

WATERTOWN YOUTH SOCCER ASSOCIATION
BOARD MEETING

March 3, 2026, 18:00

Recorder: Justin

Present: Liz S., Travis S. Adrienne B., Justin F., Anna B., Jesse H., Matt T., Matt S. - via teams

Non-Board Members Present: Shannon E., Rachel H.

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 18:05
Approval of Minutes for Previous Meeting	Previous Month Minutes Motion to approve: Seconded by:
Treasurer Report	Motion to approve: Seconded by:
Executive Director Report	<p>New Business</p> <ul style="list-style-type: none"> • Scholarship Request <p>Follow Up</p> <ul style="list-style-type: none"> • Coach & Board Pictures • Website Update
Registrar Report	<p>New Business</p> <p>Registration open –</p> <ul style="list-style-type: none"> • one new player – 11/12 Girls • Couple more boys will join at the U8 • Couple more girls will be joining as well
Competitive Report	<p>New Business</p> <ul style="list-style-type: none"> • Tournament Fee Proposal • Registration Fee Proposal <p>Follow Up</p>

	<ul style="list-style-type: none"> •
Volunteer Coordinator Report	New Business
Recreation Report	New Business <ul style="list-style-type: none"> • 116 registrants so far. Follow Up
Facilities Report	New Business Follow Up
Fundraising	New Business <ul style="list-style-type: none"> • Dueling Piano Update Follow Up
WYSA Tournament	New Business <ul style="list-style-type: none"> • 9 Teams Registered – 8 from MCLegends out of Minot Follow Up
Strategic Planning Update	New Business Follow Up <ul style="list-style-type: none"> • Maas Arena Update <ul style="list-style-type: none"> ○ No new updates at this time
New Business	<ul style="list-style-type: none"> • Adult Coed League • Ref Course • Meeting with Frank Gurnik & Tyler Soyer
Old Business	<ul style="list-style-type: none"> • TeamSnap Transition Plan • Board Members – End of Term – Discussion to prepare for AGM. <ul style="list-style-type: none"> ○ Travis S. ○ Adriana B. ○ Liz S. • AGM Prep – • Player/Team Volunteering - Travis
Next Meeting	
Executive Session	<ul style="list-style-type: none"> •
Adjournment	Motion to approve: Seconded by:

Respectfully submitted by,

Meeting notes:

- **Treasurer's Report and Financial Updates:** Anna presented the Treasurer's report, with discussion from Shannon, Matt, and Justin on uncoded transactions, the need to create new expense codes, and the status of the 2026 budget, with a motion to approve the report carried by the group.
 - **Uncoded Transactions and Expense Codes:** Shannon and Anna discussed the need to create new expense accounts for items such as Chase the Ace and dueling pianos, with uncoded transactions currently excluded from the report to avoid rework. They agreed to create the necessary codes before leaving the meeting.
 - **Status of 2026 Budget:** It was confirmed that a budget for 2026 has not yet been put together. Shannon and Anna agreed to coordinate a time to work on the budget, with Shannon requesting Anna to prompt them when available.
 - **Year-to-Date Financial Comparison:** The group compared current year financials to the previous year, noting that while some income categories are lower, this is primarily due to differences in uniform purchases. Overall, the financial position is stable, with less activity than the prior year.
 - **Approval of Treasurer's Report:** A motion to approve the Treasurer's report was made by Matt and seconded by Anna, with all present voting in favor.
- **Website Revamp and Board Member Photos:** Plans to revamp the organization's website, including adding board and coach photos, with Shannon coordinating with a contact for technical assistance and plans to take group photos once new jackets arrive.
 - **Website Improvements:** Shannon and Rachel are leading efforts to update the website's appearance and content, with Matt offering to connect them to a potential helper for the technical work.
 - **Board and Coach Photos:** Plans were made to take group board photos and coach headshots for the website, with the timing dependent on the arrival of new board jackets for a coordinated look.
- **School Flyer Distribution and Scholarship Requests:** Shannon provided updates on school flyer distribution to various districts and presented a scholarship request for G. C, which was approved by the board, with Justin suggesting scholarship information be highlighted on flyers.
 - **School Flyer Distribution:** Shannon reported on the status of flyer distribution to local schools, with several schools agreeing to distribute or post flyers and ongoing efforts to reach additional schools.
 - **Scholarship Request Approval:** A scholarship request for G. C was presented and approved, with the board noting this is the third season the family has requested full assistance due to financial need.
 - **Scholarship Information on Flyers:** Justin recommended ensuring scholarship availability is clearly stated on all school flyers. Shannon confirmed that the flyers mention United Way funding and the availability of financial assistance.
 - **Scholarship Tracking and Trends:** Shannon provided a summary of total scholarship amounts approved for the season and noted an increase in competitive scholarship requests, with all recipients receiving 100% assistance.

