



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

March 22<sup>nd</sup>, 2023

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

**Attendance:** Kevin Johnston, Adam Schnieders, Seth Doup, Matt Homonoff, Janell Mikels, Charlie Notheis, Jon Kennedy, Rich Bywater

Meeting Commenced at 6:41 PM

February meeting minutes will be circulated via email for comment and approval.

Sporting / WDM Update – Rich B.

- Staffing discussion and updates
- Teams are assigned and coaches assigned
  - o 751 players active for spring season
  - o Schedules populated yesterday
- Equipment handout scheduled
  - o This weekend for coaches clinic
  - o April 15 for participants
- Things in place for ref certification process
- 47 minikickers (2 springs ago, we had just 9) – ages 4-5
- Summaries of other numbers, continuing to look good

Grimes Plex Update – Rich B.

- Meetings tomorrow with contractors
- Recent meeting regarding sponsorship

Rec Plex/City of WDM Updates – Kevin

- Will be delaying their season to avoid overlap with our season
- Plan is non-league and purely introductory to the sport. Same thing that they are implementing football basketball.
- Comments from City were that they have heard perception is that WDM Soccer *Club* insinuates competitive play rather than pure introductory program. Requests from community for parks 'n rec style introductory through the city itself.
  - o We commented on our introductory phase being very similar and purely introductory. There is discussion of marketing updates and potential partnerships, e.g., linking their next phase to WDMSC.
  - o Billboards inside are annual purchase of \$5000
  - o Sideboards in ice rinks are \$600 annually
  - o TV ads inside building are \$100 per ad, 20 sec ad repeated, for the year

Closed Session:

- Finance Report – Seth
  - o Accounts in good order. Had good player registration.

- Field Service Contract
  - Discussed cost increases and current contract on offer
  - Seth motioned to approve; Janell seconded
    - Vote: unanimous to approve Tim's contract
- Fall registration
  - Discussion of increased expenses, need to increase cost for fall registration.
  - Motion to increase registration cost \$10 per season by Seth; seconded by Jonathan.
    - Vote: unanimous
  - Discussion of referee deficiencies
- Marketing/Fundraising
  - Hotel/Motel
    - Received same as prior years - \$20k
  - Prairie Meadows
    - Decisions to be made in July
  - Drake/Iowa State
    - Requested volunteers to work at events; will donate money to WDMSC in response
  - Considerations for larger corporate sponsor at hidden valley

Motion to Adjourn by Janell; seconded by Seth. Unanimous; meeting adjourned at 9:15 PM.