

## Meeting start: 7:30pm

John Knight, Alexis Hennessey, Laura Lallande, Britt Hartmann, Jessica Green, Jeff Richmond, Anh Nguyen-Johnson, Denby Evans, Meredith Primm, Paje Stelling. ADMIN: Ali Loeb, INTERN: Kellyn Claeys

### General

- October Board Meeting Minutes Approval
- Open Board Position
  - Open the vacant High School position. Send out a request, keep it open for 2 weeks and then put it out the membership.
  - This position would keep the same cadence as the previous holder. It would technically be a 2-year position.
  - **MOTION:** to open vacant position
  - 2nd Alexis
  - **APPROVED:** Unanimously
  - **ACTION:** Ali to open position
- Finalized: [New OGLA Manual](#)
  - **ACTION:** Board members to review by Sunday (11/9) at the end of day.
  - Ali to finalize and then send it out to the community and post.

### Season Schedule & Dates

### Finances & Budgeting

- 2026 Fee Increases
  - Varsity: \$450 (previously \$425)
  - JV: \$350 (previously \$325)
  - New Team: \$200 (previously \$150)
  - U8: \$100 (previously \$70)
  - U10: \$200 (previously \$160)
  - U12: \$275 (previously \$240)
  - U14: \$275 (previously \$240)
  - + \$50 for U8 Jamboree Registration (we did not previously charge)
- **MOTION:** Paje Stelling motions to approve increases for the 20206 season
- **2nd:** Britt Hartmann
- **APPROVED:** Unanimously
- **ACTION:** Ali to update OGLA Manual, Quickbooks, and Resources with updated fee amounts.

### High School

- Jamboree Location
  - Still looking into locations. It will NOT be held at Wilsonville.
- High School Playoffs Schedule
  - WDNT still does not have a location secured.
  - OGLA MUST define the dates and make the ask for hosts.
  - Discussion of when playoffs sit, hosting semis. Could investigate how to get it filmed etc.
    - Discussion of getting CTE students or Pacific students donate their time to film.
  - Keeping the schedule the same cadence as last year for playoffs.
  - OGLA will host Silver Semi-Finals
  - ACTION: Ali to update schedule/calendar and send out playoff hosting email

### Youth

- Reminder to Youth Board members to attend the Youth Admin meeting.

## Growth, Diversity & Inclusion

- Social Media & Marketing Strategy (pages 3-4 of minutes)
  - Promoting a game of the week and a highlight reel
  - **People are hungry for more content**
    - **Social Media Hype:** Getting a few HS volunteers to help manage those channels
    - Try to keep fresh information
    - **Building a friendly rivalry between Washington and Oregon.** Opportunity to create a cross border hype. Could promote youth as well. Battle of the 7/8s etc.
      - Looking into future years?
    - **Doing some game of the week highlights.** Could be in conjunction with social media. Should be a mixture of teams.
    - Would need oversight and moderators and would need approval.
  - Including Youth in the conversation
  - High School game of the week and Youth \_\_\_\_\_ of the week.
  - Need to drive traffic to the OGLA instagram
  - Paje's Sample Newsletter Email (page 5 of minutes)
- Social Media Intern ([Google Form](#))
- **ACTION:** John to write a proposal with ideas for the board to formally discuss.
- **ACTION:** Think about what we want to accomplish as an organization.

## 2025 Pickup & Play Clinics

- Recap of November 1st Clinic
  - Successful and kids had fun.
- Sunday, November 8th @ Pacific University (10:00 am to 11:30 am)

**Youth Admin Meeting:** Tuesday, November 18th @ 7:30 pm via Zoom

**Next Meeting:** Wednesday, December 3rd @ 7:30 pm via Zoom

**Meeting adjourned: 9:07pm**

**Objective:** Actively market the game to the lacrosse community.

**Strategy 1:** Increase engagement on OGLA social media and website.

**Rationale:** We have great lacrosse players/teams/stories in Oregon, but we do little to push them out to the lacrosse community.

