



WDMSC Board Meeting

October 27, 2021

City of West Des Moines, Learning Resource Center

Meeting commenced at 7:02 pm

Present: Kevin Johnston, Janell Mikels, Seth Doup, Adam Schneiders, Matt Homonoff, Jonathan Kennedy, Jessica Anderson

Sporting Staff: Kayla Tiry-Ortiz & Ross Moffat

President's Report – Kevin Johnston

- Current Board Member Overview
 - o Individual introductions
 - o Board member term
- Introduction of public attendees
- Club Structure
 - o Relationship to Sporting
- Club Updates
 - o Recreational registration numbers 2019-2021
 - o Club transition from Iowa Soccer Association (ISA) to Club Development League (CDL)
 - CDL members are WDM, JUSC, and VSA
 - Benefits of CDL
 - Reduced travel radius
 - Allowed small-size games (e.g., 7v7, 9v9) rather than 11v11, which provides greater instruction to players and more opportunity for touches on the ball
 - o Referee availability
 - National shortage
 - We are focused on increasing our referee availability

Technical Report – Ross Moffat (Direct of Player Development & Coach Education)

- Discussion of Sporting generally within the state soccer community



- Sporting was invited to join the Elite Club National League (ECNL), which is a premier league at national scale.
- Explanation of player pathway
- Methodology and Curriculum
- Role of Staff alongside Parent Coaches
 - o Discussion of pro coaches
- Winter training
- Partnership with The Coaching Manual
 - o A great online resource
- Open Questions
 - o Request for more transparency with communications for other leagues
 - Kevin Responded: Discussed role of clubs within CDL

October Meeting Minutes:

- Approval of October Meeting Minutes: 7:34pm * Janell/Seth
- Passed unanimously

Properties Report – Adam Schnieders

- Grimes Plex
 - o Is being built now, should be nearly complete in Fall 2022
 - o Plan is for U13-U19 competitive games to take place there
- MidAmerican Rec Plex
 - o Future home for Sporting U11 and U12 teams in particular with mixed teams (WDMSC + JUSC)
 - o Outdoor turf fields have been use this past year
 - o Indoor turf fields just opened
- Raccoon River
 - o Leased from city of West Des Moines
 - o Lease renewing through 2026
- Hidden Valley
 - o Current home of West Des Moines Academy and Select
- Sporting Iowa Field House (Metro Ice Arena)
 - o Sporting leases during winter
- 515 Field House (used to be called Grimes Plex)
 - o Sporting leases hours



Treasurer Report – Seth Doup

- Income is largely based on registration of players
 - COVID really hurt the income based on player registrations
 - This year has been good, but we are still working to get the numbers back up to pre-pandemic
 - Field rentals also provide income
 - A portion of WDM Hotel/Motel tax is provided to us
 - In 2021 we received a grant related to the pandemic
- Expenses
 - Coaches now hired through Sporting, no coaching employees
 - Facility maintenance
 - Traditional expenses
- Questions
 - How much expense is shared between Raccoon River and Hidden Valley?
 - It's about 50:50
 - Are people ever turned away because of the expense?
 - It is our goal not to and we have financial assistance applications based on particular criteria.
 - We had 14 financial assistance packages provided in the Fall season
 - Are we more concerned about revenue or expenses going forward?
 - We want to see revenue increase via registrations ideally
 - Some of the expenses go down with lower field usage
 - Opportunity for growth via kids in schools
 - Kevin spoke to community outreach programs
 - Soccer gear donations to schools for recess
 - Advertising registration at the WDM schools
 - Considering participation in Fourth of July parade

Open Form

- Communication piece is critically important
 - Parent coach drove the attendance tonight, more communication to drive energy
 - Consider different formats for communications to vary it
- Scheduling could also be improved (or the communication of schedules)
 - Special training, practices, games



- Do we partner with other soccer entities, e.g., Menace, Valley?
 - No direct partnerships other than Sporting
 - Last year partnered with Nemesis GK
 - Work collaboratively with Menace and Valley for family nights
 - Increasing the role and engagement of other individuals across the age groups, e.g., pro coaches, high schoolers, etc., not just presence, but energy and engagement
- How can parents engage?
 - Register early (permits us to build out the rosters and schedules)
 - Encourage parents to coach (we often have a shortage of parent coaches)
 - Encourage people to sign up as referees

Meeting Adjourned. 8:42 PM