

4/10/22

Members Present: Joelle Emery, Lexi Beemer, Juli Mixis, Casey Lambert, Jenna Davis

WSO Current Metrics:

Current Members with ACTIVE membership: 533

Current Female Coaches with ACTIVE membership: 85 (63 L1/16 L2/ 1 National/ 5 Club Coaches)

Athlete Rep

Brittney Pray

Kelly Todd

State Meet Location Ideas

Lexus Veledrom (detroit)

Willing to work within budget

8,000ish SQ FT

Non-profit

Can have a bar

- stairs up and down

-no easy unloading options

Weber's Hotel (ann arbor)

\$700/day

3500 sq ft

Easy in and out access

Plan around michigan football days

Can provide room blocks

Qualifying Totals

85% AOS Totals

Social Media

Juli presentation

IG and FB Page

Content buckets

Meets (local, nationals), MI Winners, Record lifts , WSO Events, USAW

Coaching, National Announcements

Gym and Athlete Spotlights

DEI Spotlight

How to basics

Contests

Supporting social media by adding in records, events that are known

Google drive collaboration to board

AIP

Does is align with our membership growth goals

Joelle to pull financials and share % of money in the past year that's gone to AIP