



LDSC 2022 - Club Minutes
1/11/2021 8:30PM - 9:30PM In person

Attendees: Jeff Loga, Wendy Surdej, Beth Schilling, Maddie Catalano, Kevin Wiese, Tony Maretta, Joe C, Pat Uhteg, Brian C, Kim C and Lauren

General Meeting

Welcome and Introductions-

Minutes from November- Approved to post

Treasurer's Report and income statements from Pat balance sheets handed out.

Report of Committee- House update: Spring house registration open Jan 1 already have 115 registered so far. Winter session ended with 300 players; we normally only have 150. Kim would like to get a new vendor for trophies because quality is getting worse. We agreed that U3-U8 should get trophies and U12 were surveyed and was split 50% want them the other 50% would prefer a gift card. Kim will look into a better option.

Kim started a sibling discount and it has been successful.

Registration cost

1/1-1/22 \$85

1/23-2/15 \$95

2/16 and beyond \$105

Soccer balls continue to be a topic for discussion considering using registration to determine need. We discussed that U4-U6 should get balls U7 and up, consider using a checkbox and they can pay for the ball if they want one. We got soccer offers at \$13 per. Pat and Kim will work together to figure out the best fit. We will need 350 size 3 balls by April 16th.

Travel update: Registration is open only 277 out of 320 have completed registration. Split payment plans are always an issue due to health flex cards. 2/1 2nd payment is due. We had 15 rejected split payments and Joe will address them.

Beth updates the website for gym times and opening whenever needed. Had an issue with a 2hr window due to the Bills game. Could not find anyone to use the space. 1 hardship for Joe A team board approved discounted rate.

Old business:

Leaf donation was for 10K. Conflict of interest signatures obtained but still need Mike and Neil. Minimum wage for trainers was motioned by Pat and 2nd by Wendy and Beth all in favor.

Madison wages beth sustained Pat motioned and Wendy 2nd all in favor.
Proposed trainer wages

	Previous Pay	Proposed
New	12.50	13.50
Junior	13.00	14.00
Senior	15.00	16.00
Maddie	15.00	17.00

Trainer functioning as a lead trainer receives an extra \$1 per hour. (only one lead per session)

New business:

Need to identify equipment needs nets and goals.

Ask Chuck Marino to contact the town about broken frames at Westwood. Hillview needs a set of frames. Need new netting for schwartz fields Westwood 2 sets of nets and frames.

Social media plan

LDSC

Social Media Proposal

January 11, 2022

Goal

To increase the social media presence for the Lancaster Depew Soccer Club, which will promote club growth and the sport of soccer in the WNY community.

Objectives

1. **Post events to social media:** House/Travel registration dates, tryouts, golf outing, fundraiser camps, goalie training, board meetings, etc.
2. **Drive engagement & retention:** The engagement and retention of current families and prospects are very important. Drive results through focusing on compelling posts, 80% engagement, 20% conversion/selling. Show the value LDSC brings.

- a. **Full circle:** Link back to our website as much as possible.
- b. **Advertise our store:** Advertise WeGotSoccer fanwear. Do we receive a cut of the incoming sales? How much?
- c. **Coach engagement:** Player of the week, goal/save of the week, team photos (team bonding, tournaments, etc.).
- d. **Parent engagement:** Parents can submit highlight videos (fan highlights). Potential for short polls/surveys to see how we are doing.
- e. **Member engagement:** Highlights, photos, information from House & Trainer Coordinators.

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- 3. **Expand our horizons:** Expand to other platforms than Facebook.
 - a. **Facebook/Instagram:** According to a survey conducted by Pew Research Center, Facebook ranks second overall, behind only YouTube (68% of US adults). You want your athletes' parents to be able to find posts and updates on your club via your page. They can also use the page to contact the organization and connect with other team members. Because Facebook and Instagram are both operated by Meta, we can share posts simultaneously between platforms.
 - b. **Twitter:** Twitter is the best platform to be able to broadcast a message to a large group in real-time. Facebook posts can get lost in users' news feeds, so urgent messages might not get seen. Twitter allows your team to see last-minute, important messages. In other words, Facebook is for socializing and Twitter is for conveying information.

(Clarence SC, Delaware SC, West Seneca SC, Amherst SA, Cheektowaga Soccer, Kenton Soccer, Aurora Arsenal, Kenmore SC, Lockport SC, Greece United, Lakefront SC, Hilton Heat SC)
 - c. **YouTube:** YouTube is the top choice for adults in the U.S., according to the Pew poll. The purpose of YouTube is different from Facebook and Twitter, but it's still effective. Use YouTube to post videos of your club, team events, highlight reels, interviews with your staff, testimonials from players and parents, and more. YouTube gives you the opportunity to show potential players and

sponsors the people and the overall culture of your organization.

(Amherst SA, Delaware SC, Grand Island SC, Cobras FC, Lakefront SC, Greece United)

- d. **LinkedIn:** LinkedIn is a networking tool that provides the opportunity to showcase your club as a business to potential sponsors. It's also a way for your staff to network with other coaches from various leagues.

Fanware site on wegotsoccer brought us \$1840 in revenue last year.

Touch base with Brian to see if registration has a photo release sign off.

Need to update the website i.e. house was last done in 2018.

Soccer camp all in favor of Dave Kreuger doing it again. Dates locked in.

Tournament- Golf a lot of work for the return. Obtaining donations and participation were the hardest parts. Tony sent out over 300 letters. Price and location were good. Date maybe the issue.

Soccer tournament- Dates are 7/29-7/31 High school is available this summer but will not be available the next 2 summers.

Still chasing checkers for final donation money.

Jeff will approach Dicks for sponsorship and discount day.

Board approved my toner and paper expense of \$62.12.

Bylaws amendment is a work in progress Brian will continue to work on them.

Next meeting we need to visit

1. Bylaws and make amendments and conflict of interest signatures