

LALA Board Meeting

Created on September 8, 2026 at 7:03PM by Minutes AI (Called to order at 7:04 pm)

Attendees: Becky P, Joshua Vande Berg, Chris Veum, Jonathan W, Dave Zakem, Dave Blackburn, Erin B, Ryan M, Katie I, Nate I, Lindsey S.

President's Report

- Lightning Lacrosse Coaching Policy

- Developed collaboratively by Dave Blackburn (the newly appointed Coaching Director), Ryan McKane the president, and the board.
- The policy establishes foundational coaching principles, playing time guidelines, equal opportunity protocols at various positions, and structured player discipline procedures.
- Decision: Motion to approve the policy was made by Erin B. and seconded by Dave B and the motion passed, policy approved, unopposed

- Lacrosse Sportsmanship Code of Conduct

- Built upon the club's pre-existing code of conduct, incorporating detailed provisions regarding personal accountability and the organization's discipline process.
- Requirements: The code must be signed by both parents and players prior to the start of the season and subsequently reviewed by coaches during pre-team meetings.
- Decision: Motion to approve the policy was made by Erin and seconded by Becky P and the motion passed, policy approved unopposed.

- Equipment Rental Policy

- Establishes official guidelines for gear rentals and outlines replacement costs for lost, stolen, or damaged equipment.
- Pricing Structure:
 - First-year players are permitted to rent all necessary gear for a flat fee of \$50.
 - Returning players are strongly encouraged to purchase their own equipment, though rental gear remains available to them at \$50 helmet only, \$50 package (gloves, elbow pads, and/or chest protector); all or none
- Decision: Motion to approve the policy was made by Nate I., seconded by Jonathan W, motioned passed, policy approved unopposed.

Board Officer Reports

- VP Report
 - Nothing to report.
- Secretary Report and Minutes Approval
 - Administrative minutes are now being kept in more substantive detail, with a condensed summary also being compiled by Ryan.
 - Decision: Motion to approve the full minutes made by Erin B, seconded by Jonathan W. The minutes were approved. Minor typos were mentioned and corrected.
- Treasury and Financial Report
 - Overview: Financial activity has been minimal due to the off-season. The current financial report covers the period from August 10 to August 30.
 - Revenue and Deposits:
 - High School fund recorded a deposit of \$350 from concessions revenue.
 - General Fund -
 - Concessions brought in \$45.
 - Fundraising efforts via Bingo Night generated \$500.
 - Registration fees amounting to \$409 were deposited from the Crossbar platform for skills camps.
 - Expenses: No expenses were recorded during this reporting period.
 - Outstanding Checks: There is one outstanding check issued to a Waunakee representative; the check will be given a 180-day grace period before being officially canceled.
 - Banking Transition & Decision:
 - The treasury has transitioned to paperless banking with its current bank (Coulee Bank), which will eliminate monthly paper statement fees. Coulee Bank has agreed to refund all previously charged paper statement fees.
 - The board debated transitioning accounts to Citizens Bank but decided not

to switch at this time since fees were refunded and paperless statements will eliminate fees going forward. Also, Citizen's account would not generate interest.

- Tax Filings: The Form 990 tax filing was successfully completed in July in cooperation with Chris.
- Decision: Motion made by Jonathan W and seconded by Becky P, to approve the financial reports for both the high school booster and the general account.

Youth and Coaching Program Reports

- Youth Report
 - No report was submitted.
- Goal Patrol Program (Dave Blackburn)
 - Metrics: The program concluded with 19 registered children (ages 6 and under), with approximately 14 children attending sessions on a regular basis.
 - Feedback: A post-program Survey Monkey questionnaire received 3 responses. Both enjoyment and coaching quality were rated 5/5. Respondents expressed high interest in a potential spring program, with slightly lower interest expressed for a winter program.
- Men's League Initiative
 - Dave Blackburn is planning the launch of a men's league, structured as a separate entity from the youth/high school club.
 - Recruitment Pipeline: Blackburn requested official access to the club's parent email lists to recruit potential coaches from the adult player pool.
 - Outcome: No opposition was raised by the board regarding the sharing of parent email addresses for this purpose.
- Coaching Seminars and Development
 - Dave Blackburn reached out to the head coach at Marquette University to request that they host a specialized coaching seminar for Badgerland coaches; a response has not yet been received due to the demands of Marquette's fall lacrosse season.
 - The Premier Lacrosse League (PLL) website is being reviewed for coaching seminar materials, as US Lacrosse resources primarily consist of standard

instructional videos.

