

P.L.A.Y. Minutes for April 16, 2023

Current Board Members: Shreve Parsley, Brent Siegel, Lindsay Wilkerson, Debbie Aidas, Justin Slocum, Michelle Schommer and Tommy Thompson
Staff: Chris Fleek

AGENDA

New Business - Discussed on April 16th Meeting

Volleyball Budget - Dana
Football Budget - Adam
Spring/Summer Update - Tommy
Fall/Winter Update - Lindsay
Registration Update - Michelle
PCA Update - Stu
Laker Athletic Alliance - Shreve
P.L.A.Y. Newsletter
Miracle League Update - Chris
Field/Maintenance Update - Chris
Includes Update About Fish Point Road Project
Concessions - Chris
Summer Meeting Dates/Times - Shreve

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Board Member Topics

Shreve Parsley – President

- **Laker Athletic Alliance**
 - working on banners for outfields; logo in middle and include the sport logos
 - Soccer hosted a mental health workshop - 2 hour seminar
 - created a Twitter and Instagram account to post updates on current, community events
- **Monthly Newsletter (example Prior Lake Splash)**
 - week after Exec Board Meeting
 - Debbie to own this
- **Summer Meeting Dates/Times**
 - **May - Sunday, May 21st at 7PM**
 - **June, July, August - Wed/Thurs 7AM**

Brent Siegel - VP

- Introduce a Segment - “chalk talk / motivational minute”
 - ***Focusing on the things that are important (control the things that are controllable)***

- messaging / communication / focusing on the way that we say things
- messages can be put into a pattern "Rule of 3s"
 - things we can control
 - things we feel are important
 - our focus
- Calm, Control of emotions, and Communicating to kids

Treasurer - Justin Slocum

- **Volunteer hours / refunds:** - consider making more consistent across all sport boards

Summer/Spring - Tommy Thompson

- **Baseball:**
 - Tryouts and team selection complete
 - "Meet the Board" - not a huge turnout
 - On-field coaches clinic at the dome
 - Kids moving from A to AAA - needs to have a further discussion
 - this year they went from 3 AA teams down to only 2 at some ages
- **LAX:**
 - Tryouts are this week - clinics are still going on
 - Rental gear will all be updated this season
 - Girls - staying at Twin Oaks this year
 - Boys - moving to Hamilton
- **Softball:**
 - tryouts / team selection complete - no known complaints with team selection
 - planning to practice outside next week
 - Shake the Lake tournament
 - Games start May 1
- **Tennis:**
 - Starting May 1 - cap enrollment and has a waitlist of 15-20 kids

Fall/Winter - Lindsay Wilkerson

- **Basketball:**
 - Lindsay attended the board meeting - in-season recap
 - growth, gym space limitations
 - in-house added 3rd grade travel
 - Vendor discussion - CA/Universal are our preferred vendors and should continue to be so.
 - Basketball discussed GameOne
- **Cheerleading**
 - elected Cheer Comp Director
 - VP announced will have another VP election due to the Co-VP resigned immediately after accepting the position citing newly identified conflict of interest
 - Jenny MacCourt will be leaving Prior Lake at a date in future TBD – will require new VP election at that time
 - Cheer clinics- in progress
 - Comp Registration - move this up to making them register sooner and lock in those registrations earlier

Registration - Michelle Schommer

- **Sale Items** will be replacing Store Items, starting May 31st.
 - Article on ["How-To"](#)
 - need to better understand max qty details and discounts