**Action plan:**

- Find high school volunteers to manage the content / channels with oversight from JK.
  - o Have 3-4 girls in mind representing Lincoln, Jesuit, Grant, and Central Catholic – can expand to be inclusive and/or have guest contributors.
  - o Formalize the content review and publishing process – e.g. weekly check-ins, style guide to ensure OGLA tone/branding.
- Develop a communications plan for the 2026 season of news to promote. Examples include:
  - o Pre-season coaches' poll – top 5 plus two 'teams to watch'
  - o Player(s) of the week for high school
  - o Links to watch former Oregon high school girls play in college
  - o Interviews with former Oregon high school girls playing in college
  - o 'Game of the Week' previews and post-game reports
  - o Statistical leaders throughout the season
  - o Features on youth players – rising stars
  - o Features on developing regions like Eugene and Bend
- Execute the plan
- Needs:
  - o Request coaches' involvement and contributions (e.g. pre-season polls, nominations for players of the week, connection to their team Captains for info on Games of the Week / post-game articles)

**Strategy 2:** Expand collaboration with WSLAX and Washington high school teams.

**Rationale:** Expand the footprint of lacrosse in the Northwest to spark more interest in the game and to create new rivalries across state lines.

## Action plan:

- Create a series of games with Washington high school teams – Battle of the Border / Pacific Cup (name TBD) for bragging rights in the Northwest.
- This could include 2 teams from 7/8 as well to include Youth.
- Idea – take the top 4 teams from Washington and Oregon (from 2025) and have them play 2-games one weekend in April.
  - o Host fields – Jesuit and OES
  - o Two games Friday night, two games Saturday late morning / early afternoon
  - o OGLA to sell tickets and create merch for the series
  - o Games would not count against the 2 out-of-state games allowed by OGLA
  - o Early April is the best timing due to varying Washington spring breaks
  - o Solicit parent volunteers from participating high schools to reduce the manpower needs on OGLA
  - o This could include 2 teams from 7/8 as well to include Youth and make it a bigger, more inclusive event

**Strategy 3: Publish 'Game of the Week' highlights and other shortform clips of Oregon high school lacrosse.**

**Rationale: We have great lacrosse to show to the Oregon lacrosse community – let's push it out on Instagram and the OGLA website.**

## Action plan:

- Define games of the week once the schedule is announced – find a balance of teams to be represented
- Cost for 7 weekly highlight videos - \$700 (Jerry Winter - Community member - has agreed to take this on if we find a sponsor)
- Define style guide / branding elements
- Consider sponsors to reduce / eliminate the costs
- Execute the plan

**Subject:** Exciting News: OGLA Quarterly Newsletter Launch!

Dear Coaches and Team Managers,

We're thrilled to announce that the Oregon Girls Lacrosse Association (OGLA) is launching a quarterly newsletter designed to strengthen connections across our lacrosse community!

This newsletter will feature:

- **Coaching Vacancies:** Stay informed about opportunities to grow and lead in the sport.
- **Team Updates:** Get highlights and stories from programs across the state.
- **Club Lacrosse Opportunities:** Share and discover ways to keep players engaged year-round.
- **College Lacrosse News:** Follow updates from local collegiate programs.
- **Program Highlights:** Shine a spotlight on teams doing amazing things on and off the field.

To make this a success, we need **your participation!** Whether it's sharing a standout story from your team, spreading the word about a coaching vacancy, or providing updates from your region, your input will make this newsletter a vibrant resource for all.

Our goal is to create a space where everyone (coaches, players, parents, and supporters) feels connected and informed about the exciting developments in Oregon girls lacrosse.

We'd love to hear from you! If you have ideas, contributions, or would like to get involved in shaping the newsletter, please reach out to [your contact information].

Thank you for being an integral part of the OGLA community. Together, let's continue to grow the sport we love.

Thank you,