

MDTA Board Meeting  
Saturday, September 28, 2024  
Daniel Boone Regional Library-Columbia, MO

Present in Person: Betsy Cuquet, Stephnie Simon, Melissa Albright, Karen Asbell, Julie Catron,  
Yvonne Cole, Leah Fiske, Brittany McCellan  
Virtual: Karen Bahr, Janna Heggerty, Kara Mueller

1. 1.Treasurer's Report

a. Current budget

- i. Leah reviewed yearly expenses from Sept 2023-Sept 2024.
- ii. State profit masks the concerns for the yearly financial profit/loss. We break even for state. However, other expenses such as Quickbooks and website expenses show the need to increase income, particularly through sponsorships.
- iii. Total income: \$96,406.34; Total expenses: \$97,889.10; Balance: \$ - 1,482.76

b. Business partnerships

- i. Moving sponsorships to more prominent area on website.
- ii. Advertise to sponsors the number of members we have, how many attend the contest.
- iii. Various sponsor levels. Approach merchandise vendors, studios, etc.
- iv. Competition Sponsor vs Community Partner
- v. Develop a letter and packet to push out to larger companies
- vi. Stephanie and Julie will lead this effort.

- c. Possible sponsor for floor and sound, which will be special expenses this year. Floor will be \$3000 instead of \$6000 due to negotiations. Family Arena will also treat the floor as a basketball court and use Super Shine, which will make it less slippery.

2. Membership

- a. Update- 89 registered as of 9/28/24. Usually have approximately 230.

b. New website registration

- i. Going well overall. Jim will add an error notice to prevent duplicate registrations. Shows how many teams and region very quickly

c. New google groups

- i. Exec will stay the same. New coaches group because owner of groups is no longer with organization.
- ii. Push teams to get registered so emails are not missed.

- iii. Retired coaches/judges, if they do not pay, need a separate form for to get emails without being added to the membership. Charge college coaches, but retired coaches and judges remain free.
- 3. Regional Meeting Reports
  - a. Attendance: West-9; East-8; Central-4
    - i. Combine the live with in-person. Regional meetings cover all information.
    - ii. Try it again last year. Set dates earlier. Offer virtual option.
  - b. Coaches feedback
    - i. East- Conference conversation. Coaches' roundtable. How to find resources. Costume vendors. Outside college coaches. Coaches and captains mindset. Regional competitions on separate tab of website. Solos- rather have two gyms.
    - ii. Central- reviewed safety video. Conference discussion. Lots of interest for conference. Varsity music discussion.
    - iii. West- Positive feedback about state changes, invite sparkle teams to perform at regionals or state. Local STL teams to find exhibition sparkle team. Mentoring program for new coaches and smaller teams with fewer resources. Sharing costumes, used poms, etc.
- 4. Safety Update
  - a. earring update
  - b. shoe concern
  - c. Spirit advisory meeting will be in March/April 2025. National Federation Meeting is in February. Will request to move spirit meeting back to fall.
  - d. Missouri follow National Federation Rules for all sports. 31 states also follow it fully. Other states are partial and choose which rules to follow. Provides catastrophic insurance. Cheer takes on all insurance itself.
  - e. Nebraska has partial and chooses not to follow shoe rules. Missouri chooses to follow 100% for the catastrophic insurance.
  - f. To get change to happen. Take concerns to spirit advisory. Votes to go on the ballot. Then goes to NFHS to vote in February.
  - g. Toni at MSHSAA asked for evidence to support changes.
- 5. President's report
  - a. Notes from MSHSAA meeting
    - i. Toni reached out to dance and cheer to see how to support.
    - ii. Virtual meeting. Was a positive experience.
    - iii. Clarification on Safety concerns.
    - iv. Coaches' conferences, but need financial support for professional development. Can use MSHSAA offices.
    - v. Partnering with cheer to share information and resources.
    - vi. Gameday

