

DSC General Board Meeting – August 21, 2025

Opening Procedures

- Call to order 7:05
- Agenda approved (Megan motioned, Danielle seconded)
- July meeting minutes approved (Nicole motioned, Danielle seconded)

Developmental Program Update - Jason Berna

- Staffing needs
 - Still looking for 2 U9 head coaches - good leads identified.
 - Working to solidify Wednesday coaching staff (previous coach had baby, hesitant to commit).
- Record enrollment numbers with waitlist continuing
- Future scalability concerns
 - Parking lot constraints: could be alleviated if the program was more spread out.
 - Need strategic discussion on growth and bridging to academy.
 - U9 academy boys unusually small numbers
- Academy connection efforts
 - Coach presence at developmental games to connect with parents
 - Parents still missing that academy starts earlier than expected
- Dick's Sporting Goods partnership
 - Aaron to email coupon link tomorrow
 - Mike to distribute via TeamSnap as well

Academy Program Update - Mike

- Growth metrics
 - Gained 20 players since last board meeting
 - Most additions at U9/U10 level
 - Working with scheduling sessions with 2 goalkeeper coaches (1 from UD, 1 from Clarke University)
- Equipment and supplies
 - All-weather jackets have been ordered for all coaches.
- Soccer Parenting platform discussion

- Iowa Soccer no longer offering grant - \$250 this year, \$750 going forward.
- Only 13 families currently using the educational platform.
- Board approved \$250 for current year to boost engagement.
- Will reassess participation before committing to \$750 future cost.
- Five Flags facility challenges
 - New management group, difficult to establish contact.
 - Wednesday night training rate increased to \$275/hour (from \$225)
 - Turf access at Five Flags
 - Turf owned by Iowa Power football team.
 - Quality described as “good to very good” with excellent padding
 - Appearance poor due to pieced-together installation
 - Must be completely removed from building for events
 - Iowa Power responsible for setup/breakdown.
 - We would be responsible for removal and installation if we rented turf.
 - Events throughout our rental would not make this a viable option.
 - Decision timeline: 2 weeks to explore alternatives before committing to Five Flags. Local gyms? Peosta community center?
- Field allocation planning
 - Developmental program starting after Labor Day will need Field 6.
 - Field 1 and 2 potentially available but concerns about surface durability with older players.

Financial Update - Nicole Corbett

- Financial statements
 - June statements sent today
 - July statements coming tomorrow
- Moonlight Classic invoicing
 - Implementing late fees for first time
 - Approximately half of invoices still outstanding
 - First reminder going out, second reminder will mention late fees
 - Adding second email addresses to improve delivery
 - Nicole will coordinate with team managers for non-responsive families
- Database management
 - Need working, living database accessible to all board members
 - 20 new families to be added

- Plan for shared Excel document

Marketing Update - Annie

- Apparel initiatives
 - Email from Aaron to parents this week to include DSC apparel store information.
 - Scarves available: we will have 50 scarves available for purchase.
- Content planning
 - Master calendar being developed for training shirts, sponsor solicitation, family fun night planning.
 - Timelines will be helpful for all board/committee members moving forward.
 - Still need coaching bios from several coaches
 - Megan to coordinate with team managers for social media content
 - Stephanie Schmitz identified as potential social media coordinator if willing
- Administrative updates
 - Handbook fees need updating to reflect current pricing structure (4 fee categories instead of 3)

Registrar Report - MJ

- Tournament registrations
 - Madison: 10 teams with \$750 large group discount
 - 13/14 girls and boys registered in 14/15 bracket - will request move to appropriate age group
 - Midwest Classic: 15 teams pending
 - Burlington: 7-8 teams expected

Practice Player Only Membership Discussion

- Concept exploration
 - Bring higher-level kids back for training while playing for other clubs
 - Model after ISC policy: practice only, no game guarantee until roster needs arise
 - Target kids already rostered elsewhere (CRSA, FC United, etc.)
 - Maintains connection to DSC and provides training opportunities

- Implementation approach
 - Pilot program, invitation only
 - Separate membership category with reduced fees
 - Policy development: MJ and Aaron to draft language based on ISC model
 - Internal board review before final decision
- Concerns addressed
 - Impact on current players' playing time
 - Roster size limitations
 - Long-term club strategy implications

Strategic Planning

- Strategic planning session
 - Date set: Tuesday, September 16 at 6:00 PM
 - Board-only session first, then separate meeting with head coaches
 - Location to be determined
- Capital campaign and indoor facility
 - Indoor facility remains top priority
 - Need timeline development and pledge commitments
 - Donor level structure to be established

Committee Updates and Structure

- Social Committee
 - Planning 2 burger nights (one each location)
 - College nights scheduled
 - Potential addition of hotel block coordination for major tournaments
- Competition Committee
 - MJ to replace Jake as registrar representative
 - Danielle to invite coaches to participate
 - Focus on tournament selection and long-term calendar planning
- Recruitment & Retention Committee
 - MJ to chair
 - Focus on onboarding new families and retention strategies
 - Onboarding zoom meeting this year was a success
- Fundraising Committee
 - Fundraising committee formation in progress
 - Crystal coordinating with interested volunteers from annual meeting

- Exploring golf outing and auction possibilities

Administrative Items

- Lights from Kickers Complex
 - Transport requires landscape trailer and 2-3 people
 - Danielle to obtain quote for transportation costs
- Team photos scheduled for Wednesdays (September 17 and 24) during practice
- Practice shirts arriving Monday/Tuesday
- 2 red shirts per coach to be ordered
- Referee clinic potentially being organized

Closing Procedures

- Next board meeting: Consent agenda and Strategic Planning Meeting: Tuesday, September 16, at 6:00pm
- Meeting Adjourned