

US Lacrosse - Richmond Chapter  
Board Meeting – 6/26/2017

Present:

Bill Karn  
John Titus  
Sam Stevenson  
Paul Amos  
Kathy Peck  
Bill Shirey  
Jake Wells (remotely)  
Nick Braun (remotely)  
Heather Strausburg (remotely)

Absent:

Barb DiArcangelo  
Jesse Springer  
Scott Heslink  
Heather Quinn  
Meredith Turner  
Ross Baker

1. Remote participation: Several board members, and Mark E. from USL, were able to participate in the meeting by telephone or computer. Thank you to Jake W. for setting up the remote access.
2. Minutes: The minutes for the 1/5/17, 2/26/17, 4/2/17, and 5/7/2017 meetings were reviewed. No changes were recommended. Bill S. made a motion to approve all of the aforementioned minutes. Kathy P. seconded the motion. The motion was unanimously approved.
3. Financial Report: As of 6/27/2017, the Chapter balance is \$29,769.09. Of that amount, \$20,582.09 is unrestricted, and \$9,187.00 is being held for the benefit of the KG Braun Scholarship Fund. A payment of \$1,000 was made at the direction of the KG Braun Scholarship Fund to a recipient selected by the Fund, but that check has yet to be presented for payment.
4. Senior Classic:
  - a. Finances: Bill K. shared the final numbers for the Senior Classic. The event took in \$5,197 in revenue. The expenses totaled \$3,474. The total net revenue for the event was \$1,723. Notably, we were able to eliminate the \$20 player fee and still grow our net revenue by 25% (2016 net was \$1377). The increased revenue was largely due to sponsorship money received from local lacrosse organizations and increased ticket sales. Jesse S. was spotlighted for his suggestion and execution of the program to solicit sponsorships from the local lacrosse organizations to defray the player cost for the event.
  - b. Event execution: Feedback was gathered on this year's event and included:
    1. *Ticket sales* – Ticket sales were up (220 sold this year) due, we think, to a combination of better gate integrity, the Chapter tent providing more of a presence at the main gate, and the tiered pricing. It was suggested sales could be improved by moving the tent closer to the entrance so there is less room to get around it. The lack of a youth game this year was also discussed. All agreed adding a youth game back to the program next year would increase ticket and other sales. It was also suggested we look for ways to get more coaches to advertise the game among their respective players and parents. More prominent promotion at the Kick-Off Social

was suggested. Also, advising the coaches of who is selected so they can advise their teams/families. This year the players were contacted directly by the Chapter without involvement of their coaches.

2. *Certificates* - Were well received, particularly by the parents. It was felt the certificates formalized the recognition aspect of the event. There are several certificates that were not picked up at the event and need to be mailed. **Meredith T. and Bill K. have the certificates and are tasked with mailing them.**
3. *Nominations* - Consider expanding the nomination request to include all seniors, ranked by the coach. That way the Chapter has a larger list from which to draw as player availability becomes clearer. It was also suggested we push up the deadline for nominations so we have more time on the back end to contact players and finalize rosters. The Board also discussed strategies to increase participation from the private school coaches. On the public school side, the number of schools represented increased, and the number of school from the northern part of the Chapter increased significantly.
4. *Online registration* – Was great! Now that the Chapter is more familiar with the process, it was suggested that it be opened earlier to allow more time on the back end to finalize rosters, etc.
5. *Awards* - It was suggested the awards between games be emphasized more. The pace and location (corner of the field) made the presentation seem less than it could have been.
6. *T-shirts* – Were well received. It was suggested that the online store be opened sooner to allow for more promotion and sales. Ideally, it would open when the players are notified. Not putting player names on the shirts makes opening the store earlier an easier proposition.
7. *Food* – Was good and R-MC’s captive vendor was an easy option for the Chapter.
8. *Registration table* – Signing in players and handing out pinnies and certificates went much more smoothly. Not needing to handle money, waivers, or assigned pinnie numbers were cited as making the process easier.
9. *Suggestions for 2018* – John T. suggested the Chapter consider some sort of VIP area for sponsors and coaches. The Chapter could provide some free refreshments. John T. also suggested the Chapter consider creating a program for the event as had been done with the All Star games in the past. All agreed programs would add to the event. All also agreed the Chapter has come far enough in its ability to execute the other aspects of the event that a program for 2018 will be much more plausible.
10. *Media* - Jake W. did his usual excellent job with the Chapter’s social media surrounding the event. Bill K. requested that photos be made available for posting on the Chapter Leadership Facebook page, as well as the Chapter website. Player rosters were sent to local media outlets, but there did not appear to be any resulting coverage of the event.

