

ACYLA Board Meeting

March 5, 2013

New Hope Ice Arena

Meeting called to order at 7:00 p.m. and introductions followed.

Present: Michael Charles (Co-President); Laurie Ripplinger (Co-President/Equipment Mgr), Kelly Thompson (Equipment Mgr); Carol Zehrer (Secretary); Kent Zehrer (Treasurer); Andrea Anderson (Girls Lax); Karen Lysne (Fields); Betty Tapias-Heinrich (Tournaments); Kim McDonough; Mark Lucas (webmaster).

Minutes:

Carol Zehrer moved to have the January 8 minutes amended to include the fee structure for the 2013 spring and summer seasons. Motion approved.

The Board approved the February 5, 2013 minutes.

Treasurer's Report – Kent Zehrer:

Communication's Update – Mark Palony by Kent Zehrer:

- Registration email reminders – Mark P. has sent two and has a couple more coming soon.
- Clinics - information was submitted to Sun Post and to Cable 12 community calendar. Mark communicated directly with the editor at Sun Post, who asked for the flyer which he sent to her in jpg format. Although it was submitted two days before the deadline, the information was not printed.
- Parent meeting (boys) email sent on Monday. Additional email was sent to parents of those who attended the clinic. The ACYLA G-mail account was used for the second email, because Mark does not have permissions to upload into the CMS database.
Action: Mark Lucas grant access to Mark Palony.
- Mark wants to know if there is a process for handling emails that come to acylax@gmail.com? Should they be distributed based on the subject of the email?
Action: Kent talk to Mark Palony to check email daily, handle what he can, and forward the others based on the subject of the email.
- Mark wants to start populating the Facebook page with items that will help parents and players become better educated on the game. Toward that end, Mark is seeking recommendations for resources that can be promoted to our Facebook followers as well as links to YouTube channels, books, other videos, etc. This applies as much, if not more so, to parents than to players. Resources can be specific to boys, girls or general in nature.
Action: Laurie, Kent, Michael and Mark P. meet outside of Board meeting to discuss pros and cons of using social media versus using our website with links.

Webmasters Update – Mark Lucas:

- Board tab: Mark L. is planning to add board members' names, emails, and phone numbers to that tab. He will also include future meeting dates.
Action: Mark Lucas – continue to work on adding contact info and dates to the Board tab.
- All Star Sports has flyer available for Parent Meeting, which could be linked on the website.
Action: Mark Lucas -- Put in blurb with a PDF of the flyer; the coupon would be good through May 15.

Old Business:

• **Dicks Sporting Goods Event:**

- Dick's offered 25% savings on Saturday. Kim O (AHS) said it was busy all day. Good starter packets; very busy with Girls.
- Matt Teske at Dicks. Gave AHS \$720 of equipment. Michael requested equipment for our new Girls program: goalie helmets, orange and yellow balls, etc. We have purchased other equipment that could be returned if this comes through. Continue to participate in this event. Click on Dick's on the webpage for coupons.

Action: Michael check if this is a one-time deal or if we can do this again before the Summer season.

• **Spring Boys Scheduling Meeting:**

- Schedule could change as the MBLSA organization continues the process.
 - U13 games will all be on Saturdays: season starts April 20; 2 games per weekend for 5 weeks. U13 is scheduled for games on 5/4 so they will not be able to attend the Grand Rapids tourney.
 - At the meeting, a representative promoted a new tournament at the end of May: <http://www.northerneducate.com/>
Contact: Terry Iverson
651-998-2300
Tlverson@northerneducate.com

Action: Betty – find an alternate tournament for U13 team.

- U15 will start on Sunday 4/14, with the rest of the games on Saturdays
The season starts 4/14 with a bye week for the Grand Rapids tourney.

• **Fields:**

- Karen has scheduled Lakeview Terrace for Monday through Thursdays and the Plymouth Creek fields for Mondays and Tuesdays.
 - Action:** Karen send all field info to Laurie for her to complete the field/game matrix.
 - Action:** Kelly – insure there are nets at Lions Valley Place Park and all other fields.
- Michael is in contact with Armstrong (Patti Weldon) and Cooper (Kevin Whiteis) for field scheduling.

