



**US Lacrosse - Oregon Chapter Meeting
June 7, 2005
Multnomah Athletic Club**

MINUTES

Attending:

Ann Witsil	Sara Roberts	Dan Badders (for F. Zensen)	Sky Goodrich
Tom Foster	Terry Vance	Kent Roberts	Mike Clark, OWLUA

Absent: Sam Sadtler, Bill Lake, Jim Hammon, Andy Croll, Amy Einstein, Doug Foster, Kent Roberts, Fred Zensen, Jen Larsen, Ingrid Martens, Josh Barbour

1. Call to Order

Ann welcomed Dan Badders, representing men's officials for Fred Zensen.

2. Approval of Minutes. Minutes from February 6, 2005 meeting were approved unanimously.

3. Financial Report

Sky advised the Board that the last bank statement shows \$1784 as a balance. A USLA check came in for \$1386 that has not been posted. A recent invoice for \$200 was submitted for website design/posting and another invoice came in for the website server. Ann is submitting a reimbursement request for an OGLA work session on player recognitions.

4. Website Status

Ann reviewed current activity with attendees. The website has been up and running since the fall, and it is seeing increasing traffic; the OrLaxwebmaster (Sara) gets daily requests about teams, camps, postings and for information about the game and leagues.

With its increased activity are associated costs that impact the organization budget. Tom F. remarked that paying for website services is worth it because the work will get done (versus being done on a volunteer basis). Current costs are associated with hosting of the website server and design/posting services. Editorial, writing and management is volunteered by Sara. It was agreed that an earlier proposal to open up the website for advertising proceed, if only to cover or assist with the website's annual expenses.

Sara also reported that she reinstated the website tracking mechanism on April 1 to measure the website's activity.

Action: Sara will reconvene the website committee this summer to review status of the website, come up with a rate sheet for advertising and game plan for approaching potential advertisers, and fine tune the website as necessary. She will also provide the board with a website visits/activity report.

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5. Chapter Annual Report

The list of Chapter Board members was reviewed for participation in 2005-06. Names may be changing due to time commitments and levels of participation, and others have expressed interest in being involved. Ann will be checking with several individuals on their status, name others to be involved, and get a new roster set for consideration. The Chapter bylaws state that Board memberships run for two years “except in the event of death, resignation or removal”.

Dan suggested that statewide growth in the game, the Chapter’s increasing to-do and wish-list, and the multiple associations operating independently of the Chapter (OGLA, OHSLA, etc.) make it increasingly important for the Chapter to clearly define its roles, its activities and its goals. He added that the “culture of the game” needs to be re-stated at all levels and segments, and explored at the strategy session. Ann agreed, adding that the Chapter must establish its value and usefulness to all segments.

Action: Ann will be calling a Board meeting(s) in the summer (late July) for a strategy session to define activities for 2005-06 and identify critical areas for the Board’s involvement. Terry and Tom were asked to review the By-laws in time for the summer strategic planning.

6. Year in Review

Information is due to USLA about Chapter activities; a survey is used to measure growth in the game in several areas. Ann has sent the survey to segment reps for their response. She reported that USLA is seeing 20-50% growth in each segment all over the country. Challenges to this growth are similar to Oregon’s experience: officials, coach development, fields, and a focus on youth.

Tom reported that he had met with a principal at The Metropolitan Group, which specializes in fundraising for non-profits. He stated that the Chapter needs to spend money toward development of a fundraising strategy in order to gain dollars for the Chapter. He stressed that MG group has experience in identifying audiences, strategies, events to achieve that goal. Sara agreed, stating that there are others in the market that do similar work; she recommended that the Board first complete its strategic session this summer to set goals for fundraising and identify areas for expenditure before engaging with someone creating fundraising opportunities. Mention was made about forming a Development Committee out of the summer planning session.

USLA undertakes a “First Sport Society” fundraiser. Ann said the Chapter could sponsor something similar here, targeting a suitable audience, and keeping the funds in Oregon. She also reiterated previous discussions about youth festivals and full day, one venue events as fundraisers.