- **Competitive Registration and Scholarship Link Misuse:** Rachel and Shannon discussed the opening of competitive registration, noting a misuse of the scholarship registration link by a recipient who shared it with others, leading to unauthorized registrations and prompting a review of the process.
 - **Competitive Registration Status:** Rachel reported that the competitive registration link was provided to interested parents, with several new 8-9 year old girls expected to join.
 - **Scholarship Link Misuse:** A recent scholarship recipient shared the registration link with others, resulting in multiple unauthorized registrations. Shannon identified and deleted these registrations, reminding all that the scholarship process must be followed.
 - **Team Snap Coupon Code Exploration:** Shannon explored using Team Snap’s coupon code feature to better control scholarship registrations and prevent similar issues in the future.
- **Age Group Structure and Tournament Fee Discussion:** Matt presented the proposed age group breakdown for the fall, discussed possible changes for boys’ teams, and led a detailed discussion with Justin and Travis on tournament fees, coach reimbursements, and the use of multi-merchant funds to offset expenses.
 - **Age Group Breakdown:** Matt outlined the proposed age group structure for the fall, noting that girls’ groups would remain largely unchanged while boys’ groups could shift depending on player movement between age divisions.
 - **Coach Expense and Tournament Fee Analysis:** Matt detailed the current financial shortfall related to coach reimbursements and tournament fees, presenting scenarios for raising fees or using remaining multi-merchant funds to cover the deficit.
 - **Multi-Merchant Fund Utilization Discussion** on using the remaining \$5,500 in multi-merchant funds from the previous year to offset the current deficit, with consensus to adjust internal tracking documents accordingly.
 - **Raffle Ticket Fundraising and Future Planning:** The group discussed the importance of raffle ticket sales in supplementing multi-merchant funds and considered adjusting the number of cards each family must sell to meet future fundraising targets.
- **Dueling Pianos Fundraiser and Silent Auction Planning:** Shannon, Rachel, reviewed the status of the dueling pianos fundraiser, including ticket sales, silent auction basket collection, and promotional efforts, with action items to increase business outreach and finalize auction items.
 - **Ticket Sales and Promotion:** Shannon reported that 96 tickets (including board tables) have been sold, with approximately 150 remaining. Rachel and Shannon are coordinating with KXLG for radio promotion and encouraging board members to share event posts on social media.
 - **Silent Auction Basket Collection:** The group is working to secure more silent auction baskets from coaches and teams, with a fundraising committee meeting scheduled to finalize items and responsibilities.
 - **Business Outreach:** Board members volunteered to contact local businesses, including Active Heating and Cooling, VRS, and Dakota Bodies, to solicit table purchases and donations.
 - **Event Logistics and Community Engagement:** The team discussed strategies to address community hesitancy, including emphasizing the value of the event and its benefits for future facilities, and considered additional promotional venues such as local restaurants and the ice arena.

- **Chase the Ace Fundraiser Results:** The group reviewed the conclusion of the Chase the Ace fundraiser, confirming a payout of \$5,850 to the winner and the organization, and discussed the possibility of using future winnings to seed the next jackpot.
 - **Payout Details:** Craig Meidinger received a payout of \$5,850, with the organization also receiving an equal amount, both representing 40% shares of the total.
 - **Future Fundraiser Planning:** There was consensus to consider using a portion of future winnings to start the next jackpot, with plans to take a break before restarting the fundraiser.
- **Moss Arena Strategic Planning and Facility Negotiations:** Justin, Travis, and Shannon led a comprehensive discussion on the Moss Arena project, covering turf options, city negotiations, facility usage, renovation costs, and the need to involve other organizations, with next steps to meet with city officials and gather cost estimates.
 - **Turf and Facility Layout:** Justin reported on the city's current plan for partial turf and partial sports court, with the soccer group advocating for full turf to maximize field space and usage.
 - **City Negotiations and Ownership Options:** The group discussed the city's preference for five-year contracts with user groups, the possibility of purchasing or receiving the facility, and the need to clarify the process and costs involved.
 - **Renovation vs. New Construction Costs:** Justin shared engineering estimates of \$4-5 million for renovation, compared to \$15-20 million for new construction, and referenced other organizations' capital campaigns for similar projects.
 - **Community and Organizational Involvement:** Travis emphasized the importance of involving other organizations such as lacrosse, baseball, softball, and 4H, both for financial support and to ensure broad community use.
 - **Next Steps and Action Items:** The group agreed to gather cost estimates for turf and renovations, prepare revenue projections, and schedule a meeting with city officials (including the mayor and Parks and Rec) to clarify the process for acquiring or managing the facility.
- **Board Member Terms and AGM Preparation:** Justin announced that three board member terms are expiring and requested interested members to confirm their intent to continue, with Shannon tasked to draft a membership email and Travis and Matt raising topics for AGM presentation.
 - **Board Member Term Expirations:** Three board members (including Liz and Adrienne) have terms expiring and must confirm their interest in continuing, with all positions to be voted on by the membership.
 - **AGM Communication:** Shannon will assist Justin in drafting an email to the membership seeking interest in board positions and outlining the upcoming AGM process.
- **Tournament Fee Structure and Scholarship Policy Review:** Justin, Travis, and the group revisited the idea of restructuring registration fees to include club-wide tournaments, discussed payment plan options, and considered adjustments to scholarship policies to align with any changes.
 - **Fee Structure Options:** The group debated whether to restructure registration fees to include tournament costs, with discussion of pros and cons, including payment plan flexibility and potential sticker shock for families.
 - **Scholarship Policy Adjustments:** Potential changes to scholarship policies were considered to ensure alignment with any new fee structure, including capping scholarship amounts or itemizing tournament fees separately.

