

# September 2016 Meeting Minutes- Brookings Futbol Club Board of Directors

Tuesday, September 06, 2016 2:07 PM

## Board Members and Administrators Present

<input checked="" type="checkbox"/> Darin Weber	<input checked="" type="checkbox"/> Casey Sampson	<input checked="" type="checkbox"/> Michelle Friedrich
<input checked="" type="checkbox"/> Teresa Conrad	<input checked="" type="checkbox"/> Mike Van Hofwegen	<input checked="" type="checkbox"/> Kim Lietz
<input checked="" type="checkbox"/> Sheri Heinz	<input type="checkbox"/> Sean Mallett	<input type="checkbox"/> Amber Carda
<input checked="" type="checkbox"/> Brock Thompson		

## Guests Present

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## Opening:

The regular meeting of the Brookings Futbol Club was called to order at 7:06 PM on 19 Sept 2016 in Gracepoint Wesleyan Room 200 by Darin Weber .

## Approval of Agenda

The agenda was unanimously approved as distributed.

## Approval of Minutes

The minutes of the previous meeting were unanimously approved as distributed. Casey motioned to approve. Teresa Second. Passed.

## Open Issues

- OneNote - Shared Location - Mike V
  - Mike has started looking at some options. It doesn't look like Wiggio will work out.
  - Will use a few board members as test when options are identified.
- Early Bird Competitive Registration - Teresa/Sheri
  - Early Bird Details - Teresa
    - No progress on this item outside meeting.
    - Also consider placeholder option - perhaps \$50 or even \$0. This may fulfill the intent of having visibility of summer only kids.
    - Options:
      - Early Bird discount (would have to apply to all)
      - Small amount placeholder \$50
      - \$0 amount placeholder
    - Will have this option selected in time for competitive registration opening Oct 1st. Sheri and Teresa will decide on this and execute - this isn't a change in fee structure so board doesn't need to vote.
  - Return Policy with Early Bird - Sheri
    - Will review this when the option above is selected.
- Direct Marketing Options -
  - Town and Country - Casey Sampson/Heather Ammann w/ Town and Country

- Town and Country is a free paper in town.
- Shopper has been in business for about 45 years.
  - Non-profit rates
  - Multi-week rates are discounted. Buy One, Get One
    - ◆ Typically limited to 1/4 page
- Options
  - Pay for advertisements.
    - ◆ \$7 per column/inch
  - Free space -
    - ◆ not known how much is available week to week.
    - ◆ Likes to help facilitate items like reminders to go to website for registration deadline.
  - Inserts
    - ◆ BFC can print or Town and Country can.
    - ◆ If we provide insert and have in all 20k it would be around \$1100.
    - ◆ If we provide art and they print and have in all 20k would be roughly \$300-400 to have printed plus the \$1000.
    - ◆ .055 per insert.
- Distribution is just about 20k
- Also can select by zip code.
- Rates are competitive for a free paper.
  - Lower rate than direct mail.
  - Anything that is 8.5"x11" can go into the shopper.
- Brochures were provided by Heather
- They also do ad decision.
- Has a Facebook page.
  - Any advertiser has a place on their site.
- eEdition
  - 500-600 hits per week on their pdf version of the paper.
  - They are considering a future state with paid advertisement on this page.
- Reports from their customers is that the responses to inserts and advertisements are worth investment.
- BFC
  - Believe this will be an option we will pursue as this seems to be a more economical option than Square One.
  - Activities we will use ad or insert for: Competitive in October and Skills School.
- Facebook - ?
  - \$20/day estimate
  - This was successful during the indoor campaign to get the word out.
- Square One - Sheri
  - \$0.18 per item
  - This doesn't include postage.
  - Color Poster
    - \$.35 8.5x11
    - \$0.60 11x17
- [www.everydoordirectmail.com](http://www.everydoordirectmail.com) -
  - \$.33 per house.
  - Every house on mail route, get stats on route.
- Should we have a position for points for promoting/marketing?
  - Would have to define the criteria of this position.
  - Would also need a master calendar to set this person up for success.
  - Would this person also create the flyers?
  - This will be a continued discussion.

- This is a great example of what a part or full time staff person could fulfil for the club.
  - Whats next:
    - Will run an ad in Shopper for Competitive.
    - Will focus on marketing League as primary focus. This should build all other programs. Get this number over 400.
    - Skills school Little Kicks - ensure to contact the pre-schools in the area.
      - Open registration in December
    - Consider a marketing position for volunteer points.
    - Create a standard calendar of events.
      - One for each VP and then combine for some.
    - Post card to hand out at fields during League - promoting competitive.
      - Get people to website
- Brookings Health/HyVee 5k Oct 15 - Casey
  - At the SJack
  - Casey will not be town this day.
  - Is anybody interested in setting up a table/booth?
    - Hand out flyers.
    - Let Casey know if interested.
    - Assume they want to know by Oct 1st.
- Equipment Setup Pay Sliding Scale and Cap - Michelle
  - Justin was happy with the \$2 increase approved last month.
  - Will review pay again next year.

