

## March 2017 Board Meeting Agenda

Attendance: Ed Paulsen,

1. Financials
  - a. Current Financials is available
2. Coaches
  - a. Coaching Requirements
    - i. Security checks information sent out to known coaches.  
-Follow up to make sure all coaches complete
    - ii. See what we can do to get more coaches committed at Open house Coaching clinic.  
-Need one more coach for U10 and U12 each
3. Camp
  - a. Week of July 10
  - b. Cost is about \$120 per player.
  - c. Promote at open house
  - d. Send information to other local soccer associations – NR, RF, Hudson
4. Promotion
  - a. Open House
    - i. March 25th
  - b. School newsletter
    - i. Holly was able to get in school newsletters. Also Jason Sell sent out e-mail to all 4<sup>th</sup>-12<sup>th</sup> graders reminding to register.
5. Branding/logo
  - a. Mission/Vision
    - i. Tag-line with all marketing
      1. Providing coed, recreational soccer to Baldwin-area kids.
      2. Vision – increase membership, soccer skills, better coaches
        - a. Promote soccer - fun
    - ii. Hire \$100 for new logo/marketing design. Hoping that Travis will take this one with Upworks
    - iii. Possible change of logo next year. Something original to us – not cookie cutter.

-Travis working on new logo, tag line and marketing flyer for next season

b. Website

- i. Tag-line with New version of website – logo prominent, marketing/tag-line message
- ii. Call to action
- iii. Update to more current look/feel
- iv. Purchased blackhawks.soccer and blackhawkssoccer.org Get rid of BW – get more kids from SCC – and maybe take over fall.
  1. BWHAWKSOCCE.com expires on April 10<sup>th</sup>. We would need to keep for one more year, to allow for transition, but then we could drop.  
-Choosing blackhawks.soccer?

6. Fall soccer

- a. Challenger Sports has offered to help – see what they come up with. Cost \$0 for us – they do promotion and collect fees (and coach).
- b. OR – fall league within our current league – thinking 6 weeks in fall. Mauritz is thinking/working on this.
  - i. Do we want to try to get other clubs interested for some Saturday soccer games in the fall? If so, we should start contacting Osceola, etc. soon to begin discussion
    1. September 9 – September 30 is 4 Saturdays.
    2. Each team host a Saturday
      - a. Have 1 practice a week during that time.
    3. Age groups? Or even just bring kids, pick teams, pinnies and go.  
-Mauritz to contact local communities via websites to discuss plan for fall soccer in 2017  
-We should also discuss with coaches on match days

7. Fundraising

- a. Kick Wall – Holly?? – Do we still want to go down this road?
  - Holly can give update
  - Need to compare wall to website sponsors, will explain exposure and develop system for greater exposure for larger donations
- i. 4-year contacts that have expired

1. Signs are 6 x 4 (\$200/year 5 year contract) or 4 x 4 (\$160/year 5 year contract) or 2 x 10 (\$180/year 5 year contract).
  - i. 4x4 \$260
  - ii. 4x6 \$335
  - iii. 2x10 \$310

-Group to begin contacting local businesses ASAP, will get boards done ASAP as well, need to email group when obtaining commitments

ii. Baldwin Blast fundraiser

- Think about doing 1-day fundraiser event, possibly during tournament.

(add drawings for baskets, entertainment, etc.)

- Start planning for this in April
- Need to recruit a parent team just to run fundraising for this event

-Not sure on baskets but group discussed T-shirts for all participants, medals for 1<sup>st</sup> and 2<sup>nd</sup> place, and increase team fee to \$100

8. Volunteering

- a. volunteerspot.com account.

Anyone want to be leader – mostly just for Baldwin Blast.

9. Equipment

- a. Coaches bags – pinnies, cones, discs, first aid kit, are available.

- i. Not sure how organized everything is, but we should not need to order anything new.

-Ed to order new/additional pinnies for U10 and U12

10. Referees

- a. The following completed training. I also have some contacts in NR for some younger players to ref U10, U12

- i. Rebecca Paulsen, Kelly Paulsen, Mandy Dotlich, Ed Paulsen (as needed)

1. Teresa Tenner did many last year. There are other kids that may be available from NR
2. Also Michael Skoyen and Steve Perry can help as needed

11. New Jerseys (and logo)

- a. We need to get ordering – SOON.
- b. U6/U8 – we have a lot of left overs, but could do them next year
- c. They also have socks/balls for reasonable pricing.

- i. I have done “package” in the past. Ball/socks/shin guards for about \$20  
  
-Ball - \$12, socks - \$4, shin guards - \$6 (if sold individually)
- ii. Nice to have – and better quality than Walmart.

12. Registration

- a. Finalize U10-U19s

13. Next Meeting Monday June 12, 2017 – Baldwin Blast