

**West Des Moines Soccer Club Board Meeting**

Meeting Minutes for April 20th, 2022

Meeting held at Goldfinch Realty (1741 Grand Ave, WDM)

**Attendance**: Kevin Johnston, Adam Schnieders, Janell Mikels, Seth Doup, Matt Homonoff,

Jon Kennedy, Rich Bywater, Ross Moffat

Absent: Kayla Tiry-Ortiz

Meeting start time: 6:37 PM

Approval of March Minutes

* Adam moved to accept; Janell seconded; unanimously passed

Sporting Program Report – Rich/Ross

* Grimes Plex updates (6:38 PM – 6:58)
  + Rich: Update regarding timeline based on city of Grimes’ acquisition. Some fields might be accessible in the Fall 2022; full complex in Spring 2023. DCG may get access to the city fields.
  + Janell/Kevin: City has stated it will take 25% of advertising revenue, so it will potentially increase the advertising revenue to Sporting and baseball group.
* Staffing updates (6:58 – 7:03)
  + Rich: Bri from VSA is starting full time with us. She has tremendous knowledge and experience in Rec so she will work alongside Ross a bit.
  + Matt/Janell: Is she going to work with particular age groups or teams, other functions?
    - Rich/Ross: Since she is just getting started, the scope of her work is being evaluated.
* Discovery updates (7:03 – 7:14)
  + Ross: Kicked off U5/U6, went great. Launching the mini-kicker orientation this Saturday. Biggest hurdle right now is enough coaches given the growth of player registration. Tomorrow presenting to staff regarding coach recruitment to try to multiply those efforts.

Recreation Updates – Kevin on behalf of Kayla (7:15)

* Nothing new to report

Director of Recreation Report – Matt (7:16 – 7:22)

* Club Communications – Weekly Emails
  + Matt: We have heard concerns from rec parents regarding the timing of the coaching curriculum emails to the parent/volunteer coaches. Idea is that we would want to have it set for a particular day/time for predictability for coaches. Preference is that it is scheduled no later than Sunday night, but could be earlier.
  + Ross: Will send email out to Kayla/Haris on Fridays, and they will send on Sunday nights.
* Raccoon River Update
  + Matt: Busiest on Tuesdays and Thursdays. Still some coaches not reserving fields and finding difficulty having stuff on those nights.
* Overseeding on 7 & 8
  + Matt: Tim’s suggestion to overseed those fields was fortuitous. Unfortunately, we weren’t . They are by far the most used fields and get the wear.

Director of Competitive Report – Janell (7:23)

Secretary Report – Jonathan (7:23 – 7:42)

* Bylaw Revisions
  + Jonathan: 10 Day rule in Article X; final version of proposed revisions were sent to Board April 14th.
  + Rich: Do we want to consider modifying who can be a board member?
    - All: yes!
  + Kevin: All provide comments/tracked changes to Jonathan within one week (by 4/27).
* Fundraising: Dine to donate update
  + Jonathan will submit a request to Blaze, need to pick a date and confirm location.

Group agreed to location on Mills Civic on a Monday. Jonathan will finalize and submit.

Also submitted information requests for Chic Fil-A and Z’Mariks; awaiting further information.

* + Matt: Big focus of rec season is in April-May and September-October.

Director of Properties Report – Adam (7:43 – 8:05)

* Easter Football Rental
  + Huge success; parking needs for this type of event in future
  + Had teams from 10 different states
  + Between near 2000 participants
  + Raccoons nature’s compactors
* Memorial Day Volunteers
  + Email from Kayla that there is a church group looking for a volunteer opportunity.
  + Difficulty is that many will be at KC tournament. Could meet ahead of time to explain the projects.
* Facilities Updates
  + Added more gravel to fix the low spots as the other gravel was so nice.
  + Ordered new nets and clips with the Dick’s Sporting Goods grant.
  + Furnace is broken and getting a repair estimate.
  + Need to move and haul brush that has been cut down.
  + Working on getting sponsorship payment from Scott Insurance Services.
  + WDMSC original website is back officially and updated.
  + City is adding “Field Closed” signs to Raccoon River to deter people from going onto fields when they are closed due to weather.
* Hidden Valley 3v3
  + Adam: Co-Ed soccer league is very interested in participating. Sporting KC is interested in potential sponsorship. More to come.

Treasurer's Report – Seth (8:06 – 8:51)

* Student Loan Forgiveness Application for former employee; needs employer signature. Review form as group.
* Financial Report
  + Kevin: Sporting lease agreement - three checks have been sent; Kayla received two and deposited them. Awaiting the third check in the mail.
  + Seth: Finances are improved this spring over last spring.

President's Report – Kevin (8:52 – 9:18)

* + Kevin: Kit sourcing, recent discussions with Freddy re backordered kits. Recommendation from Freddy is to move away from Adidas altogether due to supply issues. He recommends going to an A4 style. Consensus is for a nicer look for academy.
  + Rich: Small inventory size for our groups makes it tough with large brands, e.g., Nike and Adidas.
* PlayMetrics Update
  + Kevin: Initial training took place. Kevin will continue to participate in the trainings. Next trainings are getting scheduled regarding various aspects of the playmetrics program.
  + Adam: When does Playmetrics start?
    - Kevin: Will for sure be for next fall. Need to determine if we are using for 3v3.
  + Kevin: Jonathan to draft termination language for demosphere for Kevin to send 60 days out from termination (effective June 30 or July 1)
* City Board Presentation
  + Kevin: Adam and Kevin will be presenting at the City Board meeting on certain requests for City regarding tree trimming and removal, as well as updates on our partnership with the city.
* Website Updates
  + Game Schedules
    - Kevin: There are still pages regarding the schedules not being up. The schedules have not been loaded, so the sites have not gone live.
  + Analytics (Adam)
    - Player pathway and uniforms are the most visited.
    - Most people access the site from Google search.
    - Largest influx was after Ross’s announcement of the new website.
* Vacant Board Position – Director of Fundraising
  + Kevin: Jessica has resigned in writing for personal reasons related to her availability.
  + Adam: Has been speaking with a parent volunteer that might be interested.
* Potential for 4th of July Parade
  + Kevin: Registration for this is still not active. Kevin is waiting on that right now. Will want to order some stuff ahead of the parade. Need to print Peachjar handouts.
  + Janell: Recommends utilizing West Des Moines Community Schools Print Shop.
* Soccer Ball Order
  + Ordered new soccer balls; increased volume due to high demand and registration this year.

Adjourn

* Motion to adjourn (Adam); seconded by Seth.
* Adjourned at 9:19 PM