

WATERTOWN YOUTH SOCCER ASSOCIATION
BOARD MEETING

December 9th, 17:30

Recorder:

Present:

Non-Board Members Present:

Absent:

WYSA Vision: *A professionally run soccer program that is fun for all ages by providing opportunities for developing and enhancing individual talents, teamwork and sportsmanship.*

Agenda Item	
Call to Order	Call to order at 17:34
Approval of Minutes for Previous Meeting	Previous Month Minutes Motion to approve: TS Seconded by: MS Motion Carried
Treasurer Report	Motion to approve: JH Seconded by: TS Motion Carried. Discussion
Executive Director Report	Follow Up: New Business <ul style="list-style-type: none"> • Sponsorship Brochure • Multi Merchant Update • Flyer program for surrounding communities
Registrar Report	Follow Up New Business
Competitive Report	New Business <ul style="list-style-type: none"> • Tournament breakdown – Sent out via email for review. • Presidents Cup/USA Cup – extra fundraising? • Coaches Team – Aberdeen – WYSA pay registration fee? • Player breakdown by grade – discussion for fall 2026 transition to grade vs. Age. Follow Up

Volunteer Coordinator Report	New Business
Recreation Report	New Business Follow Up
Facilities Report	New Business Follow Up
Fundraising	Follow Up <ul style="list-style-type: none"> • Chase the Ace – • Dueling Piano or Dinner Theater -
WYSA Tournament	New Business <ul style="list-style-type: none"> • Fliers – do we mail directly to clubs? • Offer early bird discount? • Discount for X number of teams? Follow Up
Strategic Planning Update	•
New Business	<ul style="list-style-type: none"> • Contract with City ? • Dates to City for 2026 events • Meeting with Watertown Community Foundation • TeamSnap Update – When do we want to transition?
Old Business	•
Next Meeting	January 11 th @ 5 pm
Executive Session	•
Adjournment	Motion to approve: TS Seconded by: JH Motion Carried

Respectfully submitted by,

Justin

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Meeting notes:

- **Approval of Previous Meeting Minutes and Treasurer's Report:** Approval of the previous meeting minutes and Anna presented the treasurer's report.
 - **Approval of Minutes:** Justin asked for questions, comments, or corrections regarding the previous meeting minutes, and upon receiving none, called for a motion to approve, which was seconded and approved by the group.
 - **Treasurer's Report Overview:** Anna provided an overview of the budget, noting that financial activity was slowing down for the year, and explained the categorization of equipment expenses and the impact of QuickBooks changes on reporting.
 - **Financial Activity Patterns:** Travis inquired about revenue and expense patterns throughout the year, and Anna and Shannon clarified that months like August and October are revenue-heavy due to tournaments, while winter months see more expenses.
- **Tournament Financials and Coach Reimbursements:** Matt Schlaht presented a breakdown of tournament finances and coach reimbursements, with Shannon and Travis discussing year-over-year comparisons and the handling of excess funds.
 - **Current Financial Status:** Matt Schlaht reported that after the Sioux City event, the organization would be a couple thousand dollars behind on coach reimbursements, but this trend was consistent with the previous year and expected to balance out with upcoming events.
 - **Yearly Reset and Excess Funds:** Travis asked if the reimbursement tracking resets annually, and Matt confirmed that it does, with any excess funds from the previous year being added to the general cash account without specific allocation.
 - **Pending Adjustments:** Shannon noted that a recent reimbursement submission from Fligge was not yet included in the current figures and would be updated in the next report.
- **Fundraising Initiatives and Event Planning:** Matt Schlaht, Justin, Rachel, and others discussed fundraising options for upcoming tournaments, including repeating last year's raffle ticket initiative, and planned for participation in the President's Cup and a coaches team event.
 - **Raffle Ticket Fundraising:** Matt Schlaht raised the possibility of repeating the raffle ticket fundraiser from the previous year, noting its success and ease of execution, and Executive Director confirmed that no decision was needed immediately but planning should begin soon.
 - **President's Cup Participation:** Shannon and Matt discussed the potential for four teams to participate in the President's Cup, with team commitments still being finalized and the need to coordinate fundraising accordingly.
 - **Coaches Team Registration:** Matt proposed that the organization cover the registration fee for the coaches team at the Aberdeen tournament, with no objections raised.
- **Competitive Team Structure Changes:** Matt Schlaht and others reviewed upcoming changes to competitive team structures, including the potential shift from birth year to grade-based grouping, and outlined the need for timely decisions pending state guidance.
 - **State Policy Uncertainty:** Matt Schlaht and Justin discussed the lack of clear communication from the state regarding whether teams should be grouped by birth year or grade, and the possibility that clubs may be allowed to choose their own method.
 - **Timeline for Decision:** The group agreed to aim for a finalized team breakdown by the April board meeting, so that a clear direction can be presented at the AGM in May.

