

P.L.A.Y. Agenda for January 25, 2023

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

Current Sport VP Attendees: Joel Miller (VP of Baseball) and Dan Kalliberg (VP of LAX), Jay B (VP of Tennis), Katie (VP of Track), Lindsey (VP of Cheer), Dana (VP of Volleyball), Nick Caluey (VP of Basketball)

AGENDA

New Business - Discussed on January 25th Meeting

Intro

“State of PLAY”

Sport Review 2022

Elections

PLAY Financial Review

Laker Athletic Alliance

New Business - PCA Sessions

New Business - Intro of Sport Expectations

2023 and Beyond - Strategy and Vision

“Q&A”

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“State of PLAY”

- “Wins” in 2022 (Justin)
 - financially healthy
 - LAA (Laker Athletic Alliance)
 - Facebook videos
 - Emergency Planning with school district
 - upgraded maintenance equipment / capabilities
- 2023
 - Construction projects
 - Fishpoint Rd - impact access to MS (LAX and Tennis, possibly Softball)

- Ponds - start Aug 1 (field 3 and 4) (Softball, Baseball and Football)
- Sports Expectations
- Indoor Facility Search - purchase/lease to help athletes (more to come in Feb)

Sport Review 2022

- **Registrations (% of registrations in 2022 compared to 2021)**
 - Baseball - 102%
 - Softball - 94%
 - LAX - 125%
 - Track and Field - 125%
 - Tennis - 177%
 - Cheer - 133%
 - Football – 96%
 - Volleyball – 115%
 - Basketball – 109%
 - ****didn't get the rest of the sports****
 - (35% of participant live in Savage)
- **VPs - Year in Review**
 - **Baseball: Joel Miller**
 - stable, healthy
 - pressure from club programs
 - community program still best in MN
 - Partner with other larger companies in the community
 - rent space
 - Offer clinics for pitching / catcher
 - reestablished guidebooks / handbooks
 - coach, parent, umpire, tryouts, team selections
 - ASK:
 - evolve the umpire/officials program
 - Miracle League of PLAY (Ryan Park field) - Drew K
 - Goal to raise \$1M - 1.5M
 - City Park & Rec - Steve
 - PL City Council Meeting - Jan 18
 - 100% self-supported, no tax \$\$
 - Will be managed under PLAY umbrella, but requires separate financial account due to donor/sponsor requirement
 - Account to be opened at Old National Bank at direction of P.L.A.Y. Exec Board (approved 1/25/23)
 - 1/27 - funding proposal
 - Meet with City Attorney to work with us on contract review
 - Will convert the playground at Ryan Park to be fully adaptive
 - Potentially playing on the field by June 2024
 - **Track: Katie Sierbrands & Alicia Addler**
 - 2022 wins/highlights
 - collaboration with HS program
 - first PLAY night

- Facebook page for the sport
 - hosted first duel meet (Eastview)
 - continuing to grow
- 2022 Challenges
 - ASK: promotion of the program - how can we improve marketing
 - inconsistency of field availability for practices
 - MS field doesn't meet the needs for the program (asphalt track)
 - Volunteers
- No longer serving the Middle School ages, due to the MS program
- Partner with HS program to help getting younger kids more engaged and excited
- Look to invest in a timing system (~\$5K)
- **Tennis: Jay Breimhorst**
 - 3rd summer of Tennis (clinic / lesson atmosphere)
 - Too many kids in 2022 for the staff
 - reformatted registration for 2023 - new students vs experienced kids
 - new: showcase at the end of the summer
 - reach out to cheer for ideas on how to get the fundraising/food trucks
 - pay as you go - after Aug season to get additional sessions in
- **Cheer: Lindsey Wilkerson**
 - Jenny McCort (Comp director)
 - Cory Prochek (Co/Sideline director)
 - sideline and comp cheer
 - new uniforms this year - sideline
 - vendor/supply chain issues
 - end of the season showcase - sideline
 - food trucks
 - vendors/merchandise
 - rostered an official MS team - sideline
 - only team in MN to go
 - homecoming event
 - basketball games
 - hockey events
 - Middle school comp team
 - Limitation: space for practice
 - ASK:
 - mandatory volunteer hours
 - increased partnership with HS program
 - PLAY / PCA Message - focus on this messaging
- **Softball: Tyler Chambers (Tommy Thompson proxy)**
 - Registration #s continue to flex
 - 12u - declining - club ball
 - 14u - increasing slightly
 - 16u team possibly 2024
 - Club teams continue to grow in MN

