



WDMSC Board Meeting

September 22, 2021

Gold Finch Realty Office on Grand Avenue, West Des Moines

Meeting commenced at 7:00 pm

Approval of August Meeting Minutes: 7:05pm * Seth/Adam

Present: Kevin Johnston, Janell Mikels, Seth Doup, Adam Schneiders, Matt Homonoff, Jonathan Kennedy (*nominated and approved as board member during meeting*)

Guests: Kayla Tiry-Ortiz, Rich Bywater, Ross Moffat

New Board Member

- The Secretary position is vacant as Alisha Stewart stepped down.
- Jonathan Kennedy introduced himself including his relationship to West Des Moines Soccer and prior board experience, including as a Secretary on a different board.
- Adam moved to appoint Jonathan Kennedy; Janell seconded. No objections.
- Jonathan was appointed as Secretary.

Rich Update:

- Provided update on ECNL games thus far; overall positive games and competition thus far.

Ross Update:

- Provided update on vision for player development ISA vs CDL
 - Vision driven by two questions:
 - (1) is this going to help parents and family fall in love with soccer?
 - (2) is this going to help the players develop?
 - Want to increase focus on ages 7 and 8, which are important for development
 - Pro coaches have been involved in rec practices, as well as, soccer players from various college and high school teams; this has been well-received.



- Ross is also attending various practices or games as available to serve as a resource for volunteer coaches.
- Adam raised questions related to whether these player development initiatives will create any additional costs (e.g., for pro coaches at games)
 - Ross confirmed it will not and is covered within the current Sporting Services Agreement.

Kayla Update:

- Presented on total registration numbers for rec soccer. It is about 100 more than last spring.
 - She commented that the focus is on retention as opposed to year to year totals as different age groups have different population numbers.
 - Overall, the registrations look good this year.
- Presented information on two refund requests for Fall season; board confirmed approval for refund.
- Raised question about current refund policy suggesting it be reviewed to assess the administrative fee – currently 10% of registration fee.
 - Board members agreed it should be reviewed.
 - Almost all of administrative work is done at the beginning prior to the season commencing, e.g., setting up the rosters, uniform purchases, and coaching signups.

Social Media Update (Kevin):

- Pursuant to the Sporting Services Agreement there is a requirement for Sporting to provide a certain number of social media posts for West Des Moines SC.
 - Ross is now utilizing the handles (Facebook, Twitter, and Instagram) to add posts in addition to those already authorized for posting.
 - Ross provided update that a professional photographer has been hired to take a number of photographs of multiple age groups during weekend games to have a base of photos to use for social media posts.
 - Janell commented that older athletes may be able to provide photography services as part of silver cord or similar programs.

Recreational Activities Update (Matt):

- Two weekends of play completed.



- Good feedback thus far, including, the CDL as rec families are not traveling as far for games.
- Some issues have been raised regarding the flexibility of the reschedule policy and procedure.
 - Suggestion that CDL personnel have a backup person for rescheduling in addition to the current person.
- Referees
 - There is a general shortage of referees this year.
 - Tournaments in September amplify this issue.

Properties Report (Adam):

- *At Raccoon River:*
 - A goal net needs replacing after animal control cut it to remove an owl.
 - Need to confirm measurements to well distance as DNR is cutting off irrigation. Adam addressing.
- *At Hidden Valley:*
 - Final updates were made to fire extinguisher and lights - fire inspection passed.
 - Parking lot painting was completed via various volunteers.
 - Abandoned equipment (balls, cleats, jackets) will be donated to local youth facilities. This was a project started by a West Des Moines soccer family.
 - Review of parking lot lighting completed.
 - MidAmerican replaced burnt out light bulbs and switched bulbs to LED for longevity and cost savings.
 - Could consider adding a new light by Walnut Woods towards the fields and concession stands. Cost would be \$650 as it requires a new pole to be set.
 - Secondary wires can be added between existing poles for \$17 per month.
 - Overseeding Raccoon River is recommended by Tim.
 - Cost is estimated at \$2000
 - No decision at this time.

Competitive Report (Janell):

- GrimesPlex is still in development



- Plans are still for it to open late spring 2022; land is graded
- Discussions remain ongoing with baseball leagues to obtain field rental agreement
- City of Grimes is taking over the construction
 - Prior developer is out of the project
- Kevin Questions:
 - (1) Baseball rentals?
 - One company is close to signing a tenant contract
 - (2) Field usage question – how are fields going to be painted and designated for use?
 - 3 fields will have baseball diamonds on them; all 6 will be marked for soccer
 -

Fundraising Report (Kevin in lieu of Jessica):

- Spirit Store is closed now; will reopen ahead of Christmas then Spring season.
- Sponsorships:
 - Scott's insurance has confirmed sponsorship
 - Possibility of Chic Fil A sponsorship
 - Determining if it is standard sponsorship, coupon sponsorship, and/or dine-to-donate.
 - Investigating similar sponsorship arrangements with Buffalo Wild Wings

President's Report (Kevin):

- Kevin, Adam and Seth presented to the WDM Parks & Rec Board
 - Provided update on WDMSC and desire to continue relationship
- Update on the current Sporting Lease and Service Contract
- Update on the Raccoon River Field Lease

Treasurer's Report (Seth):

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

Meeting Adjourned: 10:10