- **Potential Impact on Teams:** Justin noted that the changes would likely affect boys' teams more significantly than girls', and anticipated an increase in petitions from players wishing to move up.
- **Sponsorship Brochure and Outreach Strategy:** Shannon, Travis, Matt Schlaht, Rachel, and others reviewed the sponsorship brochure and letter, discussed content and presentation improvements, and considered strategies for distribution and volunteer involvement.
 - **Brochure Content Review:** Shannon requested feedback on the sponsorship brochure and accompanying letter, with Travis and Matt suggesting minor edits, such as clarifying sponsorship duration and updating player numbers.
 - **Presentation Enhancement:** Travis and Justin considered using AI tools like ChatGPT to refine the letter and explore ways to target larger sponsorships, including comparative cost analysis with other advertising mediums.
 - **Distribution and Volunteer Roles:** Rachel and Shannon discussed methods for distributing brochures, including leveraging volunteers for folding and delivery, and emphasized the need for professionalism in presentation.
- **Multi Merchant Card Fundraiser Results:** Shannon provided an update on the multi merchant card fundraiser, detailing sales figures, outstanding payments, and the role of the marketing contractor.
 - **Sales and Profit Estimates:** Shannon reported approximately 900 cards sold, with an estimated gross revenue of \$22,000 before marketing expenses, and anticipated a marketing bill of \$6,000 to \$7,000.
 - **Contractor Responsibilities:** The marketing contractor is responsible for contacting businesses, negotiating coupon deals, and managing the card content, traveling from Minnesota to meet with local businesses.
 - **Future Fundraising Considerations:** There was discussion about possibly switching to a raffle ticket fundraiser in the future, given the mixed results of the multi merchant card program.
- **Community Outreach to Surrounding Schools:** Shannon, Travis, Adrienne, Matt Tolrud, Rachel, and others collaborated to identify surrounding communities and schools for targeted outreach to grow program participation.
 - **Target Community List Development:** Participants contributed names of nearby towns and schools, including Florence, Henry, Castlewood, Waverly, Millbank, Summit, Hamlin, Clark, Clear Lake, Madison, Dawson, and others, to receive flyers promoting the program.
 - **Distribution Methods:** Shannon planned to contact principals to distribute flyers electronically or via mail, aiming to attract students from a wider geographic area.
- **Skywalk Invoices and Uniform Inventory:** Rachel updated the group on outstanding Skywalk invoices, uniform inventory levels, and the process for collecting team rosters for upcoming events.
 - **Invoice Status:** Rachel noted that a few Skywalk invoices and uniform payments were still outstanding, but most parents involved were present on the call and would be reminded.
 - **Uniform Availability:** Rachel reported limited inventory for women's small uniforms and some boys' sizes, with the option to order more if needed, though delivery would take up to six weeks.
- **Facility Use and City Relations:** Jesse, Justin, Shannon, Travis, and others discussed recent city interest in the soccer complex, concerns about long-term facility plans, and the potential for formalizing a contract with the city.

- **City Engagement and Concerns:** Rachel described increased city involvement in field maintenance and cleanup, which was unusual and raised questions about the city's intentions for the facility.
- **Contract Considerations:** Justin suggested revisiting the idea of a formal contract with the city, similar to arrangements other sports associations have, to clarify responsibilities and protect the organization's interests.
- **Maintenance and Investment Decisions:** Rachel expressed hesitation about investing in facility improvements without a formal agreement, given the city's ownership and the deteriorating condition of the fields.
- **Chase the Ace Fundraiser Update:** Rachel provided a status update on the Chase the Ace fundraiser, including recent sales figures and participant engagement.
 - **Recent Sales Performance:** Rachel reported that the jackpot was at approximately \$4,400, with the most recent week generating \$350 in sales, the highest since July.
 - **Participant Interaction:** The group discussed the process for drawing tickets and noted increased engagement, with more people attending and using Venmo for purchases.
- **Dueling Piano/Dinner Theater Event Planning:** Shannon, Rachel, Matt, and others coordinated efforts to schedule a dueling piano or dinner theater fundraising event, including venue and entertainment booking and forming a fundraising committee.
 - **Event Scheduling:** Rachel reported contacting entertainment providers and venues for late February or early March, with availability being confirmed.
 - **Volunteer Recruitment:** Shannon and Rachel planned to recruit a committee of 5 to 10 volunteers to solicit auction items and assist with event fundraising, offering volunteer hours as an incentive.
- **Spring Tournament Registration and Pricing Strategy:** Justin, Shannon, Rachel, Travis, Liz, and others discussed strategies for spring tournament registration, including early bird discounts, price adjustments, and scheduling considerations.
 - **Early Bird Discount Proposal:** Shannon suggested offering a \$100 early bird discount for teams registering by March 1st, with the possibility of a second, smaller discount tier, to encourage early commitments and aid scheduling.
 - **Price Point Adjustments:** The group reviewed current registration fees by age group and considered modest increases to offset the discount, while remaining competitive with other tournaments and accounting for field conditions.
 - **Referee Cost Analysis:** Travis and Shannon analyzed referee costs per game and discussed adjusting price points based on the number of referees required for different age brackets.
- **Community Foundation Grant Opportunity for Indoor Facility:** Justin, Shannon, Rachel, Travis, Liz, and others discussed the opportunity to apply for significant funding from the Watertown Community Foundation, strategizing on proposal development, facility features, and potential partnerships.
 - **Grant Availability and Urgency:** Shannon and Rachel explained that Prairie Lakes' merger with Sanford resulted in a large fund being transferred to the Community Foundation, with up to \$300 million available and encouragement to request substantial amounts for an indoor facility.

