

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

February 23rd, 2022

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

**Attendance**: Kevin Johnston, Adam Schnieders, Seth Doup, Matt Homonoff, Jon Kennedy, Ross Moffat, Kayla Tiry Ortiz

Guest:

Meeting Commenced: 6:36 PM

Approval of January Minutes: Adam motioned; Seth 2nded.

**Old News:**

* Back to Soccer Night (Kayla)
  + Consider doing at HV in Fall 2022,
    - Advantages
      * We can control it
      * Food trucks
      * More timing for planning
      * Opportunity to seek funding from sponsors
    - Next Steps: Identify date, have dedicated members to plan
* Discussion to keep reservation at Valley Stadium and offer the coaches clinic there as well as shirt pickup.
* Hidden Valley 3v3 (Adam) ***June 25, 2022***
  + Mock up fliers for review
  + Considering fundraising opportunities for soccer scholarships
    - Paired with canned food drive
  + Proposal to consider: Invite all Iowa clubs, all clubs that participate (i.e., have a team) receive a split of the profits raised to use for scholarships
    - Menace is playing at home that evening
  + Follow up outside to go over details

**New News:**

Sporting Program Report – Rich/Ross

* Good registration numbers for WDM Rec.
  + Ran Facebook ads; spent $100 in total and 55 registrations following the ads across the programs
* Adam provided Google analytics regarding the pages on the new site
* Extra kicks-type thing, but likely using a small fee model to fund part-time coaching staff
* Winter training report
* Spring Break camp is coming up
* Player identification initiative for skill and development in *beta* testing with Ross and coaches
* Coach Education is ongoing and the Coaching Manual is set up
  + Will be onboarding the rec coaches once registration is closed
* US 7v7 license is coming this weekend and there are 16 people (the max) are going.
* ECNL updates

Recreational Update – Kayla

* Registration numbers:
  + 19 new academy kids (never with WDM before)
  + 652 total registrations as of today
  + Still needing coaching volunteers
  + Discussion about sending out a spectator conduct expectations email

Director of Recreation Report – Matt

Director of Properties Report – Adam

* Tim’s Contract
  + Edits ongoing to adjust for material inflation and current needs
* Spring Clean Up/March Projects
  + Adam has list of projects
  + Working on prioritizing and scheduling appropriate weekends.

Director of Competitive Report – Janell (absent)

Secretary Report – Jonathan

* Reviewing By-laws for proposed updates
  + Reported on mechanism to vote on bylaw amendments
    - Review for current operations
  + Jonathan will continue with edits to obvious recommended updates and highlight sections where we need to have discussions

Treasurer's Report – Seth

* Financial Report
* Considering gift to Jes for the website
* Seth motioned for a gift card to Jes and a donation to Children’s Cancer Connection; Jonathan seconded; all in favor.

President's Report – Kevin

* Review and discussion of City of West Des Moines advertising opportunities
  + Investigate advertising opportunities within RecPlex.
  + Could we consider a winter indoor league or weekly use of turf?
* Director of Fundraising
  + Sponsorships/Fundraising Efforts
    - Need fundraising opportunities
    - Discussion re signage for sponsors and different potential proposals
* GoDaddy Website Domain
  + Considering purchasing our old domain back
* Playmetrics
  + Ross & Kevin 🡪 Platform to run soccer club, does registration, rosters, clone seasons, filter player pools on various criteria, accounting and reporting is excellent, game scheduler within the system, training session plans (including linking to the Coaching Manual), can segment training videos, communications, includes a mobile app like TeamSnap, and lots more.
  + Options for proceeding:
    - One account (e.g., Sporting) with different segments (i.e., Sporting, WDM, JUSC). The funds would have to go into a single account and then be divvied out to the segments. Advantage to this is ability to send single and consistent communications among other things.
    - Three separate accounts (i.e., Sporting, WDM, and JUSC).
  + Want to get testimonials from other clubs to ensure they fulfill the marketing promises

Adjourn: 10:12 PM