

P.L.A.Y. Annual Meeting January 2023



P.L.A.Y. Annual Meeting

P.L.A.Y. Mission Statement

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.



P.L.A.Y. Annual Meeting

- Introductions – Chris
- “State of P.L.A.Y.” - Chris
- Sports review 2022 – VPs/Directors
- Elections – VP of Fall/Winter Sports; All Exec Board Roles
- P.L.A.Y. Financial Review – Justin
- Laker Athletic Alliance - Shreve
- New Business – Addition of PCA Sessions
- New Business – Introduction of “Sport Expectations”
- 2023 and Beyond – Strategy and Vision – Chris
- “Q&A” session for P.L.A.Y. membership – Open Forum



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- **The 2023 P.L.A.Y. Executive Board**

- Shreve Parsley, President (2)
 - Brent Siegel, Executive Vice President (4)
 - Justin Slocum, Treasurer (4)
 - Tommy Thompson, VP of Spring/Summer (1)
 - Pat McGowan, VP of Fall/Winter (10) – OPEN
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- Open, Secretary (-)
 - Michelle Schommer, VP of Registrations (6)
 - Debbie Aidas, VP of Technology (4)
 - Stuart Spronk , I.M.P.A.C.T. Coordinator (4)



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- **“State of P.L.A.Y.”**
 - “Wins” in 2022
 - Financially Healthy
 - Laker Athletic Alliance
 - Introductory Videos (Chris and Shreve)
 - Partnered with school district on emergency planning
 - Upgraded maintenance equipment/capabilities (outdoor sports)
 - What to look for in 2023
 - Construction Projects
 - Clearly Defined Sport Expectations
 - Facility Search Process



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SPORT REGISTRATIONS 2022

<u>Sport</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>'21-'22</u>
Baseball	1035	997	1021	102%
Softball	393	395	372	94%
LAX	303	215	268	125%
Track & Field	230	239	285	119%
Tennis	-	86	152	177%
Cheer	179	178	236	133%
Football	641	739	707	96%
Volleyball	273	244	281	115%
Basketball	711	1036	1127	109%



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SPORT VP's 2022 into 2023

- Joel Miller – Baseball (2)
- Katie Siebrands & Alicia Addler - Track (2)
- Jay Breimhorst - Tennis (3)
- Lindsay Wilkerson - Cheer (3)
- Tyler Chambers – Softball (1)
- Dana Domagalski – Volleyball (3)
- Adam Jerstad - Football (3)
- Dan Kallberg- Lacrosse (1)
- Basketball – Nick Cauley (2)



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2023 Executive Board Election

- Executive Board Approval of newly elected or re-elected VPs in 2022
 - Softball – Tyler Chambers
 - LAX – Dan Kallberg
 - Football – Adam Jerstad
- Procedural Vote – Exec Board voice vote to approve group
 - Written ballot for each role only if group voice vote is inconclusive



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2023 Executive Board Election

- Candidates for Exec. Board, were to notify the Executive Board by mid-January.
- Only those Members of Sports Board Leadership (VP or Director) or the Executive Board that are present may vote.
- Each Position will be voted on individually – if there is no contestant to a position – the vote will be taken by a show of hands
- 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 until the next meeting.

- Order of Election –

Non- Voting Positions - Fundraising Coordinator (none)

