

La Crosse Lightning Lacrosse Club
Board Meeting Agenda
December 19, 2016

In attendance: Janice Lambert, Shelly LaPlount, Chris Bell, Joe LaMere, Becky Bryan, Sarah Smith

President report:

1. Meeting called to order at 6:33 p.m.
2. Open positions Update – No change
 - a. High School Rep – Board/Voting Position
 - b. Field/Facility Coordinator
 - c. Webmaster/Social Media
3. Youth clubs requesting to join MALA Update – passed at November meeting.
4. HS Coop application process and status of La Crescent: unknown. No one has responded to Janice yet.
5. Recruiting ideas:
 - a. High Schools week of 2/13, table at lunch to recruit: Onalaska agreed as did Holmen but Holmen wants February 13th.
 - b. Flyers at the Ho Chunk office by the La Crosse Main Library
6. Registration:
 - a. Fees (early discount vs late fee): There will be a \$50 late fee charged to all RETURNING PLAYERS, both HS and Youth, if not registered before March 1st.
 - b. Dates 2/18 and 2/19 @ DICK's 11am – 3pm (committee needed)
 - c. Materials
 - i. Flyers
 - ii. Documents (ie financial form and health form)
 - d. Online portion open on website starting as soon as can get it up.
7. Indoor Space
 - a. Omni Center: Need to sign agreement but Janice set up for

March 13-15th, 20-24th, 27-30th, and April 3rd and 4th. For half of the arena it is \$25/hr. For the whole arena, it is \$35/hour.

b. HMS: The first week in March, Janice was able to get gym space, so the team can practice there.

c. LALA will need to budget approximately \$930 for use of the OMNI Center and \$175 for use of the Middle School, for a total of \$1105.

d. Janice asked CRUSA about days the fields will not be available to us and unfortunately, CRUSA told her that they would not be able to tell us those dates until February.

VP Report:

1. Sponsorship program

a. Debated the cost of a banner to include with sponsorships since they run \$125-150, we lose a lot of the money.

b. Chose to eliminate the \$500 sponsorship.

c. Options would be:

i. \$300 sign on field and advertising on t-shirt

ii. \$150 advertising on website and yard signs

iii. \$50 advertising on website

iv. All levels would include their logo on our roster

2. Winter Rec Fest - Green Island Ice Arena – See report

a. Not choosing to participate since the Fest is geared towards 5-8 years old and we aren't forecasting to be able to provide a U-9 team option.

Past President Report: No Report

Secretary Report: Change Becky to Shelly in attendance of the November minutes. With that correction, Joe made a motion to accept the November meeting minutes. Shelly 2nd. Motion passed at 7:33 p.m.

Treasurer Report: Monthly Financials – see attached. The Board decided to change the budget year from August to July so that we could close out the year before the new Board is established in August. Shelly made a motion to accept the Treasurer's report. Becky 2nd. Motion passed at 7:35 p.m.

High School Rep Report: No Report

Youth Rep Report: No Report

Fundraising Report

1. Update from Chris Bell on DICK's sponsorship
 - a. DICK's will be providing a \$250 gift card, 6-\$50 gift cards and 20 lacrosse kits for a total donation of \$2050.
 - b. Shelly made a motion to renew/accept the DICK's sponsorship. Sarah 2nd. Motion passed at 7:42 p.m.
2. Update from Joe LaMere on Coupon books:
 - a. Kick off will be March 6th, the 1st day of practice for the HS. Checkpoint: March 10th and March 20th will be the Blitz. We will again give players 10 but require that they sell 5.
 - b. Grab bag: Plan is to have more middle sized bills, like \$20's and \$50's and not have a \$100. Every player that sell 15 will get a chance at the grab bag and one more grab for every 5 additional books over 15 sold. The top seller receives \$1 per sale.
 - c. If the club sells 800 or more books, there will be a party at Buffalo Wild Wings for anyone who sold 10 or more books.
 - d. Instead of the practice jerseys, we are thinking we'd offer a Hero mesh packet for any player that sells at least 10 books. Valued at \$23.62.

Coaching Director Report:

1. Coaches update: NEED TO RECRUIT!
 - a. At this point, Chris has no HS support.
 - b. Harry and Jared will not be able to coach at the youth level.

2. Schedule - Youth & HS

- a. Dubuque: Chris is going to ask them, how late would we be able to tell them if we'd have a youth team available to play a game? Based on that response, the board will make a decision as to whether Dubuque will be a bus trip or not.

Old Business:

1. Replacement Insurance – we should now have everything returned

New Business:

1. Peace of Mind Endorsement renewal: Joe made a motion to renew the Peace of Mind Endorsement. Chris 2nd. Motion passed at 8:23 p.m.

Sarah made a motion to adjourn the meeting. Joe 2nd. Motion passed at 8:29 p.m.

Next Board Meeting January 16, 2017 at 6:30pm