



US Lacrosse - Oregon Chapter Meeting
Monday, September 13, 2004
1600 W 4th Avenue, 7:00 – 8:30 PM

MINUTES

Attending:

Ann Witsil	Tom Foster	Sara Roberts	Sky Goodrich
Andrea Shatz	Bill Lake	Andy Croll	Doug Foster
Terry Vance	Karen Rawson	Kent Roberts	

Absent: Fred Zensen, Sam Sadtler, Ingrid Martens, Jen Larsen, downstate representation (via teleconference option).

- 1. Call to Order.** Introductions made around the table of attendees.
- 2. Approval of Minutes.** Minutes were reviewed and corrections made to names (Andrea Shatz, Sara Roberts, Fred Zensen). Minutes approved.
- 3. Chapter Vision 2004-05.** Ann handed out USLA and local chapter goals and activities. USLA recently developed a strategic plan that outlines goals, strategies, programs and services to support those goals. A 2003 Participation Survey showed 18% growth in the US, 49% growth in Oregon; OR, WA and ID are targeted as primary areas for USLA attention. Additionally, the 300,000 members nationwide are mostly youth. Increasing corporate sponsorships is also a targeted activity.

Chapter goals were reviewed along with 2004-05 priorities of a) infrastructure development, b) expansion and training of coaches and refs through the Positive Coaching Alliance initiative and c) field resources. These are similar to some of USLA's concentration areas.

Discussion: Karen noted the importance of infrastructure support to avoid collapse of any other area. Ann stressed effective communications between all the segments of play and the Chapter, along with keeping support going for all. Andy mentioned that online coaching training is now available, a good example of the kind of support that needs to be communicated. Ann encouraged all on the Board to promote the training program and reiterated the key projects for the year: communications, the PCA clinics, development of coaches and corporate support.

Membership growth is key to receiving dollars from USLA and growing the game. Several attending noted the historical issues for some leagues not joining USLA (boys HS, boys youth, clubs). Ann called for the group to commit to increasing membership to USLA. No specific % or goal identified. Karen and Andrea mentioned the need to identify what value each segment attaches to membership, conversely, why membership is

refused; Chapter could use this information to promote membership more effectively. Board members were encouraged to get out and increase visibility of USLA, Chapter activities and the value of being members. Locally, the primary benefit is increased revenues to support teams, coaches, refs and the growth of the game. Doug suggested a grass roots plan be developed to get the word out about membership, with perhaps a fact sheet on the benefits of joining and what the Oregon Chapter is doing.

Ann outlined other chapter goals and activities, including increasing communications to the **player segments** through the corresponding board reps and the importance of keeping information flowing between segments and Chapter. Also, **geographic integration** is a key activity needing a concerted effort to build relations with teams and interests outside the metro area and make the game stronger statewide. Tom Foster is helping to coordinate this; he noted skepticism with those he talked to downstate but also an interest in the potential for meetings held outside Portland. Ann reminded segment reps that their activity needs to be statewide. Future board meetings to be held in Salem and Eugene.

Action: Ann will contact USLA for their input on value statements that we can use to make membership worthwhile for those not currently participating; Karen will contact USLA about insurance and how to better articulate the value of that benefit. Andy noted he might have brochures and does have banners to use at various venues (indoor league for example); board members were encouraged to use them when available. Segment reps can help find what the value-added is for their areas. Bill mentioned doing a FAQ on membership for the new website pages and Sara agreed to add that to new web pages as they are reworked.

4. Special Events and Sub-Committee Reports

Treasurer's Report: Sky reported that the Chapter funds stand at \$3731.49 after rebates from USLA for 1st and 2nd Quarters. Andrea mentioned that USLA is now renewing all memberships in January so the rebate amounts will shift with the largest funds rebated earlier in the year. Sky noted a need to change the address for checks; he will coordinate a substitute to make deposits while he is gone over the winter. Next USLA check is expected in January.