- The program coach from Waukesha has expressed interest in sharing drills and curriculum insights gained during their own program development.
- Wisconsin Lacrosse Federation (WLF) Outreach: While the WLF website currently redirects users to US Lacrosse, the federation has historically hosted 1 to 2 pre-season clinics (e.g., in Waunakee) led by former Marquette players. Blackburn plans to contact WLF regarding upcoming pre-season or winter clinics.

Event Planning and Community Recruitment

- Celebrate Lacrosse Week and Fall Recruitment
 - National Celebrate Lacrosse Week is scheduled from October 31 to November 7. US Lacrosse is providing a promotional marketing kit for registered programs. The national event has a history of 150 participating programs.
 - Proposal: Host a recruiting event during this week utilizing a Halloween theme. The primary target audience is younger children ("littles") to build the base of the program.
 - Deadline: A final decision on execution must be made within the next week to allow sufficient planning and promotional lead time.
- Chabna Tournament and Indigenous Peoples Day
 - Tournament Details: Scheduled for Sunday, October 11 (the Sunday preceding Indigenous Peoples Day) at Riverside Park. The tournament is restricted to indigenous players only, with 6 to 7 out-of-town teams expected to participate. Registration opens at 10:00 AM, and tournament play begins at 11:00 AM.
 - Try-and-Demo Event: Scheduled for Monday (Indigenous Peoples Day) at Riverside Park. This event is open to the general public and anyone interested in holding a lacrosse stick and trying the sport.
- Partnership Brainstorming & Outreach Ideas
 - School Open Houses: A long-term promotional strategy was proposed to set up a "Try Lacrosse" table featuring sticks, gear, and photos at school open houses at the start of the next school year.
 - Myrick Park Nature Center: Proposed hosting a lacrosse instructional station during their "no school day care" program.
 - Debate on Parent Engagement:* Board members raised concerns

regarding recruitment events where parents are not present.

- Quote: "Our grab rate from the BGC [Boys & Girls Clubs] is almost zero because there's no parents."
- Decision:* Events with direct parent interaction will be prioritized, as they yield a substantially higher return rate.
- Trunk or Treat: Proposed for the Veterans parking lot. The event would involve asking program sponsors to host individual trunks.
 - *Constraints:* Requires a significant pool of parent volunteers and extensive promotion on Facebook. A scheduling constraint was noted as Dave Blackburn will be out of town during the first week of November.
- Omni Center Halloween Bash: Usually held the weekend prior to Halloween. It features bounce houses but was characterized as highly energetic and chaotic.
- Youth Hockey / Flames: Youth hockey does not operate a similar event, but the Flames host a "Try It" sign-up on the Saturday following Halloween.
- Boys & Girls Club / Veterans Field: Flag football utilizes Veterans Field on Saturday mornings, limiting field availability unless the lacrosse event is scheduled for late afternoon on Halloween.
- Sunday Afternoon Alternative: Proposal to host a recruitment event on the Sunday afternoon following Halloween, featuring a food truck (such as Monkey Business) at either the Omni Center parking lot or the adjacent ball fields.
- No decision was reached on an event for National Lacrosse week

Bowling Fundraiser Event

• Event Objective and Structure

- The board debated whether the bowling event should operate as a standard fundraiser or as a club-building social event.
- Goal: Attract "more kids there outside of the lacrosse community" by facilitating "something with other kids that they know" so the introduction to the group is "not as intimidating as coming to try lacrosse."

- Format Proposal: Current players will invite friends from outside the lacrosse community, forming teams composed of two current players and two or three non-players.
 - Pricing Structure: Teams of 5 people at \$100 per team (\$20 per person). This will generate a profit of \$10 to \$25 per team depending on whether the venue cost is negotiated at \$75 or \$100. Typical bowling community events in the area cost approximately \$20 per person.
 - Prizes & Competition: Proposed cash payouts and prizes to drive team registrations from outside the lacrosse community. Other suggestions include gift cards and a gift card raffle.
 - Fundraising Mechanics: Both venues support "nine pin tap" games (where a 9-pin count on the first ball is scored as an automatic strike). Upcharging participants (e.g., charging \$20 when the venue cost is \$10) and executing a per-pin pledge fundraiser (e.g., sponsors pledging 10 cents per pin scored) were proposed.
- Venue Comparison
 - All Star lanes:
 - Cost: \$12 per kid for three games and shoe rental.
 - Capacity: Prefers 5 kids per team, targeting 10 teams (50 participants total).
 - Timing: Saturday event running approximately two hours. Open dates are available in early November.
 - Experience: Highly experienced in running "bowl-athon" style events, with larger physical space available for future expansion.
 - Greens Coolee lanes:
 - Cost: \$10 per person for three games and shoe rental.
 - Timing: Saturdays are limited due to morning leagues; events cannot begin until 12:00 PM or 1:00 PM during open bowling.
 - Sundays are available earlier, starting around 10:00 AM. Open dates are available in early November.
 - Experience: Has not hosted an event of this nature previously.
 - Birthday Package Option: \$70 per lane for five kids, which includes 2.5 hours of lane time, a large pizza, and two pitchers of soda.

