

## FYAA Meeting Minutes October 21, 2009

**Present:** Juke Shaeffer (President), Sherie Stangler (FYAA Treasurer and Volleyball), Kelley Gliva (Webmaster and Wrestling), Garey Burditt (Travel Baseball), Annette Lambrecht (Travel Basketball), Cindi Newman (In-house Track), Chris Silber (Softball), and Jody Arman-Jones (Member at Large)

**Not Present:** Youth baseball, figure skating, hockey, lacrosse, swimming

**August 2009 minutes were approved.**

**Treasurer's report:** Bills for insurance and background checks will be out by the end of this month; Express Business Solutions will prepare them. There has been a bit of a delay with some money received during August and September being sent to member sports; this will be taken care of by the end of the month.

**Insurance:** FYAA will soon receive bills for D&O insurance. Travel basketball will also be receiving addenda for the 3 on 3 League and the Tiger Classic. We are on a three-year plan for insurance so the costs for each program should be approximately the same as they were last year (barring any large changes in participant numbers). The bills that will be arriving soon are for the current year – 2009.

**Advertising:** Juke discussed advertising. We currently run weekly ads in the Farmington Independent and also run ads in (quarterly) Community Education and Parks and Recreation brochures. Juke thinks there may be a better way to reach our intended audience; he would like to put forth a more targeted effort. We discussed a “Constant Contact” type approach – basically, an e-mail newsletter with content provided by each member sport. Jodi Arman-Jones suggested that we request information from the HS Athletic Director about upcoming fundraisers for HS sports. Juke asked member sports if their sports would be able to submit updates for a monthly (or quarterly) “Constant Contact” type e-mail newsletter. Each organization would be able to submit content for the newsletter; a deadline would be imposed and if an organization missed the deadline, there would simply be no information from that group in that month's (or quarter's) newsletter.

There was some discussion regarding duplicate e-mails; i.e., member sport organizations might send out messages to their own membership that would duplicate information contained in the FYAA newsletter. Chris Silber pointed out that information in the FYAA newsletter should be high-level, while member sports could go into more detail regarding upcoming events in messages sent to their own mail lists.

Jodi Arman-Jones pointed out that the newspaper ad in the Farmington Independent can be changed each week. The ad needs to be changed to include copy reminding folks to sign up on the new website.

**Open house update:** Elementary school open houses went well for the most part, with a lot of interest from parents of younger children. Things didn't go well at FES because of a poor location for our table; the school does not have a main entrance or a central area for information tables.

**New website:** The old website, [www.farmingtonsports.org](http://www.farmingtonsports.org), will be dismantled as of Friday, November 6, except for the Travel Basketball program's volunteer sign-up, which will remain through December 15. Kelley Gliva will send out an e-mail blast to inform our mail list of this and to invite them to create accounts on the new website. The new website, [www.fyaasports.org](http://www.fyaasports.org), has been up and running since late August. TST/NGIN, our new vendor, migrated some of our content, and most member sports have been working on migrating and updating the rest of their content. Some organizations still refer to “farmingtonsports.org” e-mail aliases in their part of the new website; these aliases will be going away, along with the rest of the old website, on November 6. Our method for sending out e-mail “blasts” will also change after the transition; we will be using Google Apps to send e-mails from the [fyaasports.org](http://www.fyaasports.org)

domain. Each member organization needs to request one (or possibly more) accounts on that domain from Kelley Gliva.

Three organizations have conducted online registration using the new system, and those registrations have gone well. **No more online registrations are to be conducted using the old system.**

Organizations were asked to provide a picture and accompanying caption to Kelley Gliva, to be used in a "News Slideshow" on the home page of the new website.

There was some discussion about how much information about high school and community (VFW baseball) sports programs to include on our new website. Member sports are asked to provide their input regarding this.

**Background checks:**

Background check results for FYAA member organizations are sent to Juke Shaeffer; he then sends the results on to the member associations and to the website coordinator for posting. When a discrepancy is found, Juke contacts the requesting member organization and provides them with information regarding the discrepancy; the organization then makes its own decision regarding that applicant. Legally, background checks are valid for two years. FYAA receives a special price from Verified Credentials for our background checks; member sports must only submit background check requests for FYAA volunteers, not for others who are not part of this organization. Member sport program directors are urged to check the list of volunteers with completed background checks before submitting their requests; there are now more than 350 people on that list. Juke suggested that member sports include a list of offenses that result in automatic disqualification and a list of offenses that may not result in disqualification in their by-laws.

**Open gyms:** Dates have been set for Jan, Feb and March of 2010. Open gym is sponsored by FYAA and is free to kids in grades K to 8. Kelley Gliva will assign open gym dates to member sport organizations and notify them of their assignments. Volunteers who work at the Open Gyms must have background checks completed.

**2009 Players fees and insurance payments:** players fees for FYAA organizations have been paid as have the insurance costs for each organization – the exception being that travel basketball owes for insurance on their 3 on 3 league.

**New website:** a meeting will be arranged with Team Technologies and the webmasters from the various FYAA organizations – the purpose of which will be to provide training on usage and capabilities of the new website.

**Open houses:** FYAA plans on being in attendance at the open houses at each of the Farmington schools. The FYAA brochure will once again be handed out along with the possibility of an FYAA magnet. Volunteers will be needed to staff these tables.

**Winter sports registration night (MS/HS):** Winter sports registration night is next Monday, Oct 16; we need a volunteer to represent FYAA there. Kelley Gliva will send out an e-mail requesting volunteers.

**Registration with Minnesota Secretary of State:** Jody Arman-Jones is working on this.

**P.O. box:** Our organization needs a P.O. box. Juke will take care of this.

**Community Expo:** The Expo is scheduled for Saturday, January 30, at the new HS. Sherie Stangler agreed to be in charge of FYAA's participation in this event. We will need new promotional materials

that reflect the change in our website address. Sherie will look into getting new banners, and possibly tablecloths. Plans for this event need to be solidified by our next meeting on November 18<sup>th</sup>. Juke will call event organizers and ask that we not be located in a corner, away from other exhibitors, as we have been at the past in the old venue.

The meeting adjourned at 7:45 pm – a motion was made by Juke Schaeffer and seconded by Jody Arman-Jones.