Secretary (none) - VP of Registration – VP of Technology & Communication

Voting Positions = VP of Fall/Winter (One candidate) – VP of Spring/Summer

Treasurer - Exec. Vice President - President

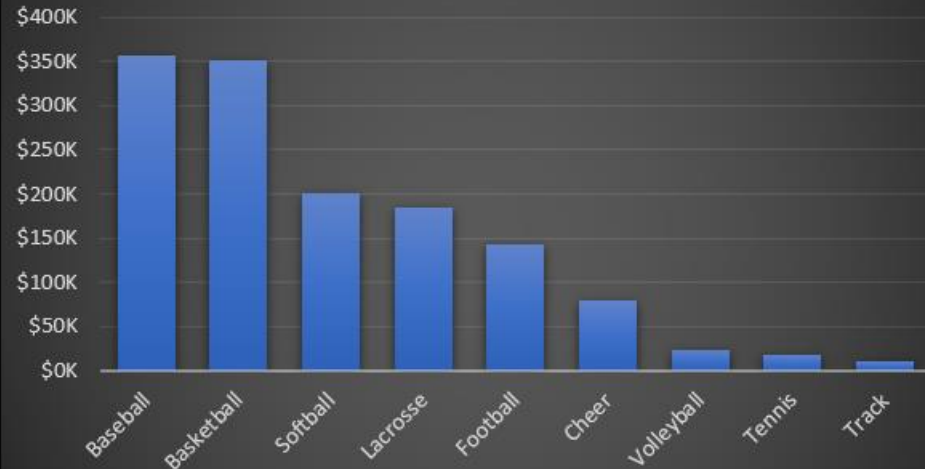


P.L.A.Y Financials: 2022 Year-End

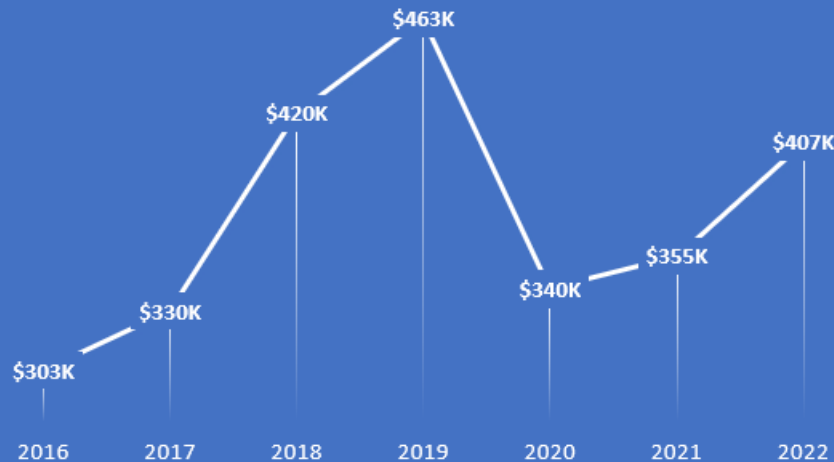
2022 Income Statement

Registration	\$873K	57%
Admin Fee	\$123K	8%
Field/Facility	\$77K	5%
Tourney Fees	\$214K	14%
Concessions	\$101K	7%
Event/Donations	\$139K	9%
Revenue	\$1,527K	100%
Facility/Field	\$336K	22%
Tourney Entry	\$272K	18%
Referee/Umpire	\$157K	10%
Equipment/Supplies	\$154K	10%
Services/Event	\$143K	9%
Uniforms	\$136K	9%
Admin/Registration	\$131K	9%
Paid Coaches	\$66K	4%
Concessions	\$52K	3%
Insurance	\$37K	2%
Other	\$39K	3%
Expenses	\$1,523K	100%
Operating Income	\$4K	

REVENUE BY SPORT



PLAY INVESTMENT ACCT



- Revenue was **\$1.53M** which is up \$200K or 15% from LY driven by registrations and concessions.
 - Baseball and Basketball now make up over 50% of our total sports revenue
- As of December 31, 2022 the **cash balance of P.L.A.Y. was \$665K** with \$407K invested and marked for big vision project(s) / future facility.
 - Note: June 2020 moved \$100K from our investment account to cover COVID impacts. With the success over the last 2 years, PLAY was able to move that money back into our investment account (November 2022).
- The 2021 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 along with reserve (surplus & deficits) amounts.

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- **Laker Athletic Alliance - Shreve**



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- **New Business – PCA Sessions for Spring**



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- **New Business – General Sport Expectations**
 - Sport AND Team Level Meetings for Parents required
 - Pre-Season Coaches Meeting required
 - Each sport needs some connection/liaison to the HS program
 - Required to publish Board meeting dates and notes on website
 - Minimum 6 sport board meetings/year
 - All team selection/player draft process will have 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)
 - Number of roster spots per team within a sport should be standard; Variations from that standard require approval from disconnected Exec Board Member (e.g., baseball/softball 12 per team, basketball 10 per team, etc.)



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- **General Sport Expectations (continued)**

- Anti-Bullying information/content required to be delivered pre-season at sport level and pre/during season at team level
- Sports should each have a PCA Lead
- Equal opportunity must be offered within each sport in regard to facilities/fields. (Example – if multiple fields are used for a grade level, the teams should have equal access to all fields by sharing/rotating use.)
- Equal opportunity must be given within each sport in regard to access to equipment and resources
- Sports must be courteous to all other sports in our organization (and secondarily to be aware of other LAA member orgs) when it comes to tryout dates, season start dates, clinic dates, etc.



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2023 Vision/Strategy

- Relentless focus on “Why We Do This”
 - This experience HAS to be about ALL the kids
 - As volunteer leaders we MUST set example by not focusing on our own experience
 - We should not be afraid to address behaviors (coach, parent, board member) that take away from positive youth experience
 - Player experience should be fun, developmental and competitive
- Clearly defined expectations of each sport board
- Sportsmanship – Continue high expectations around PCA principles
- PLAY Procedures and Processes Document – 2023 Overhaul
- Facility Vision – Task Force Assembled



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Question or Comments?

- Ideas
- Challenges
- Wishes/Needs
- Other



1972 – 1986



1986 – 2000



2001 – 2005



2005 – 2020



Since 2012



2022



2023+



HISTORY of P.L.A.Y.