- **Action Items for AGM:** Travis agreed to update and circulate a comparison table of fee structures, with the goal of making a decision at the next meeting for inclusion in AGM materials.
- **Player and Team Volunteer Initiatives:** Travis proposed requiring players to volunteer outside of club activities, with support from Shannon and Justin, who suggested team-based community service projects and collaboration with local organizations, with Travis to draft a plan for review.
 - **Volunteer Requirement Proposal:** Travis suggested instituting a volunteer requirement for players, such as three hours per year, to enhance resumes and strengthen community ties, with examples including nursing homes and food pantries.
 - **Team-Based Community Service:** The idea of teams undertaking group volunteer projects, citing benefits for team bonding and community visibility, and shared examples such as Humane Society visits and food drives.
 - **Collaboration with Other Organizations:** The group discussed partnering with organizations like 4H for volunteer hours, and leveraging community service to improve fundraising and sponsorship opportunities.
 - **Next Steps for Volunteer Program:** Travis will draft a detailed plan for the volunteer initiative and circulate it for feedback prior to the next meeting.
- **Team Snap Transition Update:** Justin and Shannon provided a brief update on the Team Snap transition, confirming that the vendor is still working on required changes and there are no significant updates at this time.
 - **Transition Status:** The Team Snap transition is ongoing, with the vendor making necessary adjustments; no new issues or updates were reported.
- **Next Meeting Scheduling and Adjournment:** The group agreed to schedule the next meeting for March 3rd at 6:00 PM, with the option to use the session for event preparation, and the meeting was adjourned following a motion by Travis and a second by Matt.
 - **Next Meeting Date:** The next meeting was scheduled for Tuesday, March 3rd at 6:00 PM, with flexibility to use the time for dueling pianos event preparation if needed.
 - **Adjournment:** A motion to adjourn was made by Travis and seconded by Matt, with all in favor.

Follow-up tasks:

- **Financial Coding Updates:** Create new expense codes for "Chase the Ace" and "Dueling Pianos" before finalizing January financials. (Executive, Anna)
- **2026 Budget Preparation:** Schedule a meeting to sit down and work on the 2026 budget. (Shannon, Executive)
- **Digital Financials Distribution:** Send the financials out digitally to the board. (Anna)
- **Website Revamp and Board Photos:** Coordinate to take board and coach group photos once Adrian's jacket arrives, and plan to update the website with these photos and brief bios. (Rachel, Executive)
- **Website Assistance:** Contact Matt's acquaintance for help with website improvements after photos are ready. (Matt)
- **School Flyer Distribution:** Continue working with Watertown School District, Saint Martin's, and Watertown Christian to get school flyers distributed. (Executive)
- **Scholarship Flyer Content:** Ensure flyers mention United Way sponsorship and scholarship opportunities, and verify wording is included on all versions. (Executive)

- **Team Snap Coupon Code:** Investigate and implement a coupon code system in Team Snap to prevent unauthorized scholarship link sharing. (Executive)
- **Boys Age Group Planning:** Consult with coaches to determine direction for U8-U11 boys age groups and finalize groupings before the next meeting. (Executive)
- **Coach Expense Reimbursement:** Follow up with Fargo tournament organizers regarding reimbursement status. (Executive)