- **Scheduling & Actions**

- **Target Date:** Sunday, November 8th (preferred because youth hockey up to age 8 plays on Saturdays, and Dave Blackburn returns from North Dakota on this day). This date falls before weekend hockey tournament schedules begin and well in advance of the lacrosse season.
- **Action Item:** The organizer will contact the venue representative to narrow down available dates.
- **Action Item:** Organizers must establish a schedule of upcoming "try it" events so bowling participants can be immediately routed into instructional clinics.

Billboard and Advertising Strategy

- **Lamar Billboard Company Options & Pricing**

- **Booking Terms:** Bookings must be made in 4-week increments. A 4-week commitment is the most expensive rate; prices drop for 12-week bookings, with further rate decreases occurring every 3 months.
- **Campaign Types:**
 - ***Poster:** A single standard physical billboard.
 - ***Flood:** Flooding the market with multiple standard non-digital billboards. A package of 4 panels for 4 weeks costs \$3,160.
 - ***Digital:** Most digital boards are located on Highway 16. The digital space is shared among 8 rotating advertisers, with ads changing every 8 seconds. This option allows for multiple creatives (e.g., alternating ads for try-it days and season registration), though it may incur an additional setup fee.
- **Digital Billboard Pricing:**
 - Two digital boards on Highway 16 (north of Lacrosse Street, west side): \$2,800 for 4 weeks.
 - Two digital boards on Highway 16 (south of Interstate 90, north side near Farm and Fleet): \$2,575 to \$2,600 for 4 weeks.
 - Other digital boards are available along the interstate.
- **Highway 35 Physical Panel Options:**

- Potential locations include two panels near Riders Club Road and one closer to Pullman.
 - Cost is \$2,800 for one of eight rotating spots, yielding an estimated 38,000 to 48,000 weekly impressions.
- Target Audience and Return on Investment (ROI)
 - The campaign would target families with children aged 4 to 14.
 - Financial Reality: "we need 100 new kids to sign up to pay for it."
 - Historical Performance: Past advertising channels—including Explore Lacrosse magazine, local news, the Tribune, and signs at the Omni Center and hockey rinks—did not yield trackable registration results.
 - Proposed Funding Strategy: Pitch the billboard cost directly to a corporate sponsor.
 - Decision: If we get a sponsor the target launch window for the billboard campaign is set for January.

Recruitment Committee and School Outreach

- School Advocate and Recruitment Committee
 - Committee Formation: A parent group is being established to coordinate and advertise upcoming "Try It" events. Greg Smith volunteered to chair the recruiting committee and initiate school district outreach.
 - Support: Anthony and Jack confirmed they will help at school outreach sessions.
 - School Connections: The committee will leverage relationships with the Logan Middle gym teacher, the Summit teacher, and a board member's wife who works at Longfellow to facilitate district communications and target younger elementary students.
 - School Advocate Program: Parents will be recruited to act as direct advocates within their children's respective schools. Greg Smith will draft a standardized recruitment package and proposal template based on his successful physical education outreach at Logan Middle School last year.
- Volunteer Coordination and Action Items

- Action Item: Send an email to all registered families requesting volunteers to assist with fundraising and school recruitment. The board may offer to credit/cover required volunteer hours for the upcoming year for families who assist.
- **Action Item:** Contact Greg Smith via email (carbon copying Lindsay) to obtain the recruitment proposal template and the list of outreach questions utilized last year.
- **Action Item:** Compile a prioritized target list of local schools for recruitment.

Equipment and Jersey Management

- Jersey Inventory and Purchase
 - Current Inventory: The club currently holds 25 old-style, lighter gray jerseys.
 - Decision: Placed an order for 25 new jerseys at an approximate cost of \$40 each (including tax), bringing the active total inventory to 85 jerseys.
 - Target Size Distribution (85 Jerseys):
 - 15 to 20: Small / Youth Small
 - 25: Youth Large / Extra-Large
 - 25: Adult Small / Medium
 - 15: Adult Large / Extra-Large
 - Repurposing: The 25 old-style gray jerseys will be designated as backups or allocated to the U6 team as needed.
- Debate on Jersey Ownership Models
 - The board debated transitioning to a player-ownership model similar to TYH, where players purchase their own home and away jerseys for approximately \$100 total (representing a 3-year commitment, with options to recoup costs via fundraising/raffle tickets).
 - Decision: The board decided to maintain the current rental/return model.
 - Reasoning: Past attempts at player-ownership resulted in significant tracking errors, players returning purchased jerseys, ongoing sizing issues, and financial barriers for the approximately 10 players currently receiving registration scholarships.

