

Tuesday, May 5th, 2020

Board Meeting Minutes



Attendance:

- ✓ Angela Larson
- ✓ Tae Nichols
- ✓ Alyssa Rupp
- Bethany Paradee
- ✓ Karissa Richardson
- Kristin Frenn
- ✓ Kris Nelson
- ✓ Kim Edelman
- Emily Fulton-Foley
- Maria Moy

Immediate Items:

- Dana is joining us
- Approval of previous meeting minutes - approved, **Alyssa to post**
- Winter II refund update; need to vote on proposed totals
 - Proposing \$600 refund to each team; MWSL will eat some of the lost cost to insurance, but within reason; **Kim wants to talk to Maria** on totals once more, board will vote via email in the next week or so
 - **Communication to winter II reps; Angie will draft; will send once number is confirmed**
- Summer 2020
 - Latest on fields: Mounds View closed through June 10th, Mpls closed all summer, handful of others will open at governor's order, st paul schools closed until June 4th
 - Latest on refs: statewide, half the number of refs are certified vs normal. Insurance does not cover COVID-19. All games will most likely have 1 ref.
 - July 1st is our target, not a guarantee start date. Be clear to members that there are several variables new to this season that we are looking for more clarity on.
 - Kariss to check with other MSA leagues to see what they are doing
 - **Communication to summer reps: Angie will draft**

Committee Updates:

Marketing/Growth

- Social Media update
 - Proposed items
 - Google Analytics account: will track website analytics, who's visiting, engagement, etc. Just need to figure out how to setup and what email to

use (probably info@mwsl.org), then need to implement on backend of website, it's free

- Keep a running document of content ideas (we'd like the board to contribute if possible) and draft posts along with a calendar of when and what we're posting (Dana to manage). This is all housed in a Google Drive folder within "Marketing"
- Workflow: Dana, or another board member, drafts content for a post that is needed ahead of time (text and visuals if necessary). Goes through an informal review process depending on its importance. Post is scheduled.

Charity Tournament

- Like A Girl's request to use funds from 2019 tourney; we trust them to use as they see fit; Angie will follow up with that decision
- Angie waiting to follow up with Breaking Free; we'll re-assess at a later date
- Need committee members

Fields

- NSC field coordinator contact; tabled for now, they will reach out if further plans develop

Website

Open Agenda:

- Conflicts of interest policy
 - Bethany
 - Emily
- Day with MNUFC
 - We made a small deposit; we'll stay in contact for updates
- Profit/loss statement for 2019 compared to 2018
 - On Basecamp. Tae sent to all for review via Basecamp
 - Where do our treasurer duties lie?
 - Angie to reach out to Bethany and her intentions
 - Kim to have conversations with Maria
- What are our account balances?
 - Checking: \$41,305.87
 - Savings:
- Meet Tuesday June 2nd 6pm; Alyssa to schedule