

Attendees

1. Board of Directors:
 - a. Chris F
 - b. Brent S
 - c. Shreve
 - d. Pat
 - e. Justin
 - f. Randy
 - g. Michelle
 - h. Debbie
 - i. Stuart
2. Cheer
 - a. Lindsay + 2 more ladies
3. Track
 - a. Alicia and Adam
4. Baseball
 - a. Joel
 - b. Drew
5. Softball
 - a. Brian
6. Tennis
 - a. Jay

Agenda Topics

1. Introduce PLAY Executive Board members & Sport Leaders – Chris
 - a. Open Positions
 - i. VP of Summer/Spring
 - ii. Secretary
 - iii. Fundraising
 - b. Leaving PLAY this year
 - i. Dan Gratz
 - ii. Randy Geister
 - iii. Tommy Thompson
 - c. 2021 Registrations
 - i. Overall 107% compared to 2020
2. Sports review 2021 – VPs/Directors
 - a. **Lakefront Park Committee**
 - i. Adding a track at Lakefront was a non-starter discussion
 - ii. Tennis courts will be coming and will be litted
 - b. **Communication**
 - i. Getting Slack set up for all Sport VPs to collaborate - Drew Koenig to set up
 - c. **Volleyball - OPEN**
 - d. **Track**

- i. Adam -
 - 1. Alicia Addler - incoming co-VP (along with Katie Siebrands)
- ii. Challenges
 - 1. Advertising
 - 2. Missed in newsletters to schools
 - 3. Equipment
 - 4. Costs are increasing
 - 5. Inconsistent facilities / schedules (bumped to middle school a lot (4 lanes, asphalt))
 - a. If we are helping to provide equipment for other facilities, can we lock in a schedule to avoid getting bumped?
 - b. Usually, it's the high school teams that bump us (tier 1) and PLAY is tier 2 so they get the preferred choice
 - c. Have a further discuss with Jeff Marshall (new AD)
 - d. Can we move the timing for when the Track season happens?
- iii. Budget surplus
 - 1. Purchased new equipment (hurdles)
 - a. Currently on backorder
 - 2. Purchased middle school a high bar pit
- iv. Looking ahead to this year
 - 1. Partnering with HS for a youth night
 - 2. Create a FB page to get better engagement
 - 3. Developing coaching resources
 - 4. Partnering with other communities for combined meets
 - a. Ended with Covid but looking to bring this back to the Program
 - 5. Invest in more, better equipment
 - 6. Longer-term - can we add Travel to the Track Program
- v. Support from Board
 - 1. Email list of all PLAY sports VPs to ask questions, bounce ideas/questions off of

e. Softball

- i. Brian's 4th season as VP
 - 1. Goals for Brian's remaining time as a VP
 - a. Coaching Manual to help coaches
 - b. High #s in younger grades - would like to see #s get larger in pre-k - 4th
- ii. Travel #s remain strong, even through Covid
- iii. In-House same #s in 2019 and 2021
- iv. Tournaments - revenue generator and help fund big-vision items
 - 1. Shake the Lake
 - 2. NAFA
- v. Challenges
 - 1. Club ball continues to poach players
 - a. 2021 Club ball expanded to 12u and our #s dipped
 - b. Former softball coaches/families are poaching kids to join club and drop out of PLAY (lack of playing time, more expensive)
 - c. Options presented to families - Brian isn't willing to chase or beg them to stay

- i. Committed to growth and developing players regardless of which direction they do (club vs PLAY)
 - 2. Size restrictions in clinics due to Covid
- vi. Big-Ticket/Big-Vision items Softball has done recently
 - 1. 2020 - 6 scoreboards (with Baseball)
 - 2. 2021 - dugout covers
 - 3. 2021 - plugged and fences field 8
- vii. Looking Ahead
 - 1. New High School Softball Coach is eager to help PLAY and partner with us for development/growth
 - a. Putting a PLAY night for young athletes
 - b. Wants to be part of the winter/off-season clinics
 - 2. Adding a Coaches program to help develop coaches
- viii. Support from Board
 - 1. Ponds concession stand needs to be improved and expanded
 - 2. Restrooms at the Ponds need to be open all year
 - 3. High School fees - how can we get reduced fees due to the involvement with feeding their program

f. Baseball

- i. Joel Miller
 - 1. 2022 Registration - currently at 400+, on pace with 2020
 - a. 1,000 registrants estimated
 - i. ~400 are Travel, remaining are Travel
 - b. 9U will be the biggest age groups
 - i. Will be cuts at Travel level and encouraged to go in house
 - 2. Fundraising
 - a. Golf Tournament
 - b. Sign Sales
 - 3. Improvements
 - a. Practive Pitching Mounds
 - b. Upgraded the scoreboards at Ryan
 - c. Park Memorial - upgrade Bluetooth app
 - 4. Team Genius
 - a. Player evaluation tool
 - i. It will be implemented for all ages this year
 - 5. Tourney Machine
 - 6. Communicate Tool
 - a. Rolled out Slack for both Board Members and all of the Coaches
 - 7. Fall programming
 - a. Organizing fall baseball program alongside summer program
 - i. Gathered enough information that we are going to formalize the fall program moving forward (adding a coordinator)
 - 8. Challenges
 - a. Field Space - on the full fields
 - i. Work with Chris Fleek on any challenges for field space
 - b. MASH - Baseball club coming to Savage - adding a full side field and will potentially be able to use their field (private field)

- c. Club Baseball - Covid gave them the ability to open more freely with younger kids.

