

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

March 23rd, 2022

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

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

Guest(s): Tim

Meeting start time: 6:37 PM

Approval of February Minutes – Seth moves to approve; Matt 2nd. Approved.

**Old News:**

* Hidden Valley 3v3 (Adam)
  + Sporting approval
  + Have right insurance approvals
  + Met with Central Iowa Co-Ed Soccer League (CIC)
    - Sporting KC is interested in sponsoring the tournament as they sponsor a CIC event each year
  + Proposed games/team breakdowns
    - Likely needing about 6 fields
    - About 500-550 participants
  + Kayla: Consideration as to transitioning between Demosphere and Playmetrics
  + Motion for WDMSC to enter its own contract with Playmetrics tied to WDMSC’s bank account (general fund) separate from Sporting and JUSC as opposed to singular account including the fees set for in the proposal of 2/22/22 by Playmetrics.
* Spring Clean Up (Adam)
  + About 20 adults and 10 kids
    - Pruned trees, cut back decorative grasses, hauled away, picked up trash, moved rocks back to rock beds, fixed the broken red gate, filled large pothole, reset light sensors, edging around concession stand, fixed some signage, cleaned soccer sculptures, cleaned soccer goals, removed the old bleaches, cleared old area that was brush, donated gravel and filled on road where low and muddy.
      * Des Moines Home Services donated two loads of gravel
* PlayMetrics (Kevin)
  + Summary of recent testimonial discussions with Playmetrics users
  + Comparison of fee breakdown
  + Recap of discussions with Sporting including Rich and Shedzy
  + Recap of cyber protection via Playmetrics and how payment information is protected
  + Matt: What about CDL and scheduling?
    - Kayla/Kevin: schedules can be imported into Playmetrics.

**New News:**

Sporting Program Report – Ross

* Update re current curriculum updates
  + Developed new curriculum for U4s, U5s, U6s, U7s, and U8s.
  + Working on engaging parents, particularly for the discovery age
* Can Play Partnership
  + They have a need for shin guards; there is a bin at RecPlex where they can be donated.
  + Can Play’s program only runs in the spring; they will permit us to advertise to their members for fall soccer.
* Kevin & Ross were able to meet with Rec Plex and a person from the City of WDM to address the ability for use of the turf via partnership opportunities.
  + Very amenable for that to get some recreational as well as Sporting Rec Plex hours for indoor & outdoor.
* Adam: The FB ads appeared to be really beneficial; we should consider making a plan/strategy for marketing the new season registration to increase our capture of the potential.
  + Ross: There was a spike of registrations in response to the FB ads (about 50 registrations)
  + Kevin: The clarity and educational pieces for the academy track appear to have been beneficial as we have increased academy registrations and have had increased page views for those pages specifically on the new site.

Recreational Update – Kayla

* Current registration is 749; some age groups are closed; still taking late registrations for age groups that have player space.
  + 96 academy
    - 9U-10U
  + 367 discovery
    - 4U – 8U
  + 286 Recreational
    - U9-U15
* Age groups are closed when the max roster numbers are full and no further teams can be added for the schedule.
* Still need a number of parent coaches.
  + Seth: how much do we emphasize the need for volunteer coaches and at what stages of our impressions/interactions (e.g., at registration? In ads? In communications after registering?).
  + Ross: a large part is hesitancy from parents regarding knowledge and time commitment; Ross works to ease this and explain it.

Director of Recreation Report – Matt

* Field Reservations
  + Posted as of this afternoon for coaches; Kayla has been working through and approving
  + Clarification that Academy cannot reserve Raccoon River practice fields, need to reserve at Hidden Valley
    - Kevin is double checking to ensure ability to reserve at

Director of Competitive Report - Janell

Treasurer's Report – Seth

* Financial Report
* Kayla: Received a check from Arbiter as they double-pulled the retainer for refs.
* Kayla: Applied for grant from Dick’s Sporting Goods and received $1500
  + Grant is in form of a DSG gift card that doesn’t expire until 2024
* Kayla: volunteer members applied through their employers and received donations to the club (Principal and Wells Fargo)

Director of Properties Report – Adam

* General Updates
  + Tim Report
    - Update on field status, recent repairs, and upcoming painting
* GrimesPlex Update
  + Hope donation is being finalized as there are financial aspects to finalize for the City.
  + City engineers are evaluating the current plans
    - 13 down to 12 fields to accommodate additional parking
* Easter Football Rental
  + Championship 77 (flag football)
    - They want to have a tournament at Hidden Valley and charge for both fields and parking over Easter weekend.
    - Question is whether it will damage the fields and can we accommodate in our schedule
    - Group is generally in favor of this if the details can be worked out

Secretary Report – Jonathan

* Bylaw Revisions
  + Matt: Consider modifying the Competitive Director position to a role over academy.
  + Janell: Context on role when she took over it, plus role within Sporting board; a person for communications would be beneficial for marketing and also membership engagement.
  + Kevin: two issues we continue to discuss – marketing and fundraising; it makes sense to retain 7 members and shift one of the positions to marketing/communications.
  + Matt: what happens when there is a concern/complaint as to Academy? Previously would have fallen under the umbrella of Competitive.
    - Kevin/Janell: Jamie (previously Amanda) is the director of Academy and would be the point of contact with direct reporting to the Board and Kevin
  + Direction is to switch the competitive role to marketing/communication.
  + Consider revision to make clear that board members can be Sporting or West Des Moines Soccer parent.
  + Matt: Consider revising “fundraising” to “sponsorship”

President's Report – Kevin

* Sponsorships/Fundraising Efforts
  + Kevin is following up with Chic Fil-A on Mills Civic re the sponsorship that was in the works.
  + Jon is going to contact University Ave (Chic Fil-A) re dine to donate and consider additional locations for dine-to-donate
  + Adam: Billy’s insurance company is going to sponsor
  + Matt: Made round of calls to fundraising groups to get information re potential groups that address non-profit.
* GoDaddy Website Domain
  + Kevin called the GoDaddy person directly. We were able to obtain the site via Kevin’s negotiations.
* Rec Plex – Rec Availability
* Submittals

Adjourn

* Meeting adjourned at 9:47 PM.