

SAYSA BOARD MEETING MINUTES

Sunday, January 5, 2020

Present: Karina Clausen, Amy Hermanson, Peter Bausch, Vicki Ballweg, Larry Clausen, Lisa Loup, Denise Missall, Becky Liddicoat

Guests: Justin Packard

Absent: Brook Johnson, Marsha Ripkey, Paul Hager, Jessica Tiede

I. Call to Order

Karina called meeting to order at 7:03pm.

II. Review and approve December Meeting Minutes

Larry approved December meeting minutes. Peter seconded.

III. Treasurer's Report

Larry reported Forward Madison sent a check for \$180 from the summer fundraiser; the Target grant was approved for \$1,000.

IV. New Business

a. Forward Madison

- Karina reported we will be offering a Forward Madison camp again this coming summer. Camp will be in the evening. Additional details still need to be worked out.

b. Fall Jerseys

- Karina shared two different Dri-Fit shirt options for uniforms next Fall.

c. Registrar notify Age Commissioners by email when new players are added to the wait list

ACTION ITEM: Jess will place an advertisement for the Annual Meeting and the two Board positions that are up for election in March. The advertisement needs to run at least 30 days prior to the meeting date.

V. Old Business

- Club Support Plan** – Lisa reported that she, Amy and Karina met with Eric Fritz, Middleton United Coach and owner of Keva. Eric confirmed that other Clubs have the same struggles that SAYSA has been experiencing and said the solution is hiring a Director of Coaching. Eric also suggested we consider sharing a DOC with another Club as an option.
- Website Review** – Karina will send ideas to Paul via email.

VI. Committee Reports

- DOC** – Karina reported we are close to two high school teams. Justin will talk to the students again tomorrow. The DOC also discussed possible partnership ideas for the new high school coach.

VII. Action Items from December Meeting

- Paul will work on making updates to the site before the next Board meeting so the Board can review and provide additional feedback in January. **This topic will be moved to the February meeting.**
- Karina will ask Marcie to work on the Madison Area Sports Commission grant submission. The grant is due in mid-January. **Marcie is unable to help this year; Karina is considering whether or not to submit the proposal this year.**
- Peter will look into wheels for goals. **This will be added to February action items.**
- Jess is going to spice up the sponsor request letter. **This will be added to February action items.**

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VIII. January To Do's

- Mail major sponsorship letter by end of January – will be sent once ready (Jess and Karina)
- Syttende Mai Planning begins with meeting hosted by Syttende Mai Committee
- Plan for Y1 course in July or August (Amy)
- WYSA Annual Meeting – send representative if feasible
- ~~Contact Quartz for marketing sponsorship. Acquire logo they would like SAYSA to use on social media. (Remove from To Do Running List)~~
- President to schedule date in March for annual SAYSA meeting. Public Relations/Marketing to develop newspaper ad and schedule print with Courier-Hub so ad runs at least 30 days prior to meeting. Marketing/PR should also send out a note to all members on the roles open for election and request volunteers on people interested in being included. (Jess)
- Public Relations/Marketing to start making contacts to place newspaper ads in the Great Dane, Courier Hub and Spring Recreation Guide regarding registration. (Jess)
- Public Relations/Marketing to complete any needed website & social media updates. (Jess)
- ~~Public Relations/Marketing to order any new Registration Yard Signs.~~
- Badger Spring Clothing planning begins. (Amy)
- Review/plan for grant applications (grant application deadlines) (Karina)
- Notify coaches blackout dates are due on January 13; Becky needs dates by January 11 (Age Commissioners)
- Far Post Newsletter

IX. Agenda building for February Board Meeting

- Website Review
- New high school coach
- Prep for Annual Meeting
- Prep for Spring Coach Meeting
- Spring Team Rosters
- Planning for Tryouts
- Forward Madison representative (March meeting)

X. Adjourn

Meeting was adjourned at 7:41 pm.

Important 2020 Dates

- December 15 – January 12: Spring Registration dates
- March 1; 6pm: Annual Meeting
- March 13: MAYSA League Schedule Final
- March 19; 6:30pm: Spring Coaches Meeting
- April 18 – June 14: MAYSA Spring Season
- Tentative May 26 and 27; Tryouts
- August 13; 6:30pm: Fall Coach Meeting
- August 22: Picture Day and Raffle