



**Minutes
Board of Directors Monthly Meeting**

Time: 6:30 PM

Date: November 16, 2016

Location: Marian University – CD Smith Boardroom

FDLA Executive Officers:

Chad Collett, President • Dan Gerred, Vice President • Luke Newman, Secretary • Eric Gurholt,
Treasurer

Minutes:

- Call to Order / Roll-Call BY Chad 6:34pm
Present: Bob, Trevor, Chad, Craig, Eric, Dan
Excused: Dave, Andy, Diane, Kip
- Guest Open Forum
Byron-Jack's Team Sports
- Approval of October BOD Meeting Minutes
1st - Trevor 2nd -Sara All approve
- Approval of September/October Financials
Attached
Sept-Oct Rev \$20,921 came in
No bills really go out
Cash is up from last year
1st Dan 2nd Luke all in favor approved
- Treasurer's Report (Eric)
Taxes are filed - books are completely up to date at this time
501(3)(c) back in status
- President's Report (Chad C)
Oshkosh coach arrested for sexual assault - Oshkosh United
Insurance reason - We need to have good background checks on coaches.
East Central - still members we get player cards thru them
Meeting Dec 3rd
- Director of Coaching (Craig P)
See attached:
Summary: Season starts April22
1st day for offers for select U11-13 is June 16
1st day for offers for select U14-U19 is June 23

memorial Day weekend is already blocked out
Looking to consolidate teams from clubs playing at same
site to help Ref schedule

Adjusting state cup to less teams on girls side

Select practices at Marian start Dec 3rd

Set by age groups

Keeper training coming also

High school boys tryouts - 26 boys interested U16 and U18- Need U18 coach

Look at fustal/indoor league locally

- Select League (Bob N)
 - Spring Select Tournament
 - Possibly running our own spring tournament
Weekend of New Holstein tournament
Sanctioned vs non-sanctioned
 - Sanctioned includes insurance and promotes on WYSA website
 - 2 day tournament - Father's day weekend
 - Lots of volunteers needed - during rec season
 - Look at convention bureau to contribute and promote
 - Will get sanctioned
- Recreation League (Luke N)
 - 7 kids as of now
 - will set up in person sign ups in Jan and Feb
 - Picture day date set for spring games
- Referees (Kip W)
 - no report
- Concessions (Dan G)
 - will be out this weekend to shut it down
 - water shut off Thursday and will be winterized on Friday
- Marketing & Communications (Diane R)
 - see attached

Marketing Updates:

Social Media

- Analytics:

- Facebook: gained 12 followers (now at 958)
- Twitter: lost a follower (now at 174)
- Instagram: gained 9 followers (now at 54)

Current Promotions

- Sponsorship Flyer
 - Drafted flyer to promote club/sponsorship opportunity
 - Potentially include what visibility sponsors receive from their donations - open for feedback
- Spirit Wear Promo
 - Contacted Hopper's about running a Spirit Wear promotion for delivery before Christmas
 - Online orders: <http://www.hopperwear.com/fondy-soccer-assoc>
 - Order dates through 11/27 for delivery by 12/16
 - Discussion:
 - Limited to 1 logo to avoid minimum order quantities & set-up fees (Note "Rec" items have Phoenix crest vs. Fondy Soccer crest)
 - Items no longer available/limited stock:
 - Beanie hats & baseball hats - embroiderer not available, will be removed
 - Flannel pants (limited youth & adult sizes)
 - Duffle bag (limited quantities)
 - Men's & Women's 1/4 zip (out of stock)
 - 2-Tone Hoodies (no small sizes)
 - Pricing for Soccer spirit wear is higher than other online store pages
 - Is the group open to pursuing other vendors for future promotions? Hopper's didn't seem to want our business, many road blocks throughout process

Past Promotion

- H.S. Tryouts
 - Facebook promotion did not draw many clicks: \$0.38 expense from PPC campaign to FDL and surrounding community

Press Releases

- Board of Directors Appointments
 - Release published in FDL Action Ad & Campbellsport News

Upcoming

- Article on how to become a ref (will discuss with Kip)
- Promote Rec League registration (has age group glitch been resolved?)
- Continued social media
- Sponsorship & Fundraising (Chad C & Trevor M)

Wilderness in Dec

Panera nothing back yet

Dominos and Casa Del Tequila still this year

will get meeting to set ideas

- Grounds & Maintenance (Andy G)
Country Touch working on premier field
aerated, rolled, seeded, drainage tiles, landscaping
- Volunteers (Sara s)
nothing to report at this time
- Old Business
 - Multi-Use Ticket Booth
done but should finish off the inside, landscape around
Sponsorship bricks with name on
 - Restroom Dryers
Spring - order now
 - Selling Mowers
nothing yet, try in spring again
Gators were taking in for maintenance
- New Business
 - Sound System
Look at a new one

2 bounced checks \$40 and \$200 plus \$12 fro processing fee.
Look into getting corrected
- Next Meeting: December 21st - Marian University, CD Smith Boardroom in Stayer
Center
Skip Dec meeting - keep working on areas of interest
- Adjourn
1st - Dan 2nd - Eric all in favor