- saturation and less talent
 - Off-season programs are full and well attended
 - Few issues with Coaches / Parents
 - A lot of compliments about umpires, tournaments and sportsmanship
- **Volleyball: Dana Domagalski**
 - 3rd year as VP of volleyball
 - #s went up this year for INH
 - Boys program
 - Travel team - 7 teams in 2022
 - Coaches was an issue last year - high school players helped to coach/run practices
 - Tryouts continue to be an issue due to timing of HS tryouts
 - PLAY night was a success
 - ASK: Promote more for boys teams!
- **Football: Adam Jerstad (Brent as proxy)**
 - #s down for 2022 (707 kids)
 - Goals for 2023
 - Demar Hamlin - how are we making sure football is safe?
 - AEDs at every field
 - Budget issue for re-certification of helmets in 2023
 - HS Playbook consistency
 - Team Selection and Balancing
- **Dan Kallberg: LAX**
 - First year VP of LAX
 - healthy program #s strong
 - Boys side - focus on growing the #s for next year
 - clinic #s are healthy and have grown almost 2x since last year
 - ASK: Tournament impacted by construction - moved to the HS fields
 - Capitalize on the HS Programs“Best program in the state”
 - Would like to permanently move from HOMS to HS
 - out of state tournament
 - Challenges
 - marketing and promoting - generating interest - how can we utilize the same strategies of other sports?
 - club teams - weekend games/tournaments impacting our program
 - utilize off-season programs to compete with club teams
- **Nick Cauley: Basketball**
 - Growing sports - #s are large
 - End of Season State Tournament - largest youth tournament in Country
 - Recovered from Covid #s
 - Currently at peak of #s - any more would increase challenges of space
 - Partnership with HS - very strong
 - HS players help at practices
 - PLAY Nights
 - Title 9 Night - reschedule TBD

- Athletes are getting in for “free” and seeing increase in participation to sporting events
- Challenges
 - girls participation is low
 - camps to promote
 - gym space - went to Aspen in 2022 for additional space
 - in-house doubling on practices to get space
- Shot-Club - needs more promotion
- Turnover happening this year - Nick working to grow program and bring all new board members onboard quickly

Elections

- Brent made a motion to approve; Pat 2nd the motion = **APPROVED**
 - NEW VPs of Sport
 - Softball - Tyler Chambers
 - LAX - Dan Kalliberg
 - Football - Adam Jerstad
 - Shreve made a motion to approve; Pat 2nd the motion = **APPROVED**
 - EXISTING Executive Board Members
 - Fall and Winter VP Election
 - Lindsey Wilkerson
 - why: mission and wants to further support this program
 - loves sports
 - question from Nick: space limitations - how do we continue to resolve this?
 - increase communication within Sport Leaders
 - question from Shreve: how will you distance yourself from Cheer to elevate into Exec Board
 - heavily recruiting from parent pool
 - educate coaches life lessons and it’s not all about trophies
 - documentation - need to focus on how to get everything lined up to pass the torch to the next VP?
- **APPROVED**

PLAY Financial Review

- \$1.5M in Revenue - 2nd highest in PLAY history
 - 57% comes from our registration
- \$1.5M in Expenses
 - healthiest year EVER in PLAY history
- Baseball and Basketball make up ½ of our Revenue
- 2022 - Post-Covid back to where were before Covid
- Big-Vision Taskforce for 2023+

Laker Athletic Alliance

- Anti-bullying campaign - organically grew
 - Starting to be added to sport swag & banners

- PLAY, Hockey, Soccer and High School
- broken down barriers between sports with the relationship
- LAA - Disciplinary Action for Coaches/Parents

New Business - PCA Sessions

- ASK: PLAY signed a 3-year contract - 7 sessions per year
 - we have already used all 7 sessions - contract ends in June 2023
 - would like to request funds for Spring/Summer sports
 - \$800/session (ask is \$4K for 5 workshops)
 - Brent made a motion to approve an exception to budget; Tommy 2nd the motion = **APPROVED**

New Business - Intro of Sport Expectations

- February VP Board Meeting - February 26th 6pm - 8pm City Hall
 - General Sport Expectations - list of requirements ALL sports will need to adhere to going forward

2023 and Beyond - Strategy and Vision

- Relentless focus on “Why We Do This”
- Sport Expectations
- Sportsmanship
- Big-Vision Task Force

“Q&A”

- Programing scheduling software - Jay is spearheading this with Debbie/Chris
- Slide deck will be added to meeting minutes page on the website

Brent made a motion to adjourn the board meeting; Lindsey 2nd the motion = **APPROVED**

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Board Member Topics

Shreve Parsley – President

- “Thank you” This group is amazing - dedication and commitment from our team!
- “Fleek - you are unbelievable and amazing!”
- Pat is aging out, trophy from Board

Brent Siegel - VP

Treasurer - Justin Slocum

Summer/Spring - Tommy Thompson

Fall/Winter - Pat McGowan

Registration - Michelle Schommer

Technology - *Deb Adidas*

Communication - OPEN

Fundraising - OPEN

PCA - Stuart Spronk

Chris Fleek: