



PLAY Executive Board – Annual Meeting

Wednesday, January 15th

7:00-8:30 PM – Parkview Room @ Prior Lake City Hall

Attendees: Patrick Cantwell, Tommy Thompson, Chris Fleek, Debbie Aidas, Adam Jerstad, Michelle Schommer, Megan Peterson, Katie Siebrands, Tyler Chambers, Jonathan Snyder, Nate Williamson, Aaron Arterbury, Nikki Stewart, Drew Koenig, Jay Briemhorst, Derrick Schluck, Cecilia Phillips, Brent Siegel, Maissa Hickey, Justin Slocum

- **Introductions**

- **“State of P.L.A.Y.” – Chris Fleek**
 - 2024 Participation
 - Overall participants in primary sport offerings up 2% (4,539 total)
 - Largest % growth over 2023 = Tennis (115%), Volleyball (108%) and basketball (105%).
 - Only Softball, Track & Football lost participants, but only slightly
 - 2024 saw significant growth in “Clinic” offerings; off-season training at costs far less than local Club offerings, often partnered with PLHS coaches and athletes
 - The Miracle Field at Ryan Park broke ground in November
 - “P.L.A.Y. It Forward” service projects for Travel Basketball teams implemented in 2024. All travel sports teams going forward asked to participate in a team service project in surrounding community
 - PLHS Scholarship program continued – four (4) \$1000 scholarships offered to PLHS Seniors – application process via HS Counseling office and selected by Exec Board

- **Sports review 2024 – Sport VPs/Directors**
 - **Baseball – Nate Williamson**
 - Special thanks to volunteers Lindsey Gust, Aaron Swanson, the P.L.A.Y. Field Crew and Jeremy Raadt for their extraordinary effort in 2024
 - Will be working with Metro Baseball League on continued “reasonable accommodation” for athletes

- **Tennis** – Jay Breimhorst
 - Special thanks to Mark Bowles and Wyatt Corwell for their extraordinary effort in 2024
 - Added clinics and morning classes in 2024, including footwork & agility clinic
 - Goal for 2025 – add a Serves clinic
- **Track** – Katie Siebrands
 - Changed program to K-5 (instead of through 8th grade) and #s still rose
 - Implemented “Laker Leader Award” & gave out ribbons – well received
 - New pre-season Speed & Agility Camp in 2024
 - Held all meets last year at the high school – an awesome change
 - Special thanks to Jackie Groth who really stepped up to help in 2024
 - Goal for 2025 is to keep growing the program
- **LAX** – Derrick Schluck
 - Boys fields moving to Hamilton Ridge for 2025
 - Special thanks to Katie Beaulieu, Andrea Bouressa, Jess Jurovich, Kelly McGowan and Dan Kallberg for their extraordinary effort for the program in 2024
 - Goal is to keep growing
- **Softball** – Tyler Chambers
 - Biggest challenge continues to be club softball
 - Good partnership with HS program – coaches & players help with clinics
 - All P.L.A.Y. travel teams qualified for nationals last year
 - Special thanks to Tommy Thompson & Tyler Chambers for extraordinary effort around field recovery (rain) in 2024
- **Miracle League** – Drew Koenig
 - Have now raised over \$300K towards program; Still need nearly \$200K for initial build
 - We are in application process for federal grant
 - Raised over \$20k by running baseball concessions for first time in 2024
 - Special thanks to the entire Miracle League board for their role in getting this program off the ground towards opening day in August 2025
- **Football** – Adam Jerstad
 - Ran new summer and winter camps – strong partnership with high school program
 - Ran 7v7 league and offered QB camp with local partner
 - P.L.A.Y. Football was recipient of “12th Man Award” from HS football program
 - Continued strong partnership with Cheer program
 - Special thanks to volunteers Patrick Cantwell, Brent Siegel and Coach Gegenheimer (PLHS) for extraordinary effort in 2024

- Goal for 2025 – more camps and continued strong participation numbers
- **Cheer** – Nikki Stewart
 - Lots of athletes moved into HS program after 2023 season so had a younger program in 2024
 - Great support from Gopher Cheer
 - Great sideline season
- **Volleyball** – Cecilia Phillips
 - Continued challenge with gym space – a good problem to have
 - Bigger #s and addition of more boys = need more coaches
 - Added concessions to year-end tourney in 2024
- **Basketball** – Aaron Arterbury
 - 2024 focus on transparency and communication
 - Strong relationship with HS program
 - Record # of athletes in “Shot Club”
 - Special thanks to Justin Jelenik, Kim Wunsch and Cole Nelson for extraordinary effort in 2024
 - **Goal** – increase coach and athlete development opportunities; more synergy between girls and boys program

- **P.L.A.Y. 2024 Financial Review** (Slide attached below)

- **Elections** – President, VP of Finance, Secretary; All Exec Board Roles
 - President – Justin Slocum elected (unopposed); Tommy Thompson moved to elect, Brent Siegel 2nd – all in favor
 - VP of Finance – Maisaa Hickey elected (unopposed); Brent Siegel moved to elect, Tommy Thompson 2nd – all in favor
 - Secretary - Jonathan Snyder elected (unopposed); Justin moved to elect, Tommy Thompson 2nd – all in favor
 - All other Exec Board roles unopposed – Maissa Hickey moved to elect, Jonathan Snyder 2nd – all in favor

- **Old Business**
 - 2024 Scholarship Recipient Update
 - Matthew Totten – Purdue University
 - Lauren Strane – University of Minnesota
 - CJ Sheffield – Iowa State University
 - Kayleigh Sandell – Grand Valley State University

- 2025 Coach Onboarding
 - All onboarding requirements except PCA training will be completed via TrustedCoaches.org
- New Business
 - 2025 Spring/Summer “No Activity” Dates
 - No activities July 2nd-6th
 - 2025 Executive Board Meeting Dates
 - Sunday, February 23 - 6:30 PM + VP/Director Mtg 7:30 - 9:00
 - Sunday, March 23 - 6:30 PM
 - Sunday, April 27 - 6:30 PM
 - Sunday, June 1 - 6:30 PM
 - Wednesday, June 25 - 7:00 AM
 - Wednesday, July 23 - 7:00 AM
 - Wednesday, August 20 - 7:00 AM
 - Sunday, September 21 - 6:30 PM
 - Sunday, October 19 - 6:30 PM
 - Sunday, November 16 - 6:30 PM
 - Sunday, December 14 - 6:00 PM
 -
- 2025 and Beyond – P.L.A.Y. Strategy and Vision – Justin Slocum
 - Growth Strategy
 - Miracle League to start play in August
 - Kickball and Ultimate Frisbee in development
 - Focus on Coach and Player development
 - Be sensitive about the time of everyone (all volunteers)
 - Ask of our parents simply to “Be Present” for their athlete
- “Q&A” session for P.L.A.Y. membership – Open Forum