- **Stick Refurbishment and Donations**

- **Refurbishment Status:** Dave Blackburn has received 8 heads to string, with 2 or 3 remaining to complete. The heads have been fully degreased and fitted with replacement screws and end caps. The primary bottleneck is cleaning the shafts, which are covered in sticky residue from old tape. These refurbished sticks are designated as backups for coaches.
- **Excess Inventory:** The club has a storage bin containing approximately 30 old shafts (including composite and fiberglass models) acquired from a Kmart clearance sale.
- **Donation Proposal:** Donate pairs of lacrosse sticks and balls to local schools for recess bins to encourage play following physical education units. Additionally, the club proposes donating 3 to 4 sets of fiddle sticks to elementary schools that successfully complete the lacrosse physical education curriculum.

Sponsorships and Fundraising Updates

- **Recent Funds Received**

- Received the outstanding balance of the T-Mobile sponsorship check.
- Received a rewritten check from Onalaska Family Chiropractic for \$1,000. The original checks were never cashed and must be destroyed if located.
- Received a \$500 check from Schilling Supply, issued by the Lacrosse Community Foundation under the Schilling grant program.
- **Clarifications:**
 - Neibuhr was mistakenly added to last year's sponsor list; they were not a sponsor.
 - Schilling has a verified history of sponsorship with the club.
- **Note:** The recently received funds have not yet been deposited or transferred and will be split accordingly in the financial ledger.

New Business

High School Updates

- **Personnel and Conference Realignment**

- Athletic Director: Jake Tim is the new Athletic Director at Central.
 - Conference Realignment: The high school team is transitioning to the Big Eight conference. The conference schedule is finalized, and the team is working to secure non-conference games.
 - Schedule Metrics: Four non-conference matchups are already scheduled, with a final target of a 15 or 16-game season. Half of these games will be home games, offering concession revenue opportunities. Games will be split between Central and Logan fields based on local field conditions.
 - Travel Impacts: Travel times will increase significantly, particularly with the inclusion of Janesville
- High School Pickup Lacrosse Program
 - Schedule: Scheduled to run Tuesdays and Thursdays from 7:00 PM to 9:00 PM, beginning Tuesday, September 15, at Central's football field until weather conditions force the program indoors.
 - Regulations: It's just show up and play. Can't do any coaching.
 - Action Item: Obtain and utilize a contact list of older youth players transitioning into high school to send targeted email invitations.
 - Exposure Initiatives: Organizers are working with regional athletic directors to secure weekly slots at alternative fields, including Holmen, West Salem, and Luther.
- High School Booster Club Integration
 - Incorporation Status: Over the summer, efforts began to establish a separate high school booster club outside of the LALA umbrella. An application for incorporation was filed with the State of Wisconsin in August; the group is currently awaiting formal state response.
 - Next Steps: Registering the new entity with the IRS.
 - Structure: Established as a separate legal entity designed to support the current high school co-op, though its bylaws allow its mission to be updated in the future to support other teams.
 - Roster: There are currently 16 returning high school players.

Administrative Details and Adjournment

- Coaching Surveys and Fields
 - Fields: Omni vs Park and Rec fields. The board will investigate options and contact volunteers willing to assist with field coordination.
 - Survey Data: Survey responses were highly positive, with some constructive feedback. The raw survey data was processed using ChatGPT to segment feedback by individual teams and the overall organization.
 - Action Item: The coordinator will schedule meetings with individual coaches to review the constructive feedback.
 - Distribution: The physical survey summaries were omitted from the printed agenda packets but will be emailed to the board. **The document contains key takeaways and action items to be formally addressed at the next meeting.**
- Upcoming Meetings & Committees
 - Next Board Meeting: Scheduled for Tuesday, October 13th (the second Tuesday of the month) at 7:00 PM.
 - Bylaw Committee: Information and an official call for volunteers will be emailed to families next week. The committee will limit its size to 1 to 4 members to ensure operational efficiency.
- Adjournment
 - A motion to adjourn was made by Jonathan, seconded by Erin, and approved unanimously. The meeting officially adjourned at 8:20 PM.

Action Items

- The organizer will contact the venue representative to narrow down available dates.
- Organizers must establish a schedule of upcoming "try it" events so bowling participants can be immediately routed into instructional clinics.
- Contact Greg Smith via email (carbon copying Lindsay) to obtain the

recruitment proposal template and the list of outreach questions utilized last year.

- Compile a prioritized target list of local schools for recruitment.
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