



2023

SHAKOPEE SOCCER ASSOCIATION
ANNUAL GENERAL MEETING
SEPTEMBER 10, 2023

Agenda

- ⚽ **Welcome & Introductions**
- ⚽ **Open Board Positions & Voting**
- ⚽ **Thank you from SSA**
- ⚽ **SSA Finances**
- ⚽ **Competitive and Rec Program Highlights**
- ⚽ **Club Sponsors**
- ⚽ **Year in Review / Look Ahead**
- ⚽ **Questions & Answers**



2022-2023 Board of Directors

Ann Arras – President

Dave Leary – VP & Co-Tournament Director

John Nichols – Secretary and Field Director

Bryce Hutchins – Treasurer

Carl Hensley – Girls Competitive Director

Robert (Bobby) Davies – Boys Competitive Director

Daryn Kral – Rec Director

Rachel Scott – Events Director and Toddler Rec Director

Wade Andrews – Equipment Director

Nicole Butterfass – Concessions Director

Patrick Morgan – Marketing & Sponsorship Director

Miguel Mendez – Outreach & Middle School Rec Director

Kevin Breuer – Website & Social Media Director



2022-2023 Ex-Officio Members

Amy Black – Club Administrator

Greg Wheaton – Director of Coaching

Jon Poppen – Assistant Director of Coaching

Doyle Voss – Rec Director of Coaching

Craig Lyons – Assistant Rec Director of Coaching

Sam Mann – Youth Director

Southside Referees – Referee Assignor



Open Board Positions

- ⊕ 4 open Board positions
 - Three-year terms
- ⊕ Nominations were closed August 31, 2023
- ⊕ Nominees are:
 - ⊕ Ray Anderson
 - ⊕ Ann Arras
 - ⊕ Rebecca Kay-Lewis
 - ⊕ Kasey Koenig
 - ⊕ David Leary
 - ⊕ Mike Shadduck
 - ⊕ Kelly Thorson
- ⊕ Candidate Introductions



Election Process

⚽ Voting

- ⚽ Each SSA family may have up to two voting members present to vote
- ⚽ Each voter may vote for up to four candidates
- ⚽ Following the vote, the Club Administrator and Secretary will count the ballots
- ⚽ In the event of a tie where the number of candidates exceed the number of vacancies, a runoff will be held solely among the affected candidates



Thank You

Board Members with expiring terms

- ⚽ Ann Arras- 1 term
- ⚽ Nicole Butterfass- 1 term
- ⚽ Bryce Hutchins- 1 term
- ⚽ Dave Leary – 3 terms

City of Shakopee staff

- ⚽ Parks & Recreation - Sherry Dvorak, Jay Tobin
- ⚽ Public Works - Tyler Menden, Keith Raines,
and the City Parks Crew



SSA Finances

- ⚽ Financial reserve remains strong. This allows us to make investments into the club and complex such as the fence project and AED this fiscal year.
- ⚽ Continue to monitor fiscal responsibility of the club as a whole
- ⚽ Audit of Fiscal Year 2022 was conducted by outside Accountant due to hitting income threshold for non-profit company
- ⚽ Travel fees continue to remain very competitive
- ⚽ Reasons for competitive fee increase:
 - Increase pay for referees
 - Develop a pool of strong referees
 - Change from Soccer Blast to Champions Hall and TOCA



SCHEELS

- ⊕ In 2021, we welcomed a new sponsor to SSA – SCHEELS
 - Uniform Sponsor
 - Shakopee Cup Title Sponsor
- ⊕ 100% of money goes directly to financial aid fund
- ⊕ Happy to align with a community focused sporting goods store!



SCHEELS®



SSA's 1st Annual Golf Classic

- ⚽ 104 Golfers
- ⚽ Sponsorships and prizes donated by over 30 local businesses
- ⚽ Approximately \$14,000 raised for SSA
- ⚽ 12 parent volunteers
- ⚽ Thank You to everyone for making this such a great event!
- ⚽ We look forward to making this an annual event



SSA 2022 Financial Aid

ALL our sponsorship dollars go toward funding our Financial Aid Program.

- ⊕ SSA helps subsidize registration fees for families in our recreation and competitive programs.
- ⊕ This is the 7th year we have been providing financial aid for families.