1. Cheer will have a two day event due to popularity.
  2. MSHSAA thinking about hosting a state gameday competition without taking away from what we already do.
  3. Combined cheer, dance, and band event.
  4. Could be a good opportunity for teams that do not go to nationals. However, UDA is starting a similar event next year.
- vii. Transferring schools can mean that freshman cannot tryouts. It's related to insurance because student is not covered because not enrolled. MSHSAA working on a special waiver. Only exception to 365 day rule is if a family moves houses into a different district.
- viii. Proposed combined conference with cheer and dance.
- b. Survey results
- i. 58 coaches responded.
  - ii. Eliminating the prop category: 58% yes, 12% no
    1. Small school emailed separately that prop is the one area they do. If prop gets cut, then to add a novice or other category appropriate for small teams that do not have studio resources.
    2. Discussion tabled for this year.
  - iii. Coaches conference: 52% yes, 33% yes, not this year.
  - iv. \$100 reasonable cost: 23% said too high
  - v. Community service award: 75% yes
    1. Could be a certificate, one per division. Form for nominations. Awards committee with retired coaches and judges to choose.
    2. Motion: Asbell proposed that we include a community service award to state competition. Nikki seconded. Motion passed.
    3. Deadline: Jan 15, same as category change date.
  - vi. Full practice floor: 49% would pay higher fees to get access; 44% would not.
    1. Will have space for practice floor, but currently concrete. Could get a sponsor to pay for the floor. Potentially shuttle to tent. Or use concrete, but bring in mats, possibly from Lindenwood.
- c. Establishing guidelines for regionals
- i. We do not have an approval process for hosting a regional.
  - ii. Sanctioned, MSHSAA rules, variety of judges.
  - iii. Result is that there are too many regional competitions.
  - iv. Create a list of guidelines
  - v. Sanctioning
  - vi. State scoresheets
  - vii. Minimum on teams registered
  - viii. 1 year of success

- ix. MODTA Safety judge
- d. NDCA
  - i. National Coaches organization. Purpose is to support state teams and organizations. Professional development.
  - ii. Logo on website. Discount for coaches to join. National conference in Texas in May. Info in next newsletter.
  - iii. May be able to give support with shoe safety issue.
  - iv. Could potentially send two members to conference.
- 6. State contest
  - a. Report from Brett/Karen- arena updates- flooring issue- sound concern
    - i. Hotels- not getting kickbacks and some complaints about hotels. Is it necessary to secure or let teams get their own.
    - ii. Power issue with electricity. Outlets will not be available.
    - iii. Sound- no wireless microphone. We need to purchase one.
    - iv. Will need two speakers to face the floor.
    - v. Suggestion to buy 16 Chromebook for judges. Not financially possible this year.
  - b. Brochure nearly completed. Need links and academic all-state
    - i. Hotels are chosen for booking.
    - ii. Oct 7 for brochure to go live.
    - iii. Jot form from last year.
  - c. Solo school nomination
    - i. Francis Howell North to host.
  - d. Registration documents- online waiver possibility
    - i. Not enough time to create online waiver this year.
    - ii. Teams would need to fill out a roster.
    - iii. Google Form to put it back on coaches to verify that the forms are collected and signed. Upload waivers.
    - iv. Add media release on liability form.
  - e. Google Drive suggestion
  - f. Judging
    - i. \$300 team
    - ii. \$200 for full evening of solos; \$100 for half of teams.
  - g. Need for sponsors
  - h. Contest Program
    - i. Discussion to move to a digital version.
    - ii. Decision to keep paper version, but order only 300 copies. Pilot the digital version to observe how it works on wifi, etc.
    - iii. Motion: Betsy proposes that the entry fee is increased from \$15 to \$20. Stephanie seconds. Motion passed

7. Social Media-Outreach
  - a. What else to add to website
    - i. Tabs for regional competitions
    - ii. Sponsors
  - b. Instagram/Facebook- Team Tuesday
    - i. Send content to Melissa
  - c. Facebook Live: November-Safety
    - i. Safety judges at regionals
    - ii. Common safety issues
  - d. Newsletter items
    - i. Newsletter will go out Oct 7 when the registration is live.
8. Coaches Conference
  - a. Possible this year?
    - i. Financially difficult to do this year
    - ii. Mar 29-30 for cheer. Possible to piggyback with cheer
    - iii. Survey overwhelming preferred spring for conference.
  - b. May be more feedback in 2025-2026

#### New Items

9. Request from coach revisit kicks required in kick routines. Will revisit for next year's contest.

Next meeting: January

Submitted by Kara Mueller