- **Proposal Development Team:** The group agreed to quickly assemble a team, including Travis and Rachel, to draft a proposal and meet with the foundation, considering the inclusion of community leaders and construction experts.
- **Facility Features and Revenue Planning:** Liz suggested incorporating a gym or weight room to broaden community appeal, and Justin and Travis referenced a working spreadsheet of revenue possibilities, including rentals, tournaments, and leagues.
- **Potential Facility Options and Costs:** The group compared renovation costs for the existing ice arena (estimated at \$3–5 million) with new construction (up to \$20 million), and discussed the advantages of controlling the facility for organizational benefit.
- **Team Snap Platform Upgrade Discussion:** Justin, Travis, Rachel, and others reviewed the upcoming Team Snap platform upgrade, considering timing, transition logistics, and potential impacts on club operations.
 - **Upgrade Features and Timing:** Justin described new features such as live streaming and recommended transitioning during a quieter period, possibly in March, to minimize disruption.
 - **Transition Logistics:** Travis asked about costs and data migration, and Justin confirmed there would be no additional cost and that most of the transition would be handled by Team Snap, with users needing to download a new app.
 - **Preparation and References:** Travis suggested contacting other clubs who have completed the transition to learn from their experiences, and Justin agreed to gather more information from their Team Snap representative.
- **Tea Practice Space Usage Decision:** Justin, Travis, Rachel, and others revisited the decision regarding the Tea practice space, considering recent increases in participation and the cost-benefit of maintaining the rental.
 - **Participation Update:** Executive Director reported an increase in registrations for the Tea practice space, potentially reaching 5–10 players, and asked if this changed the group's previous stance on discontinuing the rental.
 - **Cost and Duration Considerations:** The group discussed the \$75 per hour rental cost and agreed to continue the arrangement for at least the current indoor season, given the short remaining duration and potential benefits for team flexibility.
- **Next Meeting Scheduling:** Justin, Rachel, Travis, and others coordinated scheduling for the next board meeting, ultimately selecting January 11th at 5:00 PM as the preferred date.
 - **Date Selection Process:** The group considered various dates in early January, taking into account conflicts with basketball games and other commitments, and settled on Sunday, January 11th at 5:00 PM.

Follow-up tasks:

- **Coaching Reimbursement Financial Update:** Edit the tournament financial breakdown to include Fligge's reimbursement and resend to all members. (Executive Director)
- **Fundraising Planning for President's Cup:** Decide whether to repeat the raffle ticket fundraising for President's Cup and communicate the decision to parents. (the team)
- **Coaches Team Registration Fee:** Pay the registration fee for the Weisa coaches team for the Aberdeen tournament and ensure all waivers are signed. (Executive Director)
- **Team Breakdown Finalization:** Finalize the team breakdown by grade or birth year for the next season and prepare to present at the AGM in May. (Matt Schlaht, Executive Director)

- **Sponsorship Brochure Feedback:** Review the sponsorship brochure and letter, provide feedback, and update numbers as needed before printing. (Executive Director, the team)
- **Sponsorship Brochure Printing:** Finalize and print the sponsorship brochure and letter for distribution. (Executive Director)
- **Volunteer Assignment for Brochure Folding:** Identify and assign volunteers to fold sponsorship brochures, ensuring quality control. (Executive Director)
- **Outreach to Surrounding Communities:** Create and send flyers (electronically and/or by mail) to targeted surrounding communities and schools to promote program growth. (Executive Director)