- i. Impacting AAA Baseball

9. Tournaments

- a. MYAS - 4-field tournament

g. Tennis

i. Jay Breimhorst

1. Starting 2nd year - a moment of truth to see if people come back
 - a. 2021 - 103 participants (80 unique players - 60 families)
2. PLAY schedule is 3rd priority (high school, community ed is higher)
3. In 2021; of 60 families, 20 surveys were returned
 - a. Feedback - tennis happens at the same time as other sports
4. Registration is live
 - a. Ages - 5-13 years old
 - b. Competition - the program is not there yet - big vision item
5. Challenges
 - a. Class sizes - too high for tennis especially when kids are learning the sport
 - i. Looking to add high school players to help coach
 - b. Experience coming into the program - it's not "fun"
 - i. Too focused on fundamentals and not fun for the younger kids
 - c. Court Space - twin oaks courts primarily and sometimes HS courts (but HS doesn't have lights)
6. Budget surplus from last year
 - a. Shirts
 - b. Additional \$\$ to add coaches
7. Big Vision / Long-Term Goals
 - a. Added an Advanced-Level (Academy)
 - b. High School help with coaches?
 - c. Add additional coach
 - d. Long term - one place for Tennis and have the ability to have an "in-house" program and play against each other

h. Cheerleading - Lindsay

- i. Good year of growth and growing pains
- ii. First-year for Co-Ed
- iii. 2021 - sideline down from the previous year
 1. But, up 37%+ due to comp season
- iv. New Uniforms for Comp
 1. Looking for new uniforms for Sideline
- v. Brought back PLAY night for Varsity Football Game
- vi. Challenges
 1. Space availability
- vii. Goals for 2022
 1. Growth in the upper-level teams - specifically comp side
 - a. HS has cut side-line cheer except for comp teams
 2. Get out into the community to support other Sports
 - a. Football games
 - b. Basketball ½ time performance

- c. Mite Jamboree for hockey
 - 3. Long-Term
 - a. Grow Co-Ed program and start Adaptive Cheer
- viii. Financially healthy
 - 1. Yards signs
 - 2. Apparel
- ix. Purchases:
 - 1. New mats in 2021
- x. Two years of state champions need to make sure the parents understand the PLAY mission to grow and develop our players
- i. Football**
 - i. Brent speaking on behalf of Adam Jerstad
 - ii. #s are up despite Covid
 - 1. The highest they've been in 8 years!!
 - iii. Challenges
 - 1. Equipment
 - 2. Parents and Coaches attitudes and issues - must not of gone through PCA training
 - 3. 5 ½ weeks shorter season than it was 10 years ago due to other sports - how do you successfully grow and develop kids
 - 4. Officials - we don't have enough
 - iv. Positives
 - 1. In a good space and will continue to leverage PCA
 - 2. USA Football and developing kids and allow more participation and enjoying it more
 - a. Flag Football
 - b. 8-man
 - c. 9-man
 - d. 11-11 man
- j. Basketball**
 - i. Pat speaking on behalf of Nick Cauley
 - 1. The season is going well
 - 2. Similar challenges as the rest of the sports
 - 3. No issues with parents, programs, etc.. yet... seems to be going well
 - 4. Referee - training new people in and college kids coming back to officiate
- k. PCA Impact

3. Review Financials - Justin

- a. 2021 Revenue was \$1.33M - we are back to pre-Covid levels

4. COVID 2021 into 2022 – Open Forum

- a. At the mercy of the school with their Covid protocols, we are required to abide by them
- b. Masks are currently required to wear masks and Gina is hearing the PLAY families are not following these rules and we need to support the schools and their protocols

5. Looking to 2022 and Beyond – Strategy and Vision – Chris

- a. 50th Anniversary Celebration - what is the plan?
 - i. Nothing yet. Ideas:

1. PLAY Night for Baseball (April 25th)
 - a. Having Randy throw out the first pitch
 - b. Sportsmanship
 - i. Back to the basics of PCA - coaches meetings and parent meetings are mandatory BEFORE the season to set the expectations
 - ii. Parents perspective - resetting their expectations for the PLAY Mission
 - c. Role Definition
 - i. Players play, coaches coach and parents cheer
 - d. Volunteers:
 - i. Increasing engagement in the PLAY Program
 - ii. Raise the bar for coaches and expect more from those coaching and developing our kids
 1. How do we utilize Slack or a communication tool to collaborate on known issues / red flags when it comes to coaches?
 - e. How do we develop relentless competitors
 - i. Through PCA
 - f. Scholarships
 - i. Need-based - do we need more visibility?
 - ii. PLHS Seniors - update this program??
 - g. Branding through the Community
 - i. Sponsorship
 - ii. Advertising
 - iii. PLAY Podcast - Chris/Drew to implement and get this running
 - h. PLAY Procedures and Processes - 2022 Overhaul
 - i. Expansion priorities and ideas
 - i. Boys Volleyball
 - ii. Cross-Country
6. "Q&A" session for P.L.A.Y. membership – Open Forum
 - a. Coaches - do we ever give coaches feedback on their performance for the season?
 - b. Lindsay asked for Board Directors to come to parent meetings to enforce PCA and our mission, so they're hearing it from others than the sport directors
 - c. MASH field house potentially has the room/space to utilize the space for other sports to use it.
 7. Executive Board elections - Shreve
 - a. All Sport VPs have been voted in for another year
 - b. Executive Board
 - i. All approved to remain in positions