



**March 16<sup>th</sup> at 6:30 p.m.**  
**Parkview Room – City Hall**

Justin Slocum (Present) Brent Siegel (Present) Maissa Hickey (Present) Chris Fleek (Present) Tommy Thompson (Present) Michele Schommer (Present) Debbie Aidas (Present) Megan Peterson (Present) Jonathan Snyder (Present)

Meeting Started at 6:30 p.m.  
President's Welcome

- Slocum
  - Budget season, going through these conversations
  - Growth, Development (invest in coaches), brand aspect of it (community feel, P.L.A.Y. it forward, etc.)

Ratification of new VP of Football- Patrick Cantwell

- Fleek
  - Cantwell has worked his way through the P.L.A.Y football board
  - Cantwell is prepared for the VP role in shadowing Adam (former VP of football)
  - Encourages board to ratify Cantwell's election
- Siegel
  - Move to ratify Cantwell
  - Thompson seconded
- Cantwell is ratified by unanimous vote

New Director of Competition Cheer - Jessica Seidlitz (present)

- Seidlitz was elected by cheer board for the upcoming two years
  - Seidlitz was not on the board before
    - 10 year old daughter was in cheer
    - Really impressed with the program
    - Daughter loved and made really good friends and then she was back for more
    - Well-run positive organization
  - Worked with Jamie Brown and Nikki, got a decent snapshot of what the role is
- 2025 Cheer Budget
- Cash balance is \$11.5k for cheer
  - Stephanie Williamson - Audra will take over as cheer finance board
  - One year ago, cheer's surplus was \$30k+, Used \$20k
  - Recreation fees are going up, the stuff cheer did last year was really successful
  - Need to increase recreation fee to cover some of what cheer wants to do/accomplish
  - 2 years out from replacing cheer mats—The cheer mats cheer needs are about \$10k
  - Siegel—are there bylaw restrictions on surplus?
    - Fleek—Randy said should not carry a surplus more than 2-3 years
    - Slocum—as long as we are committed to the funds, there is not really a timeline

- To avoid cancellation in the summer they moved comp squads inside
  - Renting the space at Twin Oaks was great, parents loved consistent schedule
- More money for paid coaches
  - Qualified coaches are important at the middle school coaches
  - Slocum--Where are the coaches coming from?
  - Jessica—talking to local gymnastics places, someone looking to supplement their job
  - Kaelin Buckingham helps in the summer
    - Floated between the P.L.A.Y. squads
- Thompson—raising the recreation rate, will this have an adverse affect on parents and what is the cost?
  - Different squads, different amounts:
    - Middle school: +225
    - Elementary school: +220
    - Laker prep: +185
      - Brand new last year
      - Moved a lot of girls from the sideline comp into Laker prep
      - It was a short season last year and they want to go to 3 comps this upcoming year
- UCA camp—coaches do a camp locally
- How does this align with other communities
- Response from our community, compare to other sports—it breaks down to \$162 per month; Elementary it is about \$112, much less expenses than gymnastics.
- Sideline side—
  - It provides a really good training for the athletes and changes things up over the years. It also provided training for the coaches
  - We have challenges getting enough people volunteering to coach
  - That camp was about \$5,000 just for the sideline girls
  - Switching uniforms this year into a jersey and the uniforms go down about \$50
- Registration numbers are about the same as last year; there is a hard cutoff. 20 girls per squad
- Year 3 of projecting a loss—planning on raising fees next year
- Doing a fundraiser—cheer has not historically done a fundraiser but considering now
- Hosting an event could be a potential solution to get make sure that the mats are paid for
- Have you considered monthly payments?
  - No, there is an option to pay 2 to 3 times over first 2 to 3 months as \$1,300 is quite a lot to pay all at once
  - Slocum—Don't want to be chasing registration fees throughout the season which is why payment plans are front-loaded in first part of season
- Slocum—what do you need from the board?
  - Fleek came to the kickoff event, it seemed like it was very meaningful for him to be there and share the PLAY mission
  - Fleek was the emcee; event was at TOMS stadium; Mayor was emcee in 2023
- Siegel—motion to approve cheer budget.
  - Thompson seconded.
  - Motion passed.