2023 Overall Aid

214 kids total received Financial Aid

\$41,666.50



SSA Recreation Program

- ⚽ Boys and Girls grades PreK – 5

2023

Summer 2023 - 854 players

Fall 2023 - 595 players

2022

Summer 2022 – 836 players

Fall 2022 – 567 players

- ⚽ Future of the SSA Soccer program
- ⚽ Goal is to develop young players while having FUN
- ⚽ **Volunteer Coaches make program successful**



SSA Recreation Program

Evolving the Program

- ⊕ Middle School Program
 - ⊕ For kids in 6-8th grade
- ⊕ Toddler Soccer Program
 - ⊕ For kids ages 2-3 years old
- ⊕ CAP Agency/Esperanza Outreach
 - ⊕ For kids within our community to play rec soccer
- ⊕ Canterbury Outreach
 - ⊕ For kids ages 6-12 years old



SSA Summer Competitive Program

2021 - Summer Competitive

453 Players | 16 Girls Teams | 17 Boys Teams

2022 – Summer Competitive

484 Players | 17 Girls Teams | 19 Boys Teams

2023 – Summer Competitive

508 Players | 18 Girls Teams | 19 Boys Teams



SSA Fall Competitive Program

2020 – Fall Competitive

214 Players | 9 Girls Teams | 9 Boys Teams
All TCSL Teams

2021 – Fall Competitive

281 Players | 11 Girls Teams | 10 Boys Teams
All TCSL Teams

2022 - Fall Competitive

312 Players | 14 Girls Teams | 12 Boys Teams
All TCSL Teams

2023 – Fall Competitive

359 Players | 13 Girls Teams | 16 Boys Teams
All TCSL Teams



SSA Sponsors

- ⚽ SCHEELS
- ⚽ Stimulus Athletic
- ⚽ Jersey Mike's - Shakopee
- ⚽ Papa John's – Shakopee
- ⚽ QDOBA - Shakopee
- ⚽ Red's Savoy – Shakopee
- ⚽ Chick-Fil-A – Chanhassen
- ⚽ Cherry Berry – Shakopee
- ⚽ Culver's - Shakopee
- ⚽ Medica
- ⚽ Cameron's Coffee
- ⚽ Sunshine Photography
- ⚽ Cub Food's – Shakopee
- ⚽ Shakopee Brewhall
- ⚽ Shakopee Bowl
- ⚽ SSA Soccer Camps
run by Jon Poppen



SSA Club Year in Review

- ⚽ 2 teams played at the MYSA Premier Level
- ⚽ Inaugural MWSL team
- ⚽ 3 Teams advanced to NPL at TCSL, U13 Boys, U17 Girls
- ⚽ U13 NPL Boys made it to Regionals in Chicago
- ⚽ Several teams who played in state finals and / or won their divisional standings/tournaments
- ⚽ Held our 1st Annual Golf Classic Fundraiser
- ⚽ Largest Shakopee Cup – 346 teams
- ⚽ Hosted Various TCSL Tournaments
- ⚽ 100% Referee Coverage for all League and Shakopee Cup games
- ⚽ Team Genius for tryouts and Player Evaluations
- ⚽ Purchase of a VEO Camera
- ⚽ Partnering with Parks and Rec with different Events within the City
- ⚽ Handed out our 1st Coach of the Year Award
- ⚽ Held our 1st Hall of Fame Award
- ⚽ New Display Cabinet
- ⚽ Fence project



SSA Look Ahead

- ⚽ New Uniform Cycle
- ⚽ Winter Training change between Champions Hall and TOCA
- ⚽ SCHEELS Shakopee Fall Cup Expansion- 85 teams, 137 games over 2 days (U9-U12)
- ⚽ Continue to explore options to accommodate our Rec and Competitive Programs
- ⚽ Investigate and implement new ways to market SSA
- ⚽ Look to expand partnership with Esperanza program
- ⚽ Recruit and mentor more referees
- ⚽ Recruit and mentor more coaches
- ⚽ October 3rd, we are set to present to City Council about a DOME in Shakopee.



SSA Tailgate Party & Night at the Sabers

Mark your calendars!

When: Saturday September 16

Where: Vaughan Stadium

Time: 3:00-5:00 pm

What: Tailgate Party

Shakopee High School Boys and Girls Varsity play next Saturday Night
Girls 5:00 pm
Boys 7:00 pm

Join SSA for a tailgate party from 3:00-5:00 and then head into stadium at 5:00 for a fun night of soccer.

Games and prizes on the plaza between soccer games Saturday night

Questions?

