

Dakota Soccer Club – July Board Meeting Agenda
Sunday, July 6, 2025
Google Meet

Call to Order 6:10 PM

Roll Call

Dakota Soccer Club Voting Positions			
President (interim)	Matt Thompson – 2021 (N)	Treasury	Justin Humenik – 2023 (Y)
Vice President (interim)	Andrew Held – 2021 (Y)	Secretary	Nathan Peterson – 2022 (Y)
Traveling Coordinator	Brian Applequist – 2021(Y)	Volunteer Coordinator	Kellie Kronberg – 2024 (N)
Rec Coordinator	Andrew Held – 2021 (Y)	Equipment Coordinator	Molly & Bernie Schroeder – 2024 (Y)
Volunteer Coordinator	Vanessa Coates – 2021 (Y)	Web Development	Larry Deutsch – 2021 (Y)
At Large Board Members	Gabby Dressen – 2025 (Y)		
At Large Board Members	Mary Dunn – 2024 (N)	At Large Board Members	Ben Nelson (N)
DSC Paid Positions			
Director of Coaching / Ref Assignor	Jake Smothers – 2021 (Y)	Registrar / Field Assignor	Jon Fredeen – 2021 (Y)
Rec Director	Trevor Lunn – 2025 (N)	Communications/ Club Admin.	Trina Hatcher – 2021 (Y)

Greet and address any guests | No Guests

Consideration of previous Board Meeting Minutes | Approved. Justin motioned Vanessa 2nd and all present approved.

Upcoming Events

- Team photos on Thursday, July 10
- July 12-13, July Jamboree
- Summer Rec Soccer Clinic, July 21-August 13 (through IGH Parks and Rec)
- Fall Rec Soccer, September and October 2025 (through IGH Parks and Rec)
- July Team Formations
- Fall competitive season
- Dakota Soccer at MNUFC | September 20, 7:30 PM

Executive Group

- U17 boy's player suspension:
 - An "unfortunate incident" occurred with a 2008 player sent to US Club Soccer for suspension, awaiting a hearing.
 - A spike in physical assaults between players and referees was noted across the state, which is seen as kids not respecting authority figures.
 - The club's stance is to accept whatever US Soccer decides regarding the suspension.
 - This is the first time in six years there have been such an incident, hoping it's an anomaly, not a trend.
- Proposal on recruiting and marketing. How to bring new players in? Trina and Kelly to create marketing material.
 - Target plan is to create marketing to send to local High School coaches (St. Paul Academies, local charter school)
 - Goal is to recruit more players during the November, December and January timeframe.
- Training Facility Costs (Winter Academy).
 - Winter dome time averages \$25K annually over the past three years.
 - Last year, the winter academy collected \$14K in fees. Should raise fees for this coming season.
 - Should drop the "Vets" facility (IGH turf in rink) and instead use those funds for a third indoor location.
 - Rationale for third location. Winter Academy was too crowded, hindering player development. This third location/night would allow for better player rotation and separation.
 - Winter Academy is a premium offering for retention as few clubs in the Twin Cities offer regular indoor dome space.

Treasurer's Report |

- MidWest One Bank Balance as of June 30, 2025, is \$25,081.42
- Income has dropped in the last few months while a large expenditure for coaching contracts was due 6/30. This is causing a cash flow problem. Please see my separate email dated 7/3/25.
 - June 2025 \$4,363
 - May 2025 \$7,952
 - April 2025 \$16,845
- Special Event Food Stand License was approved for the following:
 - July 11
 - July 12
 - July 13
- Credit Card Processing
 - Square terminal (offline processing): \$300
 - Burner Phone?
 - iPad
- Ref Money has been distributed to all coaches
- Contracts
 - I am still in need of signed contracts for 2025
 - I have received an updated but unsigned contract for:
 - U14 Girls - Max Lipset

Registrar | No current update.

Traveling Coordinator | No current update.

Rec Coordinator |

- Jamboree planning.
 - Registration is open for the 3V3 competition on Friday night.
 - Coaches vs. Kids soccer match planned for Friday night, requiring lights.
 - Schedule is published for Saturday/Sunday.
 - Concession stand. Only offering candy, chips and soda. Cash only.
 - Will reach out to a player's family about bringing their food truck.

- Need approximately \$300 in change (fives and ones). Delay getting cash until Thursday.

Coaching Director |

- Seven teams made the Final Four tournament, finishing first or second in their league, which was deemed outstanding for the club's size.
- Most other teams finished mid-table
- The referee performance was good, and fields were well managed.

Equipment | No current update.

Volunteer Coordinator |

- Set up a board volunteer schedule for Jamboree.

Web Master |

- Working on Google permissions for sharing drive links

Fundraising Coordinator | No current update.

Communications |

- Fall registration sent out
- Team formations registration sent out
- Jamboree volunteer info sent out
- We have a \$1100 sponsorship from Allina Health for fall 2025 through TeamSnap

2025 FINANCIAL SITUATION DISCUSSION

- Tournament Registration Fees. Proposed and adopted to reduce club sponsored tournaments from “up to two” to one single tournament per team for the 2026 competitive season. This is seen as a substantial step towards cost reduction without eliminating the experience. Teams can participate in additional tournaments but will be paid for by parents and organized by managers.
- Sponsorships and Fundraising. (1) Explore uniform sponsorships, will consider starting with sponsorship on training tops before full uniform cycle. Jake will connect with TCO and copy Kelly on communications. (2) Explore website branding and advertising opportunities with local businesses. (3) Pursue grant money from organizations like Dicks Sporting Goods and Target.

Next meeting: August 3rd, 2025, 6:00PM Virtual

Meeting Adjournment