Action: Karen – need to find fields for 5/18 games that ACYLA will host because the Plymouth Dome is being used by the AHS 9/10 team.

• **Clinics:**

- New Player Boys Clinic: Was held Saturday, February 16, 10 am – noon; had 17 boys attend.
- New Player Girls Clinic: Was held Saturday, February 23, 10 am – noon; had 34 girls attend.

Action: Andrea – Have Kendra send her pictures from New Player Clinic to Mark L to upload on Website.

New Business:

• **Player Registration -- Boys and Girls:**

- As of Tuesday, 3/5 we had 20 boys registered for U15 compared to last year's Gr 7/8 registration at 48. Even taking into account the loss of the U15 current ninth graders, our numbers are down. We will need about 35 boys for 2 teams.
Action: Mark P. – send blast email out this week to register by 3/23. Others start recruiting new players and getting in touch with last year's players.
Action: Mark P. – Put Community Brief in Sun Post that registration for Spring and Summer is open for another 2 weeks.
- **2013 Operating Budget – Revision(s):**
 - KJZ has created a revised budget projecting a loss of approximately \$3,000 using the lower participation. We need more kids. We can look at lowering coach fees. We are looking at 5% profit on fan apparel.
Action: Kim McDonough check into Davanni's, Chipotle, Applebees, etc. as a fundraising event.
- **Parent Meeting (Boys):**
 - The Boys Parent Meeting will be held on Sunday, March 10, 3:30-4:30 pm at the Crystal Library on Rockford Road. This is for registered parents as well as other parents who want more information about the upcoming seasons.
 - All Star Equipment has a flyer/coupon to be handed out at the meeting.
 - Kristen of VSA will be at the meeting to discuss the uniforms.
 - Laurie will chair the meeting.
- **Girl's Parent Meeting:**
 - As league play begins April 13-14, we need to schedule this soon. Sunday, 3/25 is the first day of spring break followed by Easter the next weekend. We may need to move to a mid-week meeting, such as Monday, 3/18. We are currently registered for one 5/6 Spring team with MSS lax.
Action: Andrea -- set up Girls Parent's Meeting. Laurie to work with Andrea on the agenda and communication.
- **Tournaments:**
 - Rochester Rumble in the Bubble (April 6-7)** -- Laurie has booked 40 rooms at the Quality Inn through Hotel Planner. Betty is registering both a U13 and a U15 team.
 - Grand Rapids GR Lax Shootout (May 4-5)** -- Super 8 may open up after a room block closes for another group on 3/15. We will only need 20 rooms because the U13 team has games that weekend and can't attend.
Action: Laurie continue to follow up on hotel rooms.
Action: Betty register one U15 team only.
 - Ice Breaker Tournament, Champlin (June 7-8)** – This is a popular tournament for our younger players – we would send all B teams. We might want to look at late season tournaments for this group instead as this is very early in the season.

We are not looking at registering for a girls tournaments now. The MSS hosts a spring tournament as part of the season.

Action: Betty – look for girls and boys summer tournaments.
- **Coach Recruitment:**

Many coaches have expressed an interest in coaching again this year, although there may be shuffling between Girls & Boys and U13 & U15.

- **Coaches' Apparel:**
 - Kristin (VSA) will come up with a couple jackets for new coaches, and we are looking at a polo or sublimated t-shirt for coaches to wear this summer.
- **Apparel and Uniforms:**
 - Michael/Kelly/Mark L will meet in the next week with Kristen (VSA) to finalize uniform selection and contract.
- **MBSLA's Coach and Chill Managers' Meeting -- 3/23**
 - Did not discuss.
Action: Michael meet outside of Board Meeting with possible attendees.
- **2014 Hennepin Youth Sports Program**
 - Tabled until next meeting

Optional Topics – all tabled until next meeting:

- 2014 grants - US Lacrosse AED & PE Programs
- Website content management – posting meeting schedule, boys & girls tab content, etc.
- Bylaw Changes
- Branding efforts

Other Business:

Adjourned: 8:35 p.m.

Notes submitted by Carol Zehrer

Next Meeting:

Tuesday, April 2, 2013

7:00 pm

New Hope Ice Arena, Meeting Room 1