

WYF Annual Board Meeting: 2/21/19

Board Members in Attendance:

- Mark Mancilla, President
- Amber Mullett, Vice President
- Tony DiMaggio, Treasurer
- Gina Martinez, past Secretary
- Greg Lassahn, Member at Large
- Nicole Rice, Member at Large
- Joe Borelli, Member at Large

Community Members in Attendance:

- Brad Crandell (HS Football Program)
- Eric Colstad (parent)
- Brian Valitchka (coach/parent)
- Brad Jorgenson (coach/parent)
- Cory Myers (coach/parent)
- Krista Hillstead (parent)

Action Items:

- Consider hosting an introduction session for interested players, prior to signing up
- Establish a social media presence; create a Facebook page
- Consider hosting a “Sports Fair/Sign-Up Night” where we would allow community sports to highlight and provide information to parents and potential players.
 - Cory Myers volunteered to help with this action
- Provide more information about scholarship opportunities prior to registration opening; ensure information about cleats and other equipment is included in the announcement.
- Develop a Parent Handbook to be drafted and completed by April 1, 2019
 - Mark Mancilla volunteered to draft the handbook and will solicit feedback from the board.
- Consider including the volunteer sign-up (Sign-Up Genius) in the registration process
- Work with the HS football program at the end of the school year to allow coaches the opportunity to observe drills. This may be a good opportunity to film drills for Hudl.
 - Brad Crandell volunteered to teach a mini session on how to film football
- Update the Player and Parent Expectations
 - Mark Mancilla and Ryan Rammer will work on this
- Modified Flag program enhancements will need to be completed by July 1, 2019
- Advertise and recruit for more players to join the WYF Modified Flag teams
- Develop Board member materials (PPM, timelines and actions) for future member transition

Minutes from the Meeting:

Agenda and materials were provided via PowerPoint (attached)

1. The Meeting was called to order at 6:30pm by the WYF President Mark Mancilla.
2. Introductions from board members and attendees
3. 2018 Strategic Priority: Wrap-up (see PowerPoint)
 - a. Feedback received from attendees:
 - i. Make volunteering a requirement; consider adding this to the league rules.
 - ii. Expand the use of the Sign-Up Genius tool.
 - iii. Grant team parents access to the WYF Sign-Up Genius account.
 - iv. The addition of Ryan Rammer as coaching coordinator was welcome. Ryan did a great job of attending practices, being responsive to coaching concerns and being a liaison between the coaches and the board.
 - v. Question was raised regarding how to get a number/list of interested players.
 - vi. Consider the creation of a Facebook page/social media presence.
 - vii. Continue to encourage player attendance at the football summer camp. This year's camp will be held July 22-25, 2019.
 - viii. Disseminate WYF flyers and registration information at schools.
 - ix. Consider hosting a "sports fair"/ informational evening for parents and players.
 - x. Consider encouraging more players through player "word of mouth"/"tell your friends".
 - xi. Need to communicate the scholarship options prior to the registration being open to ensure families that are in need of financial support are aware of these resources.
 - xii. Being that the 2019 summer will be shortened, more kids will be around so this should help ensure players are present for practices.
 - xiii. Consider supporting strength training/workout opportunities for players; not mandatory.
4. 2019 Strategic Priorities: (see PowerPoint)
 - a. 4th and 5th Grade Padded Flag
 - i. Expand the teams to areas outside of Verona.
 - ii. Oregon and Stoughton may be interested.
 - b. Continue using HUDL
 - i. Coaches are invited to attend the end of the year coaching and drills sessions with the HS program. This occurs on the last day of school 2019.
 - c. Culture: Player and Parent Expectations
 - i. We have a critical role in determining our expectations and shaping the culture of the league.

- ii. Our goal is to pass along well-rounded players to the HS; therefore culture and expectations of the league are an important investment.
- d. Communication
 - i. Will be creating a Parent Handbook
 - ii. Will be encouraging volunteer sign-ups during registration, not after so coaches do not have to worry about volunteers during game days.
- e. Capital:
 - i. Fundraising will be extremely important in 2019.
 - 1. Will need to replace approximately 100-125 helmets in the next 2 years.
- f. Complexity:
 - i. WYF is an LLC, and is not affiliated with the school district.
 - ii. When we transition the program to a school based program for 7th and 8th grades we will likely see an increase in the number of players.
 - iii. Connor Field:
 - 1. We will be working with the Bruce Company to raise the field.
 - 2. When we move to the new school, we will have a new field to play on.\
 - 3. We are considering to do with the lights at Connor Field when this happens.
- g. Coaching:
 - i. We will be hiring an 8th grade head coach for 2019.
- h. Resources:
 - i. Continue investing and adding resources to HUDL
 - ii. Consider videotaping practices
 - 1. Brad Crandell is willing to provide a short workshop on how to film football.
 - iii. Player and Parent Expectations will be updated by Mark Mancilla and Ryan Rammer.
 - iv. Julie Murphy has expressed an interest in helping to coordinate volunteers.
 - v. We will be updated the current WYF website
 - vi. Eric Colstad has volunteered to help support the Capital Fundraising and Sponsorship activities of WYF.
- i. Next Steps:
 - i. Registration will open on April 1st and will run through June 30, 2019.
 - ii. Registration fees will be similar to the fees assessed in years past.
- j. Nomination and Election of Officers
 - i. Vacant Board Positions include: Secretary and Member at Large(s)

1. Eric Colstad accepted the nomination for Sponsorship and Fundraising Coordinator.
2. Julie Murphy and Chanel Clark expressed an interest in serving on the Board. Mark will follow up with each of them, and voting will take place after the meeting/online.
3. Cory Myers accepted the nomination for Member at Large.

k. Meeting Adjourned: 8:10pm