



THE OFFICIAL HOME OF

PRIOR LAKE ATHLETICS FOR YOUTH

ATHLETIC ASSOCIATION

P.L.A.Y. Annual Meeting January 15, 2025

Prior Lake City Hall
Parkview Room

Agenda

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- 2 "State of P.L.A.Y."
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- 4 Financial Review - Maissa/Justin
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Introductions

Executive Board

The 2025 P.L.A.Y. Executive Board

- Justin Slocum, Interim President (0)
- Brent Siegel, Executive Vice President (6)
- Maissa Hickey, Interim Treasurer (0)
- Tommy Thompson, VP of Spring/Summer (3)
- OPEN, VP of Fall/Winter

Executive Board

- Michelle Schommer, VP of Registrations (8)
- Debbie Aidas, VP of Technology (6)
- Megan Peterson, I.M.P.A.C.T. Coordinator (1)
- OPEN - Secretary

Admin : Pam Koopman (13)

Chris Fleek (4)

Sport Leadership

- Softball - Tyler Chambers (3)
- LAX - Derrick Schluck (1)
- Track & Field - Katie Siebrands (4)
- Tennis - Jay Breimhorst (5)
- Baseball - Nate Williamson (2)
- Miracle League - Drew Koenig (2)
- Cheer - Nikki Stewart (2)
- Football - Adam Jerstad (5)
- Volleyball - Dana Domagalski (5)
- Basketball - Aaron Arterbury (1)

“State of P.L.A.Y.”

2024 Participation

Sport	2021	2022	2023	2024	23'-24'
Baseball	997	1021	971	973	100%
Softball	395	372	395	381	96%
LAX	215	268	309	309	100%
Track & Field	239	285	307	299	97%
Tennis	86	152	137	157	115%
Cheer	178	236	220	225	102%
Football	739	707	712	694	97%
Volleyball	244	281	352	381	108%
Basketball	1036	1127	1065	1120	105%
Totals	4129	4449	4468	4539	102%

“State of P.L.A.Y.”

- 2024 saw significant growth in Clinic offerings
- Miracle League Ground-Breaking Ceremony
- P.L.A.Y. It Forward - Travel Team Service Projects
- PLHS Scholarships

Sport Reviews

Significant Successes, Notable Volunteers, & Big Goals/Significant Barriers

- Baseball
- Tennis
- Track & Field
- LAX
- Softball
- Miracle League
- Football
- Cheer
- Volleyball
- Basketball

