

MDTA Meeting 9/20/2025

Members present:

Nikki Boekhout, Karen Asbell, Karen Bahr, Zoe McCarthy, Shelli Vaughn, Shelley McCain, Brett Elder, Julie Catron, Leah Fiske, Brittani McClellan, Melanie Perkins

Introductions

Minutes from August 10th, 2025 meeting approved. Motion made by McCain, 2nd by Catron. APPROVED

Treasurer's report: \$64,195.69 current balance. Deposit to Production \$4,356, Venue deposit around \$6,125 has been made for State 2026.

Sponsor level update: Working to streamline the process. Bronze \$700, Silver \$1,000, Gold \$3,000, Platinum \$5,000. Trying to stay away from "ad only", wanting more yearlong sponsorship and benefits it offers. Offer more opportunities and being seen more.

Payments, looking to streamline the process. Push to website as a one stop shop. This way they can register, pay, complete form, submit logo etc.

Thinking about including a sponsorship page within the program itself listing all sponsors and levels of involvement.

Possibility of eliminating formal hospitality and making sponsors a room with snacks for coaches to give them more bang for their buck. Possibility of MDTA providing snacks vs. someone else.

Membership: 137 registered, 107 paid. A few issues with sign-ups, some crossover name issues but it is being worked on.

Members are getting receipts and numbers are up as of now from this time last year.

President Report:

Website is continuing to be updated

Access in Google folder to school information and were they members last year, school population etc.

State coaches' test: Test is divided from Cheer this year. The rubber band on the wrist is illegal but on the test it is entered incorrectly.

Spirit Advisory is Oct 15 in Columbia

A new rules interpreter was requested, and Zoe was nominated. Toni was attempting to be universal which is why Tiffany was believed to have stepped down (She did NOT). So, as it currently stands Zoe represents KC, and Tiffany represents STL. Both will be at state serving as liaisons to coaches.

Discussed the ideas of adding more numbers of contests especially for soloists as it does count as an event. This will have to be proposed to the spirit advisory board. Justification is more opportunities as well as a yearlong season.

Regional Meeting report:

East: 10 people attended. Several 1st year coaches. Feedback was to have a coaches' conference in April/May. Have a separate meeting for 1st year coaches. Possibility of having a safety person at each meeting. Some teams felt rushed after awards in the PM. Brochure being formatted in order of events of the competition day. Utilizing BAND on day of contest.

West: 5 attended. Good discussions. Doing a smaller conference on both sides of the state.

Need a report from south region:

Other states make this regional meeting a requirement. Only must send one coach, could have a virtual option. Date is sent way ahead of time. It becomes a requirement for the team to enter state. Discussion tabled but a thought for the future in order to register for state.

It would have to be worth their time and getting good information. Virtual is a good option, especially to start.

All other coaches of sports in the state MUST attend a meeting or they do not get to compete.

Safety Report:

Betsy is willing to have safety attend regional meetings.

Safety personnel will be able to communicate during the day

Video submissions will now be sent to Zoe; a form is now under Competition with a link to the safety video submission. Still only 3 submissions and an understanding that a response will be sent as quickly as possible. Video must be of the actual team and try to do it in actual performance time. Coaches are now required to submit a rule in question along with the video.

Contest hosts do know who their safety person is.

Shoe rule: Checked in with Toni, when she needed material, what specifically was needed, and steps moving forward. Nikki and Shelley have been working on this and will meet individually with Toni at the Oct spirit meeting.

Regional Comp/Showcases:

Updated process for registration. MSHSAA now no longer requires schools to register and gain sanctioning status.

Social Media/Communication:

MDTA Monday: All communication will be sent on Mondays. Zoom on 9/22 dealing with membership and announcements. Nov 10th will be safety with Betsy.

Team Tuesday still a thing on our Instagram.

October newsletter: Will be going out soon. State information will be the main topic.

Zoe volunteered to start a MDTA Tik Tok as a means of disseminating information.

STATE 2026:

Municipal Auditorium: Warm up space is huge. Floor is concrete, performance floor is a basketball court. Music run thru is happening downstairs in the warmup area. Speaker and cords will be provided.

Entry fee: \$20 card/cash , possibly using Event Bright (we have to provide scanners) so all tickets and admission would be done electronically. NO ONE ASSIGNED TO INVESTIGATE THIS

Solo entrance fee last year was \$10. Team members who came to watch was \$3.

Discussion did happen about increasing cost but decided to remain where we were.

Judges will be housed at the Hilton Airport. Executive board we will be looking at housing options downtown before we decide where exec will be housed.

Registration packet will go out Oct 1st

Registration for state is due 12/12/2025

Waivers will be online again this year; this year it has a photo release as well and coaches keep all forms and they are not collected at the door, unless the forms were not filled out and submitted.

Judges fees: Routine judges \$300 for the day and \$50 for the meeting. Solo judges are on a sliding scale based upon number of entries.

Community Service award: Jean will oversee this this year

Due dates for Community Service, Category change, team pictures and music submission will be January 25th.

Program discussion: what is the purpose? Do we need them?

Sponsorship money is definitely a concern. We discussed several options for allowing sponsors more connection with coaches as well as additional signage for our sponsors on the performance floor.

Karen Asbell moves that a paper program will not be a part of the 2026 contest. A QR code will be available at the contest. Zoe seconds the motion. Motion carries

A free digital program will be available for the 2026 contest.

Safety process at state: A time limit will be set for discussion of any safety violation. A manageable way to share information with coaches will be discussed and Zoe and Betsy will discuss and get back to us on the procedure.

Other business:

New member packet being worked on

State 2027 venue process has been established.

Submitted by Brett Elder