



**Northern Lights Soccer
Monthly Meeting
February 12, 2024
7:00 pm**

Call to order:

- **Meeting Called By: Meghan Rietschel**
- **Type of Meeting: Committee Meeting**
- **Note Taker: Mandy Paumen**

Meeting called to order by Meghan Rietschel at 7:02 pm.

Attendees: Mandy Paumen, Meghan Rietschel, Andy Severance, Sarah Bromenschenkel, Hans Jacobsen, Ahna Lloyd, Sean Sutter, Jason Huisheere, Aaron Lindquist, Chere Thompson, Heinrich von Mende and Krisandra Kramer.

Meghan Rietschel makes a motion to approve minutes from the AGM. Mandy Paumen seconds the motion. Motion carries.

Meghan Rietschel makes a motion to approve the agenda for February. Mandy Paumen seconds the motion. Motion carries.

Financial Report: Hans Jacobsen

2024 P&L Review

- Registration Fee Deposits for Spring/Summer Rec are starting to come in

Expenses

- Thank you for continuing to share receipts and expenses with Meggie and myself.
 - As you share receipts or invoices, please include what the expense is for as well as what class: Summer Rec, Fall Rec, Winter Rec, Tournaments or North United. (include any splits)
 - Email forwards are good. If it's a physical receipt, PDF scanners such as the app: "CamScanner" is preferred versus using a photo.
- Check requests/reimbursements and bills are printed once a month – to be signed by Meghan or Andy.
- Shared expenses with CRU will continue to be billed/invoice once per month
- 2022-2023 shared expenses with CRU and TeamSnap Registration Income with CRU still need to be reconciled

Open Forum:

Task Updates:

Committee Business:

Field/Equipment/Fundraising Coordinator: Sean Sutter

- Messages will be sent out to coaches about field usage. They need to wait until they get the okay from the club to use the fields.
- George Enloe is switched to a practice field.
- Anoka is good with paying their share on goals that we needed.

Concessions Coordinator: Krisandra Kramer

- Izzy is no longer available to work concessions this Spring/Summer. Currently working on finding someone to take on the position. We can put an ad in the ARAA newsletter for the concessions position.
- The popcorn machine keeps getting used when Elmcrest is being rented out. How can we stop them from using it? Take out the kettle to stop it from being used. None of the equipment should be used by any renters. Need to put signs up.
- Will be stocking concessions in mid April.

Communications Coordinator: Ahna Lloyd

- CR United also has a marketing director named Rachel Schulz - I will be working with Meghan to figure out a "roles and responsibilities" checklist as it pertains to North United.
- Message sent to Winter 2024 Rec registrants
- Facebook ad #1 - ran for 4 days (2/1-2/5); \$25 budgeted; 3,492 people reached, targeted demographic (within 25 miles of Ramsey, female, ages 18-65); 84 total link clicks
- Facebook ad #2 - running 5 days (2/8-2/13); \$30 budgeted; already reached 3,427 people; opened up to wider audience on platform; 159 total link clicks; did notice a comment from someone based in CA
- Flyers - send to school (still need to do)
- Posted on Andover, Ramsey, CR, Anoka community pages, some have rules about posting more than 1x/week, will post later this week
- Audience demographics: 72% women; 27% men; 41.5% between ages 35-44; 33.7% between 45-54; 35% located in Ramsey; 10.9% in Anoka, 8.6% in Andover, 6.7% in Coon Rapids
- In last 28 days, gained a net of 23 followers (28 new followers, 5 unfollowers)
- Top content in last 28 days (based on reach): #1 - Chere & Mandy spotlight - 608 people reached; #2 - Meghan & Andy - 518 people reached; #3 Spring/Summer Rec pricing - 497 reach

Webmaster: Jason Huisheere

- Updates to Recs Spring/Summer seasons
- Digital Flyer for the Referee Clinic
- Addressing out date materials
- Moving the tournament information from CR website over to NU website
- Begin the process of looking into redesigning North United website

Travel Coordinator: Sarah Bromenschenkel

- Complaints are low.

- Futsal on Sunday. Only two teams used it.
- Need to reach out to Anoka High School about high school fields.

Rec Coordinators: Heinrich Von Mende

- Spring Registration is Open
- Winter Rec going well – Hit the sweet spot of just over 100 players.
- We should get a storage cabinet for Adrenaline that we can lock up so we do not lose any pug nets.

Sponsorship/Fundraising Coordinators: Angelica Carson (absent) and TreJuan Carson (absent)

Medica Sponsorship secured for 2024 spring rec!

- We will be sending emails to those we need to fulfill our duties for this sponsorship so please be on the lookout for any emails that may come from us as they are time sensitive.