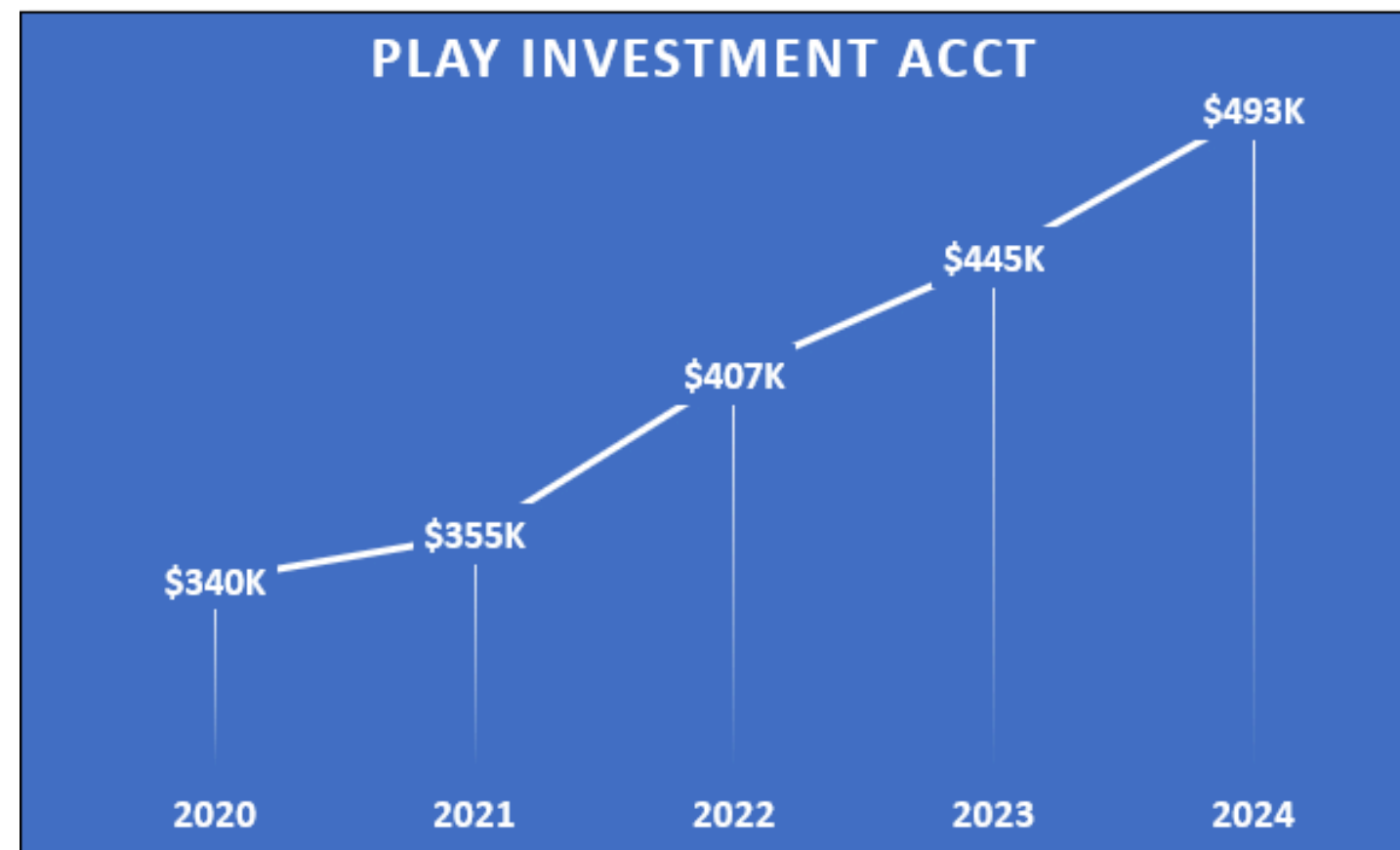
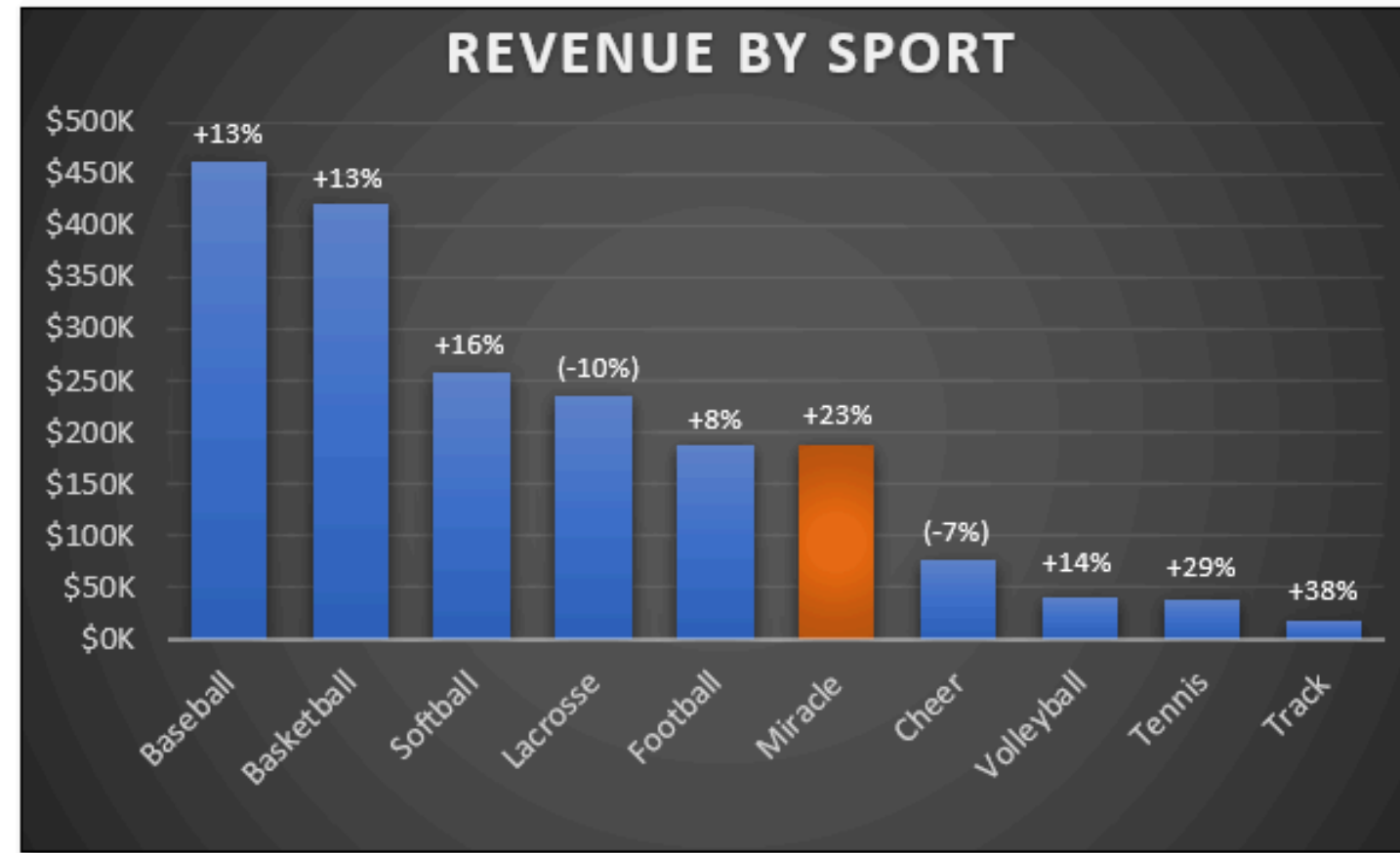
P.L.A.Y 2024 Financials