11. *Dedicated board position* – Bill K. suggested that the Board consider creating a board position dedicated to overseeing the Senior Classic. Bill K. suggested further that a preference be given to non-coaches for this position as the bulk of the work for the event takes place during the spring season. All agreed this would benefit the Board.
5. All-American process: The Board congratulated Boys' High School Rep. Paul Amos on his selection as U.S. Lacrosse's boys' Coach of the Year for the Richmond Chapter. Honorees for boys' public school have been announced. Honorees for the girls have not. The status of the boys' private school selection was unknown at the time of the meeting. Dave Daly and the boys' public school committee were praised for their work in bringing this great awards program to the Richmond Chapter. Bill K. mentioned the All-American process will likely be a topic of discussion at the Chapter Leadership Conference in the fall. All agreed the overall program is still a bit fragmented making it hard for the Chapter to have an effective role in the process.
6. Town Hall meeting: The Board chose Monday, July 24, 2017, at 7:00pm as the tentative date for this year's Town Hall meeting. Sam S. suggested the common room at the Cookie Factory Lofts as a possible location. The Board agreed the location, in Scott's Addition, is easier to get to than last year's venue, St. Michael's School. **Sam S. agreed to take the lead on organizing the meeting. She will confirm availability of the space this week and work with Jake W. on getting out an invitation to our constituents.**
7. Hall of Fame: With 2018 a Hall of Fame year, the Board had early discussions about planning the event. Heather S. agreed to take the lead on the event again. The Board agreed to limit the number of honorees to 2, one from the boys' game, and one from the girls' game. All agreed more honorees could eventually water down the honor given the size of the Chapter and its lacrosse history. **Heather S. agreed to put together a timeline for the nomination and selection process so we have ample time to plan the dinner after the honorees are chosen. John T. was tasked with contacting Alf Jacques about making 2 sticks as gifts for the eventual honorees.**
8. Possible sponsorship: Bill K. mentioned a possible sponsorship opportunity with Fling Golf. He has exchanged e-mails with Fling Golf's CEO and there is definite interest on their part in doing something with the Chapter. The Kick-Off Social was discussed as a possibility.
9. Tuckahoe Elementary School: Heather S. reported she has been contacted by a friend involved with Tuckahoe Elementary School's after school enrichment program seeking help in getting a lacrosse program for first and second graders off the ground. The need is coaches and equipment. Several suggestions were made: Paul S. suggested contacting the coaches at Freeman H.S. about asking the high school players to volunteer to work with the kids. Paul's experience at Chalkley E.S. was that his players really enjoyed the experience and benefited from the community services hours. Kathy P. suggested T.E.S. apply for a Soft Stick grant. Grant are awarded on a rolling basis. Other sources of assistance, including financial assistance, were discussed. **Heather S. was tasked with providing feedback to her friend, connecting her with Kathy P. with respect the grant program, and asking that she provide the Chapter with a more specific request in terms of money, equipment, numbers of coaches, etc.**
10. Board Members: *From last time* -- Possible additions to the Board were discussed. First, the Board discussed sending out a general call to the membership for those interested in

serving. Those names could be collected and vetted on an ongoing basis by the Nominating Committee. We will need to adjust our website content to allow persons to submit their interest in that way. **Jake was tasked with both the website and communication pieces of this.** Second, we discussed expanding the board to add new positions, such as Post-Collegiate Men, Hall of Fame, Senior Classic, Town Hall, and Kick-Off. All agreed to start with identifying good people first and later matching those people to specific roles. *Update* – Scott H. has decided to slide out of the Secretary position. His new position at work requires a lot more travel and has made it difficult for him to handle the secretary role. He will move to an at large position. Also, after the meeting, Barb D. contacted Bill K. and advised she will be stepping down from her role as the girls’ officials’ rep. Her relocation to Norfolk has made it too difficult for her to participate in the way that she would like. She is actively looking for a replacement and will contact Bill K. when she has found one.

11. Website: We discussed at some length the need to update our website. As a first step, the Board discussed the main informational page about the Chapter and its leadership. All agreed to limit the information about board members to name and position, with no contact information, and to funnel all contacts through the “Contact Us” link. We also agreed to have a standing call for involvement, also funneled through the “Contact Us” link. **Bill K. to get with Jake W. to finalize those changes. Remaining Board members tasked with reviewing website content related to their respective areas and recommending any changes by next meeting. The timeline for completing the website overhaul is 2 months.**
12. Next Meeting: Our next meeting will be held after the Town Hall meeting. Once we have that meeting finalized, Bill K. will be in touch about a date for the next Board meeting.