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Dan suggested the Chapter identify what role it will play in the future, given the growth of the game and its increasing visibility. Will Oregon lacrosse continue to be segmented (boys, girls, etc) and have separate oversight organizations? What is the Chapter's role? Tom suggested that the Chapter is responsible for instilling the culture of the game, the value to the sport; the Chapter is "the Switzerland" of the game where promotion of the game can occur without politics or profit margin. While it will take some time to establish, the Chapter represents the *greater good* of the game.

Action: Ann will package survey responses and send to USLA for a regional perspective by the end of June. She will be advising the Board about a strategy session this summer (either one day or two half days, the end of July) to define goals and priorities, create an action plan, assign committees for specific areas of work and to forward recommendations. Ann will also write up a year-in-review commentary to post to the website

7. USLA

National organization is seeking volunteers for its activities. Anyone interested, contact Ann.

8. New Business

Respect for the game

Ann described an issue arising out of the girl's championship game, and the Chapter's response in its resolution. The boy's final went well; it was mentioned that the boy's organization, perhaps due to its longevity, seemed to have a good prevention and response mechanism in practice. Kent suggested a preseason parent presentation at each school on appropriate fan behavior. Ann reminded the group about the Purple Card tool. The Board can set the bar next season, send a consistent message, and make sure it gets communicated at initial team/parent meetings. The Board could develop a set of points to cover, sent to each team, given out to each parent and each coach at all levels of the game. Dan reiterated that people need to understand and learn about the culture of the game, that it can't be assumed that the elements of respect and sportsmanship are known. Kent asked whether these points could also be covered at the PCA/coaching clinic next winter.

A motion was made for the Chapter to send a letter to all coaches urging and recommending parent education about respect for the game, players and officials, and sportsmanship. Ann said she could draft it, post it on the web.

Officials training

Youth level officials are badly needed. Mike mentioned that the response by high school girls to learn to be refs for youth was great; time and conflicts with their own practices are an issue, however. Dan, having experience in other sports as an official, stated that other sports have referee development programs. A motion was made and seconded to encourage players to participate in referee training aimed at fulfilling the needs for youth games.

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It was noted that perhaps when high schoolers experience the official's role themselves, they may better understand the demands on the position when they are back in their player roles.

Action: Dan will talk with his football and soccer contacts how they develop, schedule youth refs, forward any information to the Chapter.

Fields

Will Harris is no longer interested in being the primary fields coordinator with City Parks. It was agreed that the Chapter will not become the fields scheduler or get involved directly. A fields person needs to be found, however, to help with the process and advocate for the game. Brief discussion of a dedicated field for lacrosse.

Minority youth participation

Kent introduced the question of how the Chapter can be more proactive about engaging minority youth in the game. Ann stated that it can be brought up again for further exploration at the summer strategy session.

Recruiting new officials

Dan presented the issue of recruiting new officials. Increased participation is critical to serve the growth of the game, lessen the impact of no-shows and accommodate the loss of experienced officials when they leave the game.

Dan requested \$500.00 from the Chapter for recruitment and training for officials for the coming season, suggesting that parents, club players and officials in other sports are viable candidates that might be attracted to the game through a concerted flyer/ad campaign. Men's officials would like to gain 10 new officials a year and keep them. Dan suggested a single recruiting point person for each officials association, someone who can be in charge of recruiting, answer questions, and nurture interested persons.

Action: Tom asked Dan to develop a proposal and submit to the Board for review: how much money is needed, what the money would be used for, the timing for receipt and expenditure of funds, and a budget. Dan agreed to do so, mentioning that the men's officials group will be meeting on June 12 and can develop the ask then. Ann asked Mike to do the same for OWLUA if it needs to.

9. Adjourn

The meeting was adjourned at approximately 7:00 p.m.

10. Next meeting

No meeting date was set. A Board strategy session will occur in late July.