## New Business

- Treasurer Report - *(Kim)*
  - Dues from last spring
    - Refs and Champions League
  - Unemployment
    - Penalty to pay \$925 to State and file quarterly unemployment reports.
    - Will have bond in place. Expense unknown at this time.
  - Casey motion to approve. Michelle Second. Approved.
- Administrator's Report - *(Sheri)*
  - Finishing up fall league with Michelle
  - State AGM in Watertown in November 12-13
    - We are encouraged to attend by Darin.
    - Positive experience from Darin last year.
    - Voting takes place on the 13th.
  - State is offering town hall meetings.
    - Sioux Falls Sat Sept 24th at 7PM
    - Watertown Sept 26th at 6PM
    - Topics: Fustol, Dakota League, Whats coming for the AGM, Goals for South Dakota State Soccer.
  - Online disclosure
    - We can't turn off the picture per organization. The state is going to leave it on.
    - Our league coaches will have to add the photo's.
    - Can/Should we enter this info in and photos for the coaches?
      - Try to keep it simple.
      - Consider this for next spring and leave it alone for this fall.
  - Sheri will soon be pushing for updated info for the website.
  - Sheri will be off the grid Oct 6-8
- Technical Director - *(Brock)*
  - AGC coordinators
    - U10-12 Boys /Girls \$7500 - Kiley Cirillo

- U13 and Up Boys/ League U13 and Up: \$6,500 Mavhu
    - Brock U13 and Up for Girls
    - U8 and Under (Little Kicks and Skills School) : \$6,00 Kelli Herman
    - League Expectations:
      - Set expectations for coaches
      - Be there for the coaches.
    - Model is trying to have same person over competitive and league.
  - Proposal to attempt to do a Competitive Club Wide Parent Night
    - Select Group Meeting - Boys and Girls
    - U8-U12 Meeting - Boys and Girls
    - Set expectations as a club.
    - Could spin off into team meetings after.
    - Looking to do this by Thanksgiving for Competitive.
      - Shoot for early November.
      - Target 1st Select and 7th Competitive.
    - Could do this later for Select.
- President's Report – (*Darin*)
  - Darin recognized Sherry Eiseman for all the extra effort/tasks for managing the concession stands - filling in for people when they don't show, working with vendors, at the fields a lot.
    - Proposed \$1,000 as a token of thanks for this. Placed under concession line of budget
    - Motion to reward Sherry Eiseman \$1,000 as our concession director.
      - Casey seconded this motion.
      - Approved unanimously.
  - Created a single person task force to look into having a part time or full time position.
    - Cindy Harms will be investigating this and creating a description.
  - Working on facility options
    - Identified some places that we could rent and place turf down. Cold storage facilities in town.
    - Turf is about \$1/sq ft
    - About \$3k mo to rent some of these cold storage facilities.
- VP Event's Report – (*Casey*)
  - Will be starting Cubby's.
  - Meeting with AD to discuss Friday night facility. Invite Teresa too.
- VP League's Report – (*Michelle*)
  - Off to a good start with Fall League.
  - Graphic Edge good to work with.
  - Firm on 2-week turn around.
    - Opportunity for improvement with our process here to support this 2-week turn.
    - Sheri can look at if people want to sponsor. More often
  - Finding coaches has been painful.
    - Spring could use older kids middle or high school.
    - Think of some options
      - Waive league fees
      - Volunteer kids from High School.
        - ◆ Some classes require (Junior American Lit)
        - ◆ Scholarships Resume builder
        - ◆ Other
  - Numbers at 371 - this is up.
    - Flyer at B&G Club and Gap
- VP Competitive Report – (*Teresa*)
  - BFC Uniform Review

- Will be sending changes to Graphic Edge tomorrow.
  - Select
    - Registration - Registration is open.
    - FAQ - Draft is completed and will be asking Brock to review. Will send out in the next week.
    - Uniform - Crest proposal is in.
    - Checking Account
  - Graphic Edge Contacts/Agreement
    - Contract has been signed with Graphic Edge and Under Armor.
    - Points of Contact
      - Michelle - League
      - Teresa - Competitive and Coaches Gear
    - Will have to consider minimum order quantities.
    - Will be able to get a store of plain Under Armor stuff.
      - Benefit for our parents. No logo.
    - Will also still have BFC store with logo.
    - Base Kit for uniforms
      - Two jerseys, short and socks
      - Select - Two Jerseys, shorts and 2 pairs socks.
      - GK Kit - not available - will be asking if one can be.
- VP Development's Report – *(Amber)*
  - No Report
- Past President's Report – *(Sean)*
  - No Report

## Agenda for Next Meeting

List the items to be discussed at the next meeting.

## Adjournment:

Meeting was adjourned at 9:41 by Michelle. The next general meeting will be at 7:00 on 10/24 in GracePoint Wesleyan.

Minutes submitted by: Mike Van Hofwegen