

**Meeting Minutes for the West Des Moines Soccer Club Board Meeting**

August 17th, 2022

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

**Attendance**: Kevin Johnston, Adam Schnieders, Seth Doup, Matt Homonoff, Janell Mikels, Jon Kennedy, Tim Schlee, Ross Moffatt

Meeting commenced: 6:36 PM

* Sporting Program Report
  + 2022 Fall Season off to good start
    - Second week of Select Training
    - Academy training started last night
  + Coach Clinics this Saturday for volunteer coaches
  + Inquiry regarding little fields by the concession stand for training with the mini-kickers or possibility of other fields with cones.
* December 11 Holiday Party at Smash Park (6-8 PM)
* Comments from Opening of Season and Fields
  + Parking was tight at Hidden Valley
    - We should get signage re where to park for overflow
    - Consider extra parking sponsored by [a corporate sponsor] (to cover costs of the signage)
* 3-5 Year Strategy Discussion
  + Set out three categories:
    - Operational Plans
      * Analysis of various field options, field expenses, overflow parking, and revenue considerations
      * Field improvement phase planning
    - Budget
      * Analysis of various field options, field expenses, overflow parking, and revenue considerations
    - Fundraising
      * Discussion re filling the position on the board
        + Solicit via club membership communication
      * Consider talking with a group that does fundraising for nonprofit organizations
        + Kevin will contact company that connected with GEICO sponsorship
      * Discussion re fundraising cards, cookie dough, etc.
      * Concessions
      * Grant funding
      * Rec Team Only Tournament
        + Potential weekend tourney at HV/RR
  + Draws to rec soccer and retention
    - Positive volunteer coach experience
      * How to foster greater buy-in
      * Information sheet re age group, other teams, xyz questions, etc.
      * Set up internal pre-season meeting with Sporting to discuss implementing certain things at season outset
    - Simplicity
    - Communication quality and timeliness
  + Capital expenses expected
    - Aeration ($14-15k) (preferably in fall)
    - Replacement equipment (2-5 year plan)
      * Grass hopper (~ $15-20k)
      * Paint Sprayer (~ $10k)
    - Field maintenance / improvements (longer term improvements)
      * Field surface replacement, regrading, recrowning
        + Some of these take longer period (e.g., season)

Consider possibility of membership survey as to preferred field locations to assess how many fields out of service at a time and at a location.

* + - * Irrigation replacement eventually
        + Phase plans for field improvements and irrigation stepwise
        + Consider potential for (i) grant funding and (ii) fundraising

Adjourned at 9:32 PM (motion to adjourn by Seth; seconded by Janell).