#### Chalk Talk

- Fleek

- We need to remember how awesome it is to struggle - struggling is how we learn; we provide young athletes a safe environment in which to struggle and learn

### Old Business

- Conflict of interest with a board member coaching?
  - Don't want to put the board into a spot where there is an uncomfortable position
  - Checks and balances are important to make sure that everything is above board
  - Consensus-- It is a good thing when the board members are involved in coaching
  - Fleek is acting as baseball mentor and is in Administrative Director role
  - Best Practice—notify the board that a board member is interested in coaching and make sure there is no influence over the budget favoring one sport over another
  - Disclosure is a good practice
    - Siegel—a board member should inform the board of his/her desire to coach. Once that is disclosed, the board should go over with that coach the expectations the board has for that person when serving on the board and coaching a team.
- Fleek is going to help out an entire grade – 11u Travel Baseball.
  - If we pay those members, Fleek would not accept payment for that role within the organization
  - Other Exec Board members who coach could receive payment for that work if that sport does typically pay for that coaching role, as the Exec Board role is not a paid position

### New Business

- Gender information is typically asked in online registration
  - There are no circumstances that we have had to address with that
  - State high school league establishes parameters around this issue
  - What do we ask v. what do we allow? Each sport has different gender limitations
    - Fleek and Slocum will work through this first
  - Next set of registrations (fall 2025), we hope to have a recommendation for registrations going forward
- Cross country
  - Missie Rock—new cross country coach at the high school
  - Desire to bring cross country to P.L.A.Y.
  - The cost to participate is low
  - Maybe do a K-5 program.
  - Coach Rock would help however she can
  - Coach Rock would encourage the cross country high school athletes to volunteer P.L.A.Y.
  - Need to put together a basic budget
- PLAS Community ed council
  - Fleek
    - Invited someone on P.L.A.Y.'s board of directors at community ed
    - This would be a good opportunity for personal and professional growth
  - Community partners—P.L.A.Y. listed as community partner on the website.

### Spring/Summer Sports

- In house baseball Director is stepping down

- Preseason clinics are done
- Team selections are being done at the end of the month
- Coaches; meeting at the dome on 4/16
- PCA makeups on 4/21
- Lacrosse- tryout on 2/22- strong turnout.
- PCA coaches meeting on 3/3
- Travel Baseball Coaches are interviewed via zoom
- LAX 2025 registration slow for boys and girls.
  - Just wrapping up winter sports, which has impacted registration
  - Publicized registration open on the city's digital board
- Travel tryouts are complete for baseball
- Track and field—299 kids that signed up
  - Track only has three members on their sport board,
  - 3/23 speed and agility camp
  - High school coaches and students have been great to work with

#### Fall/Winter Sports

- Football budget next month
- Miracle League—fence contractor
  - Not going to get federal funding for playground in this political climate
- Playground fundraising.
  - It will not begin until at least May/June
- Cheer getting ready for the fall season

#### Technology Update

- Basketball sent edits
  - In 2024/25, the boys had a moratorium on boys tournaments out of town
    - Need executive board approval to bring them back
  - Expect healthy debate if basketball asks Exec Board to review the moratorium

#### PCA Update

- No updates
- Everything is scheduled for upcoming season

#### Financial Updates

- No updates

#### Open Forum

- Concerned about security presence at a community events – when should P.L.A.Y. consider having a security presence on-site?
- Expense of security worth investing in for P.L.A.Y.?

Siegel move to adjourns, Hickey seconds

[Meeting ends at 8:33 p.m.]

#### Upcoming Meeting

- Sunday, April 27th at 6:30 p.m @ Parkveiw Room at City Hall