

July 8, 2020 meeting:

Present: Mike K, Sonja, Casey, Jenn, Mike M, Brad, Josh, Duane, Shannon, Rich, Jake, Scott

- I. Meeting called to order at 6:10pm.
- II. Duane read mission statements.
- III. Secretary report: Brad makes motion to approve, Shannon 2nd (with updates to treasurer's report.)
- IV. Treasurer report: \$41625 income at this time. Helmet estimate (165 helmets x \$35/helmet) to be \$5670; \$6188 total expenditures. Motion to approve made by Casey, 2nd by Mike, approved.
- V. Board Reports:

Fundraising: future fundraising idea/scoreboard? Fenway contract...1 scoreboard/3 fields. Revisit in the spring? Begin by presenting plan to FLAAA after getting some answers about contract. Heggie's pizza/Ashley...pricing, dates for delivery and ordering, advertising...on FB? Twitter? Website? Individual/Team competition for pizza sales? Overall sales contest, 1st, 2nd, 3rd place prizes. Revenue from local/small biz sponsorships (parents of players that own businesses?) Many are already tapped for Sporting Clays w/Varsity and for cards sold by varsity players. We set our own pricing for Heggie's, each pizza costs us @ \$5-\$6/pizza. Sell minimum of 10 pizzas/per player, or, opt out with \$100 check. Coaches to be in charge of collecting funds/checks? Brad would rather "deal" with coaches vs. trying to follow up with individual families. Fundraising account is already set up, need to get account info from Cindy at FLAAA. 8/17 start date for pizza fundraising, 2 weeks to sell. Blurb on website to be posted by Shannon re: pizza sales. Communication about goes out 8/17, sales start 8/24, close 9/13, Order turn in to Heggie's 9/14, pizza delivery 9/30.

Equipment/fields: June 12, met Rydell rep, went thru storage and helmets. Every helmet that is 2 years old needs to get refurbished, even if never used...need to let parents know at parent meeting. Most of maroon helmets were brand new, but need to get refurbished. Is the "law." No update on fields.

Uniforms: ME...unable to meet with vendors due to COVID quarantine...update forthcoming either via email. Size chart included with registration for parents to select at that time. Sizing, "one size larger than normal t-shirt you wear." Agreement that consistency is key. Mike did great job with fan apparel store as well...will probably go with Mike again this year.

Ref Coordinator: have last year's list, 4 ref's from last year have committed (50%) 2 have confirmed they are not available, 2 haven't been able to contact. Need to find at least 2 more ref's, maybe 4 more. Brad to collaborate to determine if "Unreachables" are worth continued efforts. Need solid core of ref's. WBL covers ref's. 3-3-2 for 6th, 5th, and 4th grades. \$40/game on Saturdays, \$50/game weeknights. Increase pay?

Website Director: FB ad, \$99.99 spent. Seen by 114 people clicked link in ad. Ad ran 7/6-7/8. Uptick in registrations during this week. Very positive response. Website: Wix.com 50% off coupon \$276 budget for year, actual cost \$172. Run another FB ad with surplus? Link website to FLAAA, launch website AFTER registration closes, to avoid confusion and double dipping? Discussion about launching

as soon as ready, with link to registration. FB ad promoting our new website? Domain is forestlakeyouthfootball.com. Shannon working on emails, 9 available. "Executive Board," "Entire Board," current, pres, vp, treas, sec, mkting, scheduling, exec, dibs coord, parent rep. Info vs. exec for all board to get? One for scores to be submitted? Give up specific for secretary and replace with "scores." Who will monitor the "scores" email? Ref Coordinator? Between Scott and Brad, who's done it before, they will monitor. Logo...google survey to vote? Shannon has created 4 logos!

DIBS/volunteer: Booster club meeting attended by Mike M, they are thrilled about our parents being involved in volunteering. Pizza fundraiser will add hours. Equipment hand-out. Tentative schedule? DIBS sign up schedule established yet? Once we have access to DIBS, Mike is comfortable plugging in schedules. 4 hours will be communicated for volunteerism, but maybe only need each parent for 3. Need to determine our needs and further evaluate. 4 hours as "general" rule of thumb, or do we sign up as task, regardless of set hours? Sign up as task oriented, not time, and 1st come basis. Scholarship families to complete additional tasks.

4th grade: no update other than email from parent who ordered wrong size jersey.

5th grade: no update

6th grade: nothing

7th-8th grade: upcoming meeting...need volunteers to cover as both Casey and Mike have varsity scrimmage to attend. "Swanson's Meeting," Thursday, 7/30. Jenn can attend. Drills for tryouts? Tryouts 1st weekend in August. Will meet within the week to discuss.

Scholarship form available for players/families that are experiencing financial hardship as hurdle to sign up. Read access to be given by Brad to all board members, edit access will be limited. Discussion about how many scholarships available; cap at 10 full registrations? IN the past, 2-3 max per year. So far this year, only 1 has asked. Qualifications needed? (new biz)

4th-6th grade rules: updates, board can see/access once we're given read only access. No quarterback sneaks (4th and 5th grade), 80 yard field, smaller field (4thgrade), 8-man for 2021/rookie tackle. Offline discussion welcomed.

Parent Liaison: Parents are curious about COVID plans. Jenn needs to have "answers" to parents.

VI. Old Biz:

- parent complaint/racial profiling has been resolved...signed up for season.
- Casey met with WBL, NB and chisago..."all in." Chisago is excited about 8-man and rookie tackle program, NB not as excited but WBL was also excited. Sign ups are open for all 3 communities.
- FLAAA meeting: Approved bank account, Rich approved as FLAAA rep. Future plans to use FLAAA bylaws to back up request for control of our own finances.

VII. New Biz:

- COVID: "Can't play social distance football." Can't stop game to sanitize ball, hands, etc. WE CAN put up signs regarding fans utilizing social distancing and sanitizing "stations." No guidelines set by FLAAA, we will follow lead from USAA football. Waiver for parents/players to sign regarding taking on risk to play football.

Releasing liability from FLYFB, and “mass-signage” at fields to CYA. Coaches to enforce and gather liability form, if no form, no playing time. IF they refuse to sign, refund given (registration minus jersey cost.) Current year, separate form...for future, include verbiage to include any “communicable illnesses.” Discussion about “what if” a player tests positive? Do we quarantine the entire team, any type of refund? Use liability waiver as foundation/back-up/ lean on that. Most parents are wanting season to be “normal,” and want reassurance that season will go on. We need to state that we follow CDC guidelines in waiver.

- Scheduling: can’t do “too much” until teams are established, Brad and others to discuss later. Goal is for “normal” football!
- Send background check confirmation to Casey.
- Parent meeting for 4th-6th grade: Sunday 8/9...6:00pm; at FL varsity fields. All board members expected to be in attendance. 7th-8th grade parent meeting Saturday 8/8...as many board members as possible there in attendance. Shannon/marketing to send out communications/emails regarding parent meetings, etc.
- Open Forum:
 - IF season is cancelled...refund policy? Other associations typically refund 30-50%...don’t post anything yet, wait to see what MN Gov says about school 7/31.
 - By-laws needed to open bank account? Further discussion needed. Off-line meeting to discuss and finalize: 7/22 at 7pm. Shannon to send out email/invite to board members. Prior to meeting, please read current suggestion and comment on additions/errors prior to meeting.

Scott motioned to adjourn meeting, casey 2nd, all in favor. Meeting adjourned at 9:24pm.