



## ***WDMSC Board Meeting***

*October 27, 2021*

*Gold Finch Realty Office on Grand Avenue, West Des Moines*

Meeting commenced at 6:30 pm

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

**Guests:** Kayla Tiry-Ortiz, Rich Bywater, Ross Moffat, Bill Scott, Blake Siberz, Ben Brackett

### **Guest Speakers:**

#### Bill Scott Insurance Renewal:

- Various Nationwide policies
  - Worker's comp
  - Umbrella
  - EPLI
  - Directors, Officers, and EPLI
  - Accident & Medical
  - Cyber
    - Review the demosphere contract

#### Kick It Forward

- Mini pitches (on a concrete slab) a goal of revitalizing old spaces to make small hard-surface soccer pitches (for 3 v 3, 5 v 5, etc.).
- Working on one at Valley View Drive in West Des Moines.
- Partnered with Pleasant Hill Soccer Club, Council Bluffs, Tri-State (Sioux City) to fundraise.
  - They are not looking for a substantial financial contribution from the club, but partnering for fundraising and basis for seeking grant funding.
- What is currently committed for Valley View site?
  - City of West Des Moines has committed space and will support concrete and \$5k for electrical



- Plan is for a 60' x 120' pad at Valley View
- Further financial support from Musco

### **Regular Agenda:**

Approval of September Meeting Minutes: 7:22pm \* Janell/Matt

- Passed unanimously (Seth not part of vote)

### Refund Policy – Kayla

- Propose some revisions to the refund policy
- Full refund if within defined stipulations
  - Prior to close of registration, or where able to place a player on a team
- Once registration closes, 50% refund
- Once season starts, discretionary with medical circumstances or moves out of jurisdiction
- No refunds for game conflicts, weather, or dislike for program
- Proposal is to adopt the JUSC language, with addition of discretionary section including extenuating circumstances language.
  - \$20 admin fee
  - Jonathan/Janell
  - Passed unanimously (Seth not part of vote)

### Equipment donation

- Tested the balls for air retention
- Put together donation packs to a few different groups

### Sporting Update - Rich

- State Cup began last weekend
  - About 14 teams from Sporting; we had a record of W-D-L

### Player Development Update - Ross

- Increased social media postings
  - Diversifying content and platforms
  - Utilizing the professional photography
- Finished up the pre-Academy season



- Going to evaluate what went well and what can be improved for the next season
- Overall, had a good season
- Setting up the winter pre-academy training program and have had good numbers of registrants
  - 35 minute sessions
  - Pro coaching
  - Good introduction to soccer
- Paul Bright from the Coaching Manual (an online resource) in for a coach training session.
  - Sporting coaches will use this as a resource now, including both pro coaches and volunteer coaches; will be particularly beneficial for volunteer coaches
- Looking at ways to further engage with older youth in coaching and player development process; considering potential role of silver cord hours
- Question from Kevin: Potential for academy night with the 9s and 10s from recreational for them to test out the academy environment.
  - Ross – Yes if we have a space for it, we can arrange it. Ross and Rich recommend that the 8s have a similar night in the future so that there is not a gap in future years.
- Question from Seth: Did we have, or do we have, a refereeing bonus for folks who ref a certain number of games in a weekend or recurring weekends.
  - We believe that we used to have this. Could consider for the next season.

#### Recreational Update - Kayla

- Season mostly over; positive feedback.
- One make-up day this weekend due to weather last week.
- WDM will be closing the raccoon river fields for field repair (first week November) except for practice fields 7 and 8; any further games will be moved to Hidden Valley
- Registration for spring season is built out; made some updates to the registration platform regarding age group registrations.
- Planning a back to soccer night (kick off for each season). Considering things like bounce houses, collection of canned goods and gently used soccer equipment for donation, will provide soccer balls and shirts to the



mini kickers, having coaches there for meet/greet, possible vendor tables/tents for Sporting, Nemesis, and other partner groups, setting up the spirit store. Still brainstorming, idea would be weekend before season kicks off.

#### Director of Recreational Activities Report - Matt

- Feedback from this season:
  - Communications regarding the match-ups schedule and the timing expected for those schedule updates
    - Additional weeks added to site, but slow to email to parents and coaches
- Question from Adam: How are efforts to increase member clubs in CDL?

#### Director of Fundraising Report - Jessica

- Update on Spirit Store – certain items are still backordered and we don't have the final numbers while we process refunds.
  - Chic Fil-A is more interested in a player of the game (gift cards); Sponsorships for the coaches (gift card for free meal)
    - In return they want social media posting
  - Potential for providing food at an event with percentage kick-back to the club
  - Discussion regarding wider sponsorship from Chic Fil-As on Mills Civic, University & Merle Hay
- Potential for team sponsored shirts or banners
  - Signage, banners, yard signs have limitations at Raccoon River
- Company sponsorship for kick off night.
- Question from Kevin: Can we do some kind of fundraiser within the membership? E.g., discount cards, cookie dough.
  - Jessica will look into this.
- Jonathan suggested potential dine to donate for future fundraising considerations.

#### Director of Properties Report - Adam

- Summary of recent invoices from repairs and updates
- Furnace is broken, current diagnosis is the motherboard requires replacement
- Raccoon River field lease renewal is up for renewal this year.



- Recent city meeting regarding the trail head coming in at Hidden Valley/Walnut Woods. Upcoming meeting regarding same.
- Lights installed at Hidden Valley up and running.
- Projects List
  - Adam prepared a project list for both Hidden Valley and Raccoon River with the idea of volunteer projects or future fundraising.

#### Director of Competitive Programing Report - Janell

- Nothing new to report at this time

#### Secretary Report – Jonathan

- Nothing new to report at this time

#### President’s Report (Kevin):

- Review of policies, procedures, bylaws
  - Consider forming committee
- Website redesign
  - Met with Jess Schneiders regarding initial map of redesigned website. Goal is new website up and running by end of year.
  - Might need to publish the site map so that we can update the registration for Spring season, while other portions are being redesigned.
  - Copyright notice on every page or just home page? Decision was on each page.
  - Need to update refund policy language
    - Jonathan will provide draft to Kevin to relay to Kayla for the Spring registration
- Considering West Des Moines soccer in the Fourth of July parade
- Update on Annual Meeting in November
- Raising potential for a possible Venmo or Paypal for fundraising
  - Need to evaluate this.

#### Treasurer’s Report (Seth):

- Report on current revenues and expenses and projected revenue and expenses for next year.



- Brief discussion about budgeting for ref fees for next season; need registration numbers first.

Meeting Adjourned: 9:37