

Lakewood Community Recreation & Education  
Youth Athletic Commission

Meeting Minutes  
Monday, July 10, 2017  
6:30 PM – Board of Education

**Attendance**  
**Commission**

**Staff**

Sean Jones, President (absent)  
Erin Werek Vice President (present)  
Jason Shachner, Secretary (present)  
Matthew Markling (present)  
Rob Showalter (absent)  
Cheryl Mabry (present)  
Andy Comer (present)

Leslie Favre Krogman (absent)  
Rick Wallenhorst (present)

- I. Call to Order Roll Call 6:30
  - a. Move to excuse Rob Showalter and Sean Jones (Shachner/Mabry 5-0)
- II. Minutes May and June
  - a. Move to approve May and June minutes (Markling/Mabry 5-0)
- III. New Buisiness
  - a. Program Growth/Evaluation
    - i. Summer Camp Participation
      1. Mr. Wallenhorst provided YAC with an update on the participation at summer camp. He reported that the participation numbers are better than the previous year. All summer camps are seeing good participation rates.
      2. Ms. Werek asked about the ration of boys to girls in the basketball camp. Mr. Comer stated that there were more older girls than younger girls. YAC agreed that coaches need to be encouraged to make plans earlier to allow for an adequate number of camps.
    - ii. Fall Registrations
      1. Mr. Wallenhorst stated that he has put out information regarding fall registrations and shared that in his experience people tend to register once a season ends.
      2. There are no registrations for 5<sup>th</sup>/6<sup>th</sup> collaborative flag football.
      3. Mr. Wallenhorst learned from some suburbs that varsity coaches do not want their players to play flag football.

4. He also met with little southwest counterparts and as a result Lakewood Rec will be included in their meetings for a collaborative 5<sup>th</sup> and 6<sup>th</sup>

iii. Communication/Pr

1. Mr. Markling stated that all of his children have participated in flag football in the past, but none have received marketing materials. He also shared that he feels that, as a parent, he is not getting direction from Lakewood Rec about whether his children should continue to participate in flag. He has not really heard pros and cons between tackle vs flag football
  - i. Needs to be better communicated that program exists
2. Mr. Wallenhorst stated that communications went out to elementary school children about flag football. The flyer also highlighted that groups are going to be broken down by grade. He also said that a message was sent to all past players about the flag football league.
  - a. Mr. Markling says he did not get the message. After some discussion YAC came to the conclusion that Mr. Markling may have not received the message because his wife is the email contact. That led to a discussion about allowing more than one email contact to the email list.
3. Ms. Werek asked about structure of PR in general. Mr. Wallenhorst reported that every person handles their own PR for their own sport.
4. Mr. Markling wants Mr. Wallenhorst to ask if the school board PR (district coordinator) folks can help out.
5. Mr. Comer recommended handing out flyers at the upcoming football camp. Mr. Comer also said that to ease parents' minds about tackle we need to show that the equipment is good and that the coaches teach proper technique.
6. Mr. Shachner brought up effectiveness of passing out flyers directly at parents at drop off at the start of the school year in expanding reach.
7. A discussion about the history of Lakewood football and of strategies on how to create a greater connection between youth leagues and varsity sports.

iv. Swimming/Track/Golf

1. Mr. Wallenhorst stated that the pools are open and crowded.
  - a. Mr. Markling brought up an issue of diving being canceled at the last second. He informed Ms. Krogman

and she is working on a better process to notify people of cancellations.

2. Track registrations are ongoing running and Rec is currently working on setting up meets.
3. Golf
  - a. Golf program is running fine.
4. Mr. Markling commented that the advertising for the lesser known sports are inadequate.

IV. Old Business

a. Football

- i. Mr. Wallenhorst will be putting together a schedule and that there is a meeting on the 22<sup>nd</sup> to discuss the new rules.

b. LUFC Soccer

- i. No updates

V. Other Business

- a. Mr. Markling heard that children are being turned away from the baseball league due to the earlier registration deadlines. Mr. Wallenhorst stated that registration opens on December 30<sup>th</sup> and remains officially open until March 31<sup>st</sup>. Mr. Wallenhorst kept it open until April 8.
- b. YAC had a discussion about how to make some of their recommendations actionable. The idea of the creation of a Task Force was floated and will be followed up on.

VI. Standing Items.

a. Purchase Pass for High School Events

- i. Ms. Krogman will provide an update at the next meeting.

b. Spotighting a Coach in the Observer

- i. No update

c. Volunteer coach appreciation ideas

- i. No update

d. Forum for community engagement

- i. No update
- ii. Community engagement

Mr. Shachner moved to adjourn and Ms. Mabry seconded. (4-1)