Mailchimp

- We have access to MailChimp. Over the course of the next couple weeks, we plan to add all sponsors current and future into this platform, so their information is in one area. We will be able to communicate more efficiently with our sponsors and tracking will be easier for this as well.
- We will need to know all our current sponsors and their contact information for those who currently have. We have not come across anything in our old email. Is there a place or shared drive I can have access to receive this information?

Sponsorship Flyer

- A flyer has been created for our Facebook page and to be added to the next newsletter for ARAA. Emails have been sent to have the information added.

Sponsorship guide

- A minor change to the sponsorship guide has been made. On page 8 we have added a place for checks. Who they should be made out to and the address the checks should be mailed to

Website

- Are we able to have the current sponsorship guide added? Also, should the presidents email still be the main form of contact for Sponsorship contact or can we have our email added?

Fundraising opportunity

- We came across a fundraising opportunity that may be a fun option for Spring. I feel this also aligns with our mission and allows our players to be more involved in the community. The fundraiser is called Raise Craze.
 - This fundraiser is an online platform that enables participants to set up secure, custom websites where donations are requested via text or social media. During the fundraiser players pay it forward by completing acts of kindness for others. I have attached the packet of information sent to us for us to look over and see if this would work for us. We would like for you all to look it over and let us know your thoughts.
 - Please feel free to send us any ideas you all may have as well.

Follow up

- I will be sending follow up emails to the places I have sent regarding sponsorship opportunities.

DOO/Registrar/TM Coordinator: Chere Thompson

- We are going to be posting a link for families to purchase MNUFC game tickets for the game on March 16th vs LAFC. We have 300 tickets available for families to purchase starting as soon as we post it until 3/1/2024. Tickets are in section 6 starting at row 4 and up. All tickets are in the same section. Am hoping to get this posted sooner rather than later. Working on finding out who has access to the North United Facebook page to get that information posted and to send out more than once. I am sending out the link to families today on TeamSnap. Also after the game we

have the opportunity to have 100 players go down to the field for a post game picture. Let me know who I should get the link to, to get this posted outside of TeamSnap.

- Hoping to receive everyone's tournaments in the next week or so. We have a couple teams that are still waiting to finalize that information. Will get to me as soon as they have them. I have started girls tournament registrations, and have sent Jill a list of tournaments she can start registering for.
- I volunteered to organize the World's Finest Chocolate Candy bar fundraiser for Teams. I am not sure I will do this again however, we will see how it goes. My contact person seems very unorganized. I have on order 220 cases, we have 13 teams participating - 5 boys teams & 8 girls teams. We will see how it goes.
- I have been getting all players added to GotSport along with all paperwork needed. Jill will work on getting all the team formations done for the summer leagues.
- Aaron do you know approximately when practice schedules will go out? Managers are asking, as they have families that are asking.

DOC: Aaron Lindquist

Completed (in last month)

- North United website work
- Meetings/emails/phone calls with parents and Coaches
- Marketing online social media
- January newsletter created and sent
- Attending games/practices/tournaments
- Goalie training started for 12U+ players
- TCSL meetings (NPL)
- 2024-2025 Tryout dates set
- 2024-2025 and 2025-2026 uniform cycle and sponsor completed

Upcoming (within the month)

- Attending games/practices/tournaments (NPL, winter league and TCSL Fives)
- February newsletter will be designed and sent
- TeamGenius Evaluation #1 of 2 designed and sent
- Meeting/emails/phone calls with parents/coaches
- TCSL NPL and Winter Club meetings
- Player additions
- College Soccer Talk
- Player Pathway Talk
- Adrenaline contract meeting
- 2024 Summer Practice schedule designed and sent
- 2024-2025 Budget planning

Future (going forward)

- Monitor TCSL vs MYSA new league(s)
- North United Coach/Player Development
- Continued developments of ARAA Dome
- Marketing of North United and Sponsorship
- 2024-2025 plans - coaches/indoor space/field usage

New Business:

- Adrenaline Contract
 - Meeting with Jason on Thursday night to discuss our contract that expires this year. Dustin would like us to get a two year contract and Jason wants us to sign a three year contract. Hopefully we can get a two year with a one year buyout.
 - Trying to get more info about the dome. Nothing to share yet.
- NU Partnership Agreement
 - We have been meeting with an attorney about a partnership agreement. Goal was to have one bank account. It sounds like we should have two separate accounts so that we do not have to become an LLC.

Meeting Adjourned:

Meghan Rietschel makes a motion to adjourn the meeting. Mandy Paumen seconds the motion. Meeting adjourned at 8:34 pm.

Next Meeting:

April 8, 2024 at 7:00 pm

June 9, 2024 at 7:00 pm

August 11, 2024 at 7:00 pm

October 14, 2024 at 7:00 pm

December 9, 2024 at 7:00 pm