

**Meeting Minutes for the West Des Moines Soccer Club Board Meeting**

August 17th, 2022

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

**Attendance**: Kevin Johnston, Adam Schnieders, Seth Doup, Matt Homonoff, Janell Mikels, Jon Kennedy, Tim Schlee, Ross Moffatt

Meeting commenced: 6:36 PM

* Sporting Program Report
	+ 2022 Fall Season off to good start
		- Second week of Select Training
		- Academy training started last night
	+ Coach Clinics this Saturday for volunteer coaches
	+ Inquiry regarding little fields by the concession stand for training with the mini-kickers or possibility of other fields with cones.
* December 11 Holiday Party at Smash Park (6-8 PM)
* Comments from Opening of Season and Fields
	+ Parking was tight at Hidden Valley
		- We should get signage re where to park for overflow
		- Consider extra parking sponsored by [a corporate sponsor] (to cover costs of the signage)
* 3-5 Year Strategy Discussion
	+ Set out three categories:
		- Operational Plans
			* Analysis of various field options, field expenses, overflow parking, and revenue considerations
			* Field improvement phase planning
		- Budget
			* Analysis of various field options, field expenses, overflow parking, and revenue considerations
		- Fundraising
			* Discussion re filling the position on the board
				+ Solicit via club membership communication
			* Consider talking with a group that does fundraising for nonprofit organizations
				+ Kevin will contact company that connected with GEICO sponsorship
			* Discussion re fundraising cards, cookie dough, etc.
			* Concessions
			* Grant funding
			* Rec Team Only Tournament
				+ Potential weekend tourney at HV/RR
	+ Draws to rec soccer and retention
		- Positive volunteer coach experience
			* How to foster greater buy-in
			* Information sheet re age group, other teams, xyz questions, etc.
			* Set up internal pre-season meeting with Sporting to discuss implementing certain things at season outset
		- Simplicity
		- Communication quality and timeliness
	+ Capital expenses expected
		- Aeration ($14-15k) (preferably in fall)
		- Replacement equipment (2-5 year plan)
			* Grass hopper (~ $15-20k)
			* Paint Sprayer (~ $10k)
		- Field maintenance / improvements (longer term improvements)
			* Field surface replacement, regrading, recrowning
				+ Some of these take longer period (e.g., season)

Consider possibility of membership survey as to preferred field locations to assess how many fields out of service at a time and at a location.

* + - * Irrigation replacement eventually
				+ Phase plans for field improvements and irrigation stepwise
				+ Consider potential for (i) grant funding and (ii) fundraising

Adjourned at 9:32 PM (motion to adjourn by Seth; seconded by Janell).