2024 Income Statement

Registration	\$1,158K	56%
Event/Donations	\$324K	16%
Tourney Fees	\$214K	10%
Admin Fee	\$129K	6%
Field/Facility	\$93K	4%
Concessions	\$122K	6%
Other	\$42K	2%
Revenue	\$2,083K	100%

Facility/Field	\$402K	20%
Equipment/Referee	\$341K	17%
Tourney Entry	\$322K	16%
Services/Event	\$259K	13%
Uniforms	\$218K	11%
Admin/Registration	\$157K	8%
Paid Coaches	\$136K	7%
Concessions	\$63K	3%
Insurance	\$42K	2%
Coaches Training	\$33K	2%
Other	\$27K	1%
Expenses	\$2,000K	100%

Operating Income \$84K



- **Revenue was \$2.08M** which is up \$150K or 8% from LY driven by registrations and fundraising.
 - Track and Tennis saw the highest increases at 38% and 29%.
- As of December 31, 2024 **P.L.A.Y. investment account balance of \$493K** marked for big vision project(s) / future facility.
- The 2023 annual audit and Form 990 filing completed by MFK. Results of the audit were positive – reporting filed with MN Attorney General and IRS.
- Year-End Sport P&Ls have been distributed with reserve (surplus & deficits) below:
 - ML: \$310K
 - Lacrosse: \$94K
 - Softball: \$86K
 - Football: \$42K
 - Volleyball: \$19K
 - Tennis: \$17K
 - Cheer: \$12K
 - Baseball: \$ 2K
 - Track: (\$5K)
 - Basketball: (\$20K)

Elections

- All Members of Sports Board Leadership (VP or Director) or the Executive Board, that are present, may vote.
- Each open position will be voted on individually – if there is no contestant to a position the vote will be taken by a show of hands
- All uncontested roles where an incumbent exists will be elected as a group, unless any eligible voter requests individual elections
- In the case where more than one contestant is available, a private ballot will be tallied. In case of a tie, there will be a re-vote immediately following the conclusion.
- If a position is left open and unfilled – it will be up for vote at the following Exec.Board meeting. The President has the ability to hold Exec. Board Approval of any elected board members until the next meeting.

