



WMYLC General Membership Meeting

August 14, 2023

Minutes

Attendance Board Members: Adam Heller, Chrissy Heller, Teri Brull, Joe Soe, Kayce Varney and Ron Hudson

Organization Representatives: Bethesda Lacrosse Club, Boonsboro, Carroll Manor, Catoctin, FSK, HAYLA, Jefferson County Lacrosse, LOUYAA, Panhandle Pride, MVAA, Smithsburg, South Carroll, Spires, GVAA, Freedom and Urbana

Began 8:04pm

Lexi (MVAA) - Requested for meetings to be recorded – not possible this time due to Federal Zoom and call would be recorded using the Federal Cloud. Looking into future options to record.

- Board Positions Update (Adam)
 - Especially Fundraising and Grant Writer
 - Adam requested any nomination to be on the Board
 - No response
- Re-Branding Options (Adam)
 - Proposed rebranding to be more reflective/representative of the organizations in the conference
 - Suggested “Mid-Atlantic Youth Lacrosse Conference”
 - Adam asked for comments:
 - Lexi (MVAA) stated rebranding was a terrible idea
 - Tyler (Panhandle) and Sandy (Jefferson) – Like WMYLC but both agree that “Mid-Atlantic” would more inclusive of all the organizations; supporting more than Western MD – “Mid-Atlantic” would represent MD, WV, PA (Future) and VA (future)
 - New name would help with recruiting
 - Align closely with USA Lacrosse representation
 - We are offering youth lacrosse to a wider region than Western Maryland
 - Looking at Divisions within the Conference to alleviate extreme traveling by organizations
 - Bryan (GVAA) likes “Mid-Atlantic”
 - Concurred with additional marketing assistant with sponsorships with a wide spread area instead of just “Western Maryland”
 - Sports Engine is going away in November; transitioning to League Apps
 - New Domain name as a “.org” would be around \$10; “.com” is more expensive
 - Financially, we would remain WMYLC DBA Mid-Atlantic – no cost
 - No other branded items to be revised other than a Championship banner; would need to create a new Logo and website (simple – provide information, contacts, links to organizations and pictures)
 - Barry (Freedom) suggested “Tri-State” but if we are looking to expand into PA and VA, then we would be in 4 states
 - Financial Update
 - In July minutes, stated “short coming” because we were waiting to hear about an outstanding sponsorship offering that did not occur
 - Another Board Member loaned WMYLC the additional funds needed to satisfy all outstanding debts
 - WMYLC attempted to keep youth lacrosse affordable for all
 - Since the Pandemic (2020), savings have been draining because WMYLC was not invoicing programs at an appropriate rate in an effort to keep lacrosse affordable and attainable to revitalize post-pandemic sports.

- 2 individual Board members have provided funds to satisfy outstanding debts to officials. No interest loans with no due date – payments will be made as WMYLC can provide
- The Executive Board will be meeting between end of August and beginning of September to review the 2024 proposed budget. Western USA Lacrosse will also be validating our budget proposal.
- WMYLC is seeking assistance from conference programs, sponsorships and fundraisers to help repay the loaned funds and build a working operational budget.
- The 2023 forecast was not accurate to account for 2 years of increasing costs and not adjusting organizational fees and team fees to reflect increased costs.
 - The 2023 forecast was not projected with malice or negligence – continued to keep lacrosse affordable for all organizations
- Once the 2024 budget is reviewed and approved by the WMYLC Executive Board and reviewed by Western MD USA Lacrosse, the budget will be provided to Commissioners – anticipated in October 2023.
- Lexi (MVAA) concerned about how WMYLC didn't know we were going to be short?
 - Adam responded that the shortage was not apparent until about 2 weeks before the tournament and he made the decision to continue with the tournament. There was no vote amongst the Executive Board on this decision.
 - Decision was made to not reschedule canceled games once the shortage was made apparent.
 - Adam reinforced that the Executive Board would be more transparent in the future, both internally and externally.
- Will (Carroll Manor) – this is a lot to digest right now. We now have some time to look forward to the future and how to recover from this. WMYLC is still providing the opportunity of youth lacrosse to our areas. There is a lot of lacrosse to be played and the growth of the sport is continuing.
- Jamie (South Carroll) asked if FLOA had been paid? Yes, FLOA was paid in full by the 2nd Board members loan. Will we have trouble finding girl officials next season? Not sure but looking for other options for girl official assigners.
- Sandy (Jefferson) asked about the current officials' contracts. Both boys and girls contracts will be renegotiated to reflect increased costs for officials. Concurred with increased costs of officials – same happening in WV.
- Matt (BLC) asked when the loans will come due? No set term for repayment. WMYLC will payback as much as WMYLC can afford. No interest loans from both Board members.
- Fundraising/Sponsorships
 - Looking for organizations within WMYLC willing to help
 - Exploring many different options
 - Several Grants available but need someone with Grant writing experience to help
 - Open to suggestions and volunteers to lead
 - Bryan (Catoctin) suggested naming rights of individual fields at the Tournament; 50/50 Raffle; charge vendors (already in the plans); and raffle equipment (need donated new equipment)
 - Lexi (MVAA) suggested a cash raffle
- Open Floor
 - No further comments
 - Executive Board will review minutes, sign off and then they will be released to Commissioners
- **Next Meeting is dependent on 2024 Budget reviews and approvals**
 - Detailed will be provided as soon as they are available

Adjourn 9:03pm