



**US Lacrosse - Oregon Chapter Meeting
November 15, 2004
Multnomah Athletic Club**

MINUTES

Attending:

Ann Witsil	Sara Roberts	Sky Goodrich	Doug Foster
Fred Zensen	Kent Roberts	Andrea Shatz	Andy Croll
Sam Sadtler	Ingrid Martens	Jen Larsen	Bill Lake
Tom Foster	Lauren Anderson (OGLA)		
Mike Clark, OWLUA Treasurer		Ron Miller, OWLUA President	

Absent: Terry Vance, Karen Rawson, Jim Hammon, Amy Einstein

1. Call to Order

2. Approval of Minutes. Minutes were reviewed and approved.

3. Website Update

Sara gave a status on the redevelopment of the www.oregonlax.com website. Given the site's new design and content, notification to all Oregon USLA members about this updated resource was briefly discussed; Doug stated that he has the capability to mass mail a notice out to the membership through his company. It was noted by others that USLA will be reformatting membership information available to chapters to use. Other marketing of the website included notification to coaches.

Other comments from attendees: make the website banner available to others to cross-market from other websites; OGLA is developing a standalone website that can be linked to through the girl's high school page.

Future chapter discussion needs to include what avenues are available to website advertising space to help support the ongoing costs of website maintenance.

4. Segment/Chapter Reports:

Chapter and segment events (to post on website):

- No December board meeting
- January 22, men's officials clinic at OES
- March, Titan Tour (boys) at OES
- End of February, women's club clinic for girls
- May, MLL championships in Philadelphia

- June, Women's World Cup in Annapolis
- January, USLA Convention
- February, women's' officials clinic (different dates)

Insurance:

A question about boy's helmets was raised; there was some news that Bollinger (USLA insurance) won't cover cost of injuries if the helmet used is more than 2 years old. Bill Lake indicated that he would follow-up on if this information.

Lauren commented that the girl's high school web pages lists the ASTM certified goggles and commented that women's goggles are not covered by insurance if not ASTM certified for the sport.

Sky reported on insurance coverage for Chapter Board and Officers.

Kent noted that it is still cheaper to insure teams through USLA than through other options for the youth segment, especially considering that SODA now has restrictions to team size. In addition, USLA insurance covers any sport for a full year.

PCA Grant:

Ann reported that the Chapter has received the \$1000 Positive Coaching Alliance (PCA) grant and that the money is earmarked for a clinic scheduled for January 22. Nike is a co-sponsor. It will be advertised as a "Coaching 101 for youth boys and girls" and will employ local coaches as workshop leaders. A couple boys and girls coaches are needed to come in and teach basic skills (2 coaches each). Jen offered to come up to teach the girls skills segment. The PCA segment is generic to all sports and will take 2 hours. Segment reps were encouraged to make the clinic information available to their respective audiences.

The day will be split to offer coaching basics for half day and PCA information the other half day. Questions still need to be resolved about promotion, costs to charge, discounts for members. Ann named a small committee to plan the event; Andrea and Andy volunteered to help.

Membership Strategy Proposal:

Bill noted USLA membership is going up and encouraged youth coaches to mention USLA membership with their team registrations, including the benefits, what it brings to the local level of the game, support of the game downstate, and use of funds to leverage sponsorships of clinics, etc.

A question was raised about raising \$5 per youth player to support youth infrastructure ~ or what else could be developed for revenue? It may just need concerted effort forward and more Chapter visibility over time to make that happen. A suggestion was made to

create a bulleted sheet about USLA benefits to hand out at parent/player information meetings. Several at the table noted the cost for players is rising for players, parents and schools right now so adding more surcharges may prevent many from playing/participating.

USLA:

Ann reported on her trip to the USLA Chapter Presidents meeting. Significant changes are happening at the national organization and with that come the consequential growing pains. USLA is aggressively pursuing corporate sponsors, adding new positions, marketing, developing a stronger supporting structure. She encouraged all to stay in touch with their USLA equivalent representative about Oregon activities.

5. Treasurer's Report

Sky reported that the balance in the Chapter account is \$3,521.49. With current invoices pending, the balance is closer to \$3,000.00. A chapter check from USLA is expected in January/February. He noted that the Chapter needs to look at other funding sources to cover expenses.

There was a general discussion about men's official's payment arrangements, OWLUA fees and men's referee costs.

6. Other

May Championships:

The concept of having an all-segments championship day (youth and high school) was revisited. Boy's and girl's high school want their own separate events to grow their game and take in the revenue. Girl's youth wishes to maintain its honors game held at the high school championships. Tom voiced the advantages of having a full day, all segment championships day as they do in Washington: such an event brings teams together as a community, gives the sport of lacrosse larger community visibility and credence, brings in revenues for the Chapter as well as the segments, and ties the community in with the sport.

Miscellaneous:

It was noted that Major League Lacrosse is expanding from 7 to 11 teams. Nike wants the Iroquois Nation to participate in an exhibition match at their campus.

7. Adjourn

The meeting was adjourned at 8:30 pm.

8. Next meeting

No meeting date was set.