Elections

- Order of Election:

Open Roles

- President - Candidate Justin Slocum (interim)
- VP of Finance - Candidate Maissa Hickey (interim)
- Secretary - Candidate Jonathan Snyder

Incumbent Approvals

- Executive VP
- VP of Spring/Summer
- VP of Registration
- VP of Technology & Communication
- VP of Positive Coaching Alliance

Old Business - 2024 Scholarship Winners

- Kayleigh Sandell
- Caylon Sheffield
- Lauren Strane
- Matthew Totten

Kayleigh Sandell



CJ Sheffield



Lauren Strane



Matthew Totten



Old Business - Coach Onboarding

- Onboarding activity via Trusted Coaches (www.trustedcoaches.org)
- Coaches must log in every season
- Instructions will be sent out to all coaches via e-mail once coach rosters confirmed (cannot take actions ahead of time)
- PCA training is the only module taken outside of system

Sport Expectations - Reminder

- Minimum 6 sport board meetings/year
 - Meeting minutes must be posted on sport website within one week after meeting
- Any change to team selection/player draft process require Exec Board review
- Any variation from standard processes during team selection requires approval from disconnected Exec Board Member (someone without an athlete in that sport)
- Uniforms required to include P.L.A.Y. logo as well as anti-bullying logo
 - Primary Colors are Navy and Gold - may include white & possibly grey

New Business

- 2025 Spring/Summer “Blackout dates”
 - Proposed - Wednesday, July 2 - Sunday, July 6

New Business

- 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 & Beyond - Strategy & Vision

Mission - Prior Lake Athletics for Youth serves the Prior Lake / Savage School District, to provide competitive yet fun athletic opportunities for kids. Our priority is Safety, Skills Development, and Teaching of Life Lessons through sports.

P.L.A.Y. programs promote the importance of Sportsmanship, Teamwork, Leadership, and Integrity. We believe learning both success and failure through competition will benefit our future generations.

2025 & Beyond - Strategy & Vision

Focus areas:

- **Growth - Our goal is to get kids involved. Get them moving and playing together. Supporting each other and feeling safe. If we get that right, everything else is easy.**
- **2 more sports already in development – Ultimate Frisbee and Kickball – with Miracle League launching this year!**

2025 & Beyond - Strategy & Vision

Invest in development for both coaches and players

- **Coaches: making sure our athletes bring their best selves, everyday AND creating a fun, learning environment**
- **Players: We should have 4K kids in “track”**

2025 & Beyond - Strategy & Vision

Most sensitive about our volunteer's time.

- **Focus on the 90% that matters**
- **Community out-reach (i.e. P.L.A.Y. It Forward) and brand awareness**

2025 & Beyond - Strategy & Vision

- **Message to our parents = BE PRESENT**

Tech Talk

- **Online Calendar is set up for each sport**
 - **Anything entered onto your calendar is reflected on main P.L.A.Y. calendar as well**
 - **Tryouts, parent meetings, coach meetings, P.L.A.Y. nights, fundraising nights, etc.**
 - **Debbie will e-mail each of you a link to the calendar for you to start using**
- **Encourage use of the “Help” page on P.L.A.Y. Website**
 - **Families <https://www.playinfo.org/accounthelp>**
 - **Volunteers <https://www.playinfo.org/adminhelp>**
 - **If P.L.A.Y. board members/volunteers cannot access this page, e-mail vpotechnology@playinfo.org**

2025 VP Work Session

Sunday, February 23rd

Parkview Room @ City Hall

7:30-9:00 PM

Executive Board Meeting (6:30-7:30 PM)

Focus - Coach Development - How can we best prepare our coaches

Note - All sports must have at least one leadership representative in attendance

Open Forum - Q & A