Communications/website: Sara reported that work began over the summer to deconstruct, rework content and rebuild the oregonlax.com website. It is currently static while redesign occurs. Amy Einstein, Ann, Erin Wright and Sara developed an outline of the specific changes to improve content and navigability on the site, ensure that all audiences are represented (from players to parents) and make content current. A proposal and estimate was reviewed from current website developer Brian Platz. Sara noted that a local web manager will be used on a trial basis to help with the day-to-day technical aspects of

keeping the website current; Sara will write content and manage information that comes in from the various segment reps, then work with the local web technician to post items. An estimate for the technical page management will be provided at the next meeting once we know the parameters of the renovated site from Brian. The restructuring is expected to take three weeks and will be completed as much as possible for viewing at the October meeting.

Discussion: Bill suggested the Board advertise within the lacrosse community for a volunteer web editor to do the day-to-day technical aspects of posting; Doug, Sara and others noted that historically this hasn't worked; a paid, third party can more efficiently and professionally do the job, and we can be assured that the Chapter work gets attention.

Action: Board approved funding to pay Brian Platz for re-designing the OR chapter website (OGLA and other segments have and will continue to pay Brian separately for databased work on their behalf) and agreed to pay identified site maintenance person for a few months trial period. Ann will contact USLA for possibility of any chapter templates they might have to use.

Clinics: The revised website will inform about upcoming clinics. Ann announced 98% certainty that the Chapter will be getting \$1000 in Positive Coaching Alliance seed funds to develop and hold a coaching clinic. She mentioned that a Nike, USLA and PCA collaboration is possible, and Nike definitely wishes to do a pilot clinic; sponsorship for lacrosse activities could be natural progression. Date of 3rd week in January was mentioned, combining a coaching clinic for boys and girls with a PCA overlap.

Discussion: Bill said that Fred Zensen is putting together a youth reffing clinic to build help in this segment; it could be combined with a players' clinic. Ann noted that clinics probably need to be segregated due to the overwhelming nature of trying to do too many things with the potential of diluting the whole. Karen stated importance of making sure refs are in the loop. Doug mentioned that clinics should bring out youth coaches because that segment is growing. Andy suggested the addition of timers and scorers clinics.

Action: Ann will work with OGLA, HS boys, youth boys and girls segment reps, Nike and USLA to coordinate dates & event for combined PCA/coaching clinic in late January. More information will be shared at October chapter meeting. Ann and Karen will also follow up with Fred Zensen and Ron Miller to push for a reffing clinic over the winter.

Championship Play Day: Ann outlined this major event possibility to raise lacrosse visibility. She has spoken with the Oregon Sports Authority, who, with the potential of Nike's participation, could help host an exhibition of the Iroquois Nation team in the context of the state playoffs and end of season final games for the various player segments. Vendors are another element.

Discussion: It was mentioned that boy's high school participation is doubtful given their already established end-of-year activities. Bill added that the end of the year has many tournaments and jamborees, from youth to high school, and burnout might affect the event. While it may not happen this year, Ann mentioned that *something* should try to be coordinated this spring so that the effort can make small steps towards a larger event in the future.

Action: A small group – Ann, Terry, Tom – will continue to work on developing a Championship event with potential sponsors and encourage participation of High School boys group.

5. **Calendar:** Next meeting slated for Monday, October 11 in Salem. Sara will set up with Salem contact. Time for meeting will be 6:00-7:30. Meetings for the next several months will be held second Mondays of the month, time and place to be determined. Next three meetings: November 8, December 13, and January 10. Board discussed having November meeting in Portland area again and possibly having informal holiday meeting in December. Kent suggested a meeting in Eugene to coincide with one of the University of Oregon's new Division I women's games.
6. **New Business:** Doug reminded everyone about USLA national convention in Philadelphia in January – a valuable coaching clinic and networking event. Ann is going to Chapter Presidents' meeting in October to exchange notes with other chapters. She will also forward a Fields Survey to Board members from Will Harris (who is coordinating relations with Portland Park & Rec) to fill out and return to Will ASAP. Doug Foster corrected his phone number on the Board list.
7. Meeting adjourned at 8:40 PM.

**NEXT MEETING:
MONDAY, OCTOBER 11, 6:00-7:30 IN SALEM. LOCATION TO BE ANNOUNCED.**