- all open registrations, after May 15th, with store items, will need to be converted over to the new Sale Items
 - Tennis registrations
 - Golf Tournament
- **Cheer**
 - Clinics - went live last Thursday - small glitch with the new "sale items" functionality (behind scenes)
 - Justin sent budget details and will create tryout registrations this week
- **Football:**
 - 7-on-7 registration
 - 25 registrants per grade (6, 7, 8th)
 - Sundays 6-8 pm
 - go-live end of week - April 21
 - Will include EMT's with BlueLine for these Sunday dates
 - **Season Registration:**
 - \$19K surplus going into 2023-24 year
 - top 3 seasons in the last 9 years with # of registrants
 - #s declined in K-2nd grade due to a USA Football (for-profit organization) that has taken registrants away in those grades
 - Fees increase over next 3-5 year to align with mirroring communities
 - \$50/registrants for grades 5-8
 - EMT - very impressed from last year - Recovery Resource
 - Chris to reach out to get the conversation started and contract negotiations
 - Adding onsite CPR/AED training for all coaches this year
 - Field Rentals - introduce a football training camp.
 - rent the savage dome in the winter to run these camps
 - Equipment expense:
 - recondition helmets in 2023 (250+ helmets)
 - purchase a football chute - Ponds A & B
 - new pads for blocking
 - *future ask* Turf Fields
 - Next big purchase - new helmets
 - Budget approval: Tommy Thompson made a motion to approve the 2023-24 football budget; Brent Siegel second it - all in favor - **approved.**
- **Volleyball:**
 - request for Boys clinics this summer - will get those created this week
 - Try it night
 - camp/clinics
 - **season registration:**
 - \$16,500 surplus going into 2023-24 year
 - increase in season registration prices (\$10/registration)
 - paid coaches & drees performance facility for tryouts
 - Try out process - stack ranked teams and determining which teams get the paid coaches
 - Tryouts - earlier this year due to HS availability
 - Drees Performance this year due to space availability
 - Fundraisers - potential interest for cross-team collaboration
 - **Go live - end of April**

- Budget approval: Lindsay Wilkerson made a motion to approve the 2023-24 volleyball budget, with the noted changes required; Brent Siegel second it - all in favor - **approved.**

Technology - Deb Adidas

- **Sports Engine / Permissions & Rostering on teams**
 - this essentially gives ADMIN access (non-financial)
 - this is a change this year - this is no longer true
 - Debbie to work with SportsEngine on how we can revert this process and block them from seeing things they are not suppose to view
 - Debbie will strip everyone of their access and re-enable legacy permissions
- **Surveys**
 - got basketball survey out and open
 - how in the future should we handle surveys to sport-specific
 - sports need to review and approve well in advance before the season ends
 - communication to sports and ensuring VPs know the process
 - Executive Board vs the Sport Board

Communication - OPEN

Fundraising - OPEN

PCA - Stuart Spronk

- 2 New Clinics - need to create registrations
 - May 3 and May 10 dates
- Sample Parent / Guardian Meeting Agenda
 - expectation is to hand this out at the pre-season parent meeting to set the tone and expectations for the season
- Brian Swan - specific travel coach baseball meeting added a PCA component to that meeting
 - High School is going to utilize Brian to talk about social media influence for both kids and parents
 - PLAY can also market and invite community to this event - Stu to confirm
- LAX - going to utilize the self-paced workshops available to PLAY
- Stu will not be coming back in 2024 - need to start advertising to replace

Chris Fleek:

- **PLAY Logos**
 - trademark, property of PLAY and should not go to vendors
- **Uniform Vendors**
 - CA - lead times are reasonable
 - Universal
 - Game-One
- **Miracle League Update**
 - **Social Media update** - full steam ahead on process
 - seeking donations
 - Miracle League Heros
 - Rotary Club presentation was made – pending results
- **Field/Maintenance Update - Chris**
 - potential to resurrect Grainwood football field

- Baseball / Softball fields open
- City will be doing painting (\$0.05/foot)
- Sandpro - selling to PLABA and will purchase new
- **Update About Fish Point Road Project**
 - able to still use LAX fields at TOMs
- **Concessions**
 - Waiting for an estimate to fix our concessions cabinets and take out sinks to redo to only have 2
- **Team Genius**
 - Chris had a call with them this week; each sport has their own agreement / contract
 - We've committed to added Softball
 - We have gotten commitment to move to one single contract and will cover all sports