

US Lacrosse - Richmond Chapter
Board Meeting – 10/16/2017

Present:

Bill Karn
John Titus
Paul Amos
Meredith Turner
Bill Shirey
Heather Strausburg
Kerry McAvoy
Jake Wells (remotely)
Nick Braun (remotely)
Hanna Slough (remotely)
Sam Stevenson (remotely)

Absent:

Jesse Springer
Scott Heslink
Kathy Peck
Heather Quinn
Ross Baker
Kate Sirc

Meeting commence: 7:15pm.

1. Minutes: The minutes from the July special meeting (7/9/2017) and August meeting (8/14/2017) were reviewed and no changes were recommended. A motion to approve the minutes was made, seconded, and unanimously approved.
2. Financial Report: Bill S. reported on the Chapter finances. The ending book balance for the Chapter is \$28,704.18. A check for \$29.91 was made out to Bill K. for the VCU tailgate supplies. Of the \$28,704.18 balance, \$20,517.18 is unrestricted, and \$8,187.00 is being held for the benefit of the KG Braun Scholarship Fund. Bill S. indicated that this is \$499.63 over the 2016 bank balance at this time last year.
3. Budget Approval: The revised budget will be approved at next month's meeting when it is complete. Bill K. indicated that budgets are due by September 1st and therefore all proposal requesting funds from the Chapter need to be received by August 1st. Bill K. proposed that the Chapter set aside a certain amount of money (~\$500) in the budget for the purpose of creating a grant program to provide money to local organizations (ex. Follow up to Highland Springs program, defray startup costs for a new club, purchasing smaller goals, etc). The Chapter has the ability to do this but would need to set up a process and parameters for selection of recipients and distribution of funds.
4. K.G. Braun Scholarship: Bill S. reported that US Lacrosse contacted him with questions related to who was making determinations on who scholarship money was being awarded to and how these decisions would be made in the future. He indicated that there are stipulations that require Chapter/scholarship fund to ensure that recipients are not unsavory persons. Nick B. stated that the family determines the scholarship recipients (male athlete in Chesterfield County that wants to play lacrosse at the next level) and that the plan for the future is to continue the annual golf tournament (1st annual occurred summer 2017) to raise funds for the scholarship. It was discussed that this money could

be maintained in a separate bank account if needed. Donation checks are currently made out to US Lacrosse-Richmond Chapter.

5. 2018 Calendar:

- a. Kick-off Social: It was reported that Heather Q. has spoken with Hardywood who has possible open dates for the event- 2/1, 2/7, 2/15. The group decided that a Thursday would be better than a Wednesday, no one was aware of any conflicts on those dates, and the location was determined to be a great venue. The need for serving water and soft drinks and possibly wine was discussed.

Bill K. mentioned that he spoke with a US Lacrosse contact about an event that the Baltimore Chapter hosts where college coaches are brought in as speakers. Bill K. offered Dom Starsia as an option for a speaker at the Hardywood event. The group decided that the town hall meeting may be a better forum and audience for a speaker.

Sponsors were discussed and will most likely be the same as last year (iBrand, Schutt, Sisu, Swax Lax), with the possible addition of Fling Golf. Asking Hardywood to sponsor was discussed as they wrote a check to the Chapter last year as was the possibility of having a food truck on site for the event. Sam S., Meredith T., and Jake W. offered to assist with this.

- b. Senior Classic: Bill K. stated that the contract has been signed with Randolph Macon for 6/7/18. Randolph Macon's food vendor is confirmed as is Amy K. as the trainer. iBrand t-shirt vendor has been confirmed and names are not going to be on shirts this year, which should allow more time for pre-orders. Paul A. and Meredith T. are championing the selection process. Bill K. is heading up the project team. There was discussion about having a program this year that lists players and needing to push the ticket sales location forward. Sam S. to assist in program design and Kriss Wilson with Superior Document Services to print them.
- c. Hall of Fame: Heather S. indicated that Salisbury Country Club has available dates and Chapter has tentatively chosen 10/19 despite some concerns about high school football/homecoming and other events that may be occurring during this time. Scott Heslink to sponsor. There was discussion about needing to decide on a nomination process, either the Chapter does it internally or there is added input from external people or groups. Heather S. will determine the number of people to have on the selection committee, with 5 people thought to be the optimal number. There was discussion about populating the selection committee with representatives from the boys programs, the girls programs, officials, etc. Previous nominations will be brought back for consideration and other nominations will be solicited. It was decided to have 1 person inducted that is affiliated with the women's game and 1 person affiliated with the men's game each year.

Nick B. provided web content for the K.G. Braun scholarship.

There was no update on the sticks for HOF honorees.

The project team is headed by Heather S. who will pick her committee. Bill S., Meredith T., David Deck, and Scott H. have previously been on the committee.

6. VCU Tailgate: Bill K. discussed the VCU tailgate and the appreciation showed by VCU and the coaches. Potentially finding an optimal date in the spring was discussed to have another tailgate. A University of Richmond game may be a good target team, Nick B. will look at schedule for good potential games for a tailgate.
7. Social Media Plan: Bill K. stated that the Chapter should have a social media plan for 2018 that includes posting with regulatory. Jake W., Sam S., and Paul A. to discuss strategy for social media and engaging more people. It was noted that consistency is needed in posting to increase visibility. Sam S. to come up with a rough schedule and will meet with Jake W. to identify optimal posting times and events, etc.
8. 2018 Plans and Goals: Bill K. asked everyone to come up with a plan for their 'silo' or area of interest as it relates to their role within the Chapter and give some thought now to what they would like to see happen 2018. He asked everyone to write down some thoughts on this and bring to the next meeting.
9. Chapter Leadership Conference: Bill K. sent out the minutes/report from this conference for everyone to review.
10. Coaches Development Program: Bill K. indicated that CDP clinics have changed and are only 3 hours now. Collegiate is set to host one and there will also be one in Fredericksburg.
11. New Business: Paul A. stated that the girls coach at Thomas Dale High School (Mark Reilly) is interested in contributing to the Chapter or joining the Board. Meredith T. stated that a former player that is a coach in Philadelphia is looking for donated sticks and this started a discussion about potentially having a used equipment drive at a future event to collect sticks and equipment, possibly at a Chapter tailgate.
12. Next Meeting: Scheduled for Monday, November 13, 2017 at Meredith's house. A December Christmas party was discussed in lieu of a meeting that month.

Adjourn Meeting: 8:20pm