaller with local ties, another is larger
- Some firms have hourly fees, some use retainers - \$250-\$2000 per month, depending
- Have we sat down and figured out what our goals are for website/marketing?
 - Who do we want to be? Community club? “Superclub”?
- Send something specific out for team meetings
- Build excitement for when we can get outside

Additions to the website

- Rec needs to stay
- Asking about referees
- Team meetings
- Shakopee Cup
- Summer camps
- Teams needing players

Bylaws committee

- Committee met, came up with proposals
- Wording still being finalized – will be brought to 3/20 meeting



Shakopee Soccer Association
1160 Vierling Drive #124
Shakopee, MN 55379
952-913-9351
www.shakopesoccer.com

Tournament committee

- 92 teams registered now – more than double this time last year
 - Only 5 Shakopee
- 59 girls, 30 boys teams right now
- Sponsorship received from Tom Scott, Realtor
- Meeting every other week until May – then every week
- Schedule for board members
 - Plan this year is to assign times for board members, then switch if you need to
 - Eagle Creek/West – 1 person between them
 - High School/Complex – 2 people at all times for each
- Added a setup crew for volunteers
- Doug Anderson developing task list for setup/cleaning crew
- Doyle Voss brought a nice compliment from the Wright County club – they plan on coming to tournament every year because they love it

Presidential succession

- Doug Anderson and Jeff Seel are interested in role as president
- Troy to get full job description to both of them, to make sure that the role is well-defined
- Mark/Troy to put together succession timeline and position characteristics
 - Timeline to come out at 4/17 meeting

Team Meetings – Scheduled 3/21

- Greg working on presentation
- Working on assistant coaches – most teams have head coaches
- St Francis offered baseline concussion testing for 13+ year-old players
 - Testing will be offered at \$5/player
 - Club will cover costs, either through sponsorship money or general fund
- Team meetings will have high level info about birth year registration

Treasurer report

- Commit to quarterly financial report
- Trainers – contractor status needs to be reviewed
- Talked with other clubs to see what they're doing
- Will discuss with employment lawyer
 - Timeline – set it up for beginning of new fiscal year
- Liability – if you're using personal email, you could be leaving yourself open
- Policies – conflict of interest, document retention, whistleblower
 - Discuss on April 17 – maybe May/June?



Shakopee Soccer Association
1160 Vierling Drive #124
Shakopee, MN 55379
952-913-9351
www.shakopesoccer.com

Rec soccer report

- Doyle is writing rec manual, to hand out at first coach meeting
- 197 kids registered already
- Field space – 700 was tight last year, now there will probably be more
 - In the future, we might not be able to commit to Tuesday/Thursday only
- Doyle/Pete to follow up with Greg about meeting with Esperanza
- Trying to make teams as even as possible, based on years of play
 - Make sure to include rec futsal this year

Adjourn Meeting:

Motion adjourned at 8:45pm – MSC

The next meeting will be Sunday, March 20 @ 4:15pm at West Junior High School.

Minutes submitted by: Josh Forsythe