

# 404 Bulls Youth Development Organization, Inc.

## Meeting Minutes 3/16/2020

Type of Meeting: Board Leadership Meeting

Meeting Facilitator: Kennard Turner

Invitees: Zachary H, Brittany C, Chad B, Chris N, Edward C, James W, Lasonya C, Shondra K, Swan B and Yvette B

- I. Call to order
- II. Roll Call – Members present Kennard T, Zachary H, Chad B, Chris N, Edward C, and Yvette B
- III. Board Leadership & Committees
  - a. Board Members
    - President – Kennard Turner
    - Vice President – Zachary Howard
    - Football Liaison – Chris Nesmith
    - Academic Director – open position
    - Community Engagement Leader – Kennard temporarily
    - Sponsor Coordinator – open position
    - COO – Shondra K
    - Cheerleading Liaison – Swan B
  - b. Committees: to include Head Coach and at least 2 parents from each team
    - Organization Fundraising
    - End of Year Banquet
    - Booster Club
    - Community Service
- IV. Bylaws Review
  - a. Required document provided in Leadership GroupMe for review at your leisure
  - b. Board of Trustees – looking to fill spots at a later date; looking to have people from the community on this Board; local officials; councilmen
- V. Budgets Overview
  - a. Reviewed current balance for Org (\$1694.77) and cost for each activity
    - Flag Football & 7V7 – \$125 - Currently 32 registered and 9 paid in full – registration deadline pending season moving forward
    - Tackle Football – \$250 - Currently 1 registration and 1 paid in full – registration closes 6/15. Incentive for team that has entire team (20pp) paid in full by a certain

date (date dependent upon status of Spring Season) will get free set of jerseys for season

- Cheerleading - \$300

b. Review registration worksheets with projected numbers and costs provided in Leadership GroupMe

c. Due to current State of Community and closures due to COVID19, Flag and 7V7 Season is in jeopardy of being cancelled. SE Park remains closed, following decisions based on school districts. We will wait until 4/11 to make a final decision on season. If Flag & 7V7 Season is cancelled, anyone that has paid registration will be able to carry over that payment to the Tackle Season Registration.

d. Fees charged for making Registration payments online is due to the Organization being charged .85 per player processing fee. We have a Cashapp as an alternative, however the Registration form must be completed manually and tracked.

**VI.** Updated Numbers (Registration) – totals in line items on section V

**VII.** Community Service

a. Initiatives

- Participate in monthly events for the season
- Each team will be responsible for an event to share with the Org for participation
- To date we have United Way in April and Breast Cancer Awareness Walk in May
- Cross Culture Church also has monthly events we can take advantage of
- Ideas: feed the homeless; collect can goods; coat drive
- Need additional ideas for remaining months

**VIII.** Sponsorship Opportunities

- Form available in GroupMe message to start passing out
- The goal is to get at least 10 Gold Sponsorships @ \$2500 each for the season
- Each team should be able to get at least 2 Gold Sponsorships; we will give them an incentive from the funds raised (25% team and 75% Org)
- Use funds towards Org end of year Banquet Event
- Also, a \$300 Sponsorship available for the individual players

**IX.** Fundraising

- Organization – we need at least one event between April/May – August
- \$10 Raffle will be for all teams to participate
  - Each team needs to sell at least \$200 in tickets
  - Team with the highest sales will get a free jersey for entire team
- Need additional ideas to help raise funds for Organization and cut costs off season, banquet etc.

**X.** Questions and Answers

- When can players start practicing in pads: 7/15 per the MAYFL League rules however if your team is playing in Preseason Tournaments, we can seek League approval sooner (see Chris Nesmith)
  - o 9U and 10U planning Preseason Tournament games
  - o Org willing to help pay for one tournament

- XI. Additional items covered**
- a. Organization approved for 501C
  - b. We are looking to “Build on our Resume” – positive feedback and be a part of events to promote the brand
  - c. Social Media – need to get more Parents involved to share posts and get our name out in the communities. Instagram, Facebook, Twitter
  - d. Practice field updates:
    - Currently in process of getting Cross Culture Church in Lithonia
    - Field is available with lights; benefit vs SE Complex does not have lights once the time changes in the Fall
    - Location has an inside GYM for indoor activity and classrooms to watch film
    - Long term solution vs sharing the field at SE Complex with other teams during the season
    - Cheerleading will be held at Indoor practice facility on Panola Rd
  - e. Georgia State University field:
    - Use for at least 2 home games; 404 Bulls Opening Day
    - Player benefits to go out on field and in tunnel; stay for GSU game that night
    - Fundraising effort to allow the Org to earn a few dollars off the ticket sales to our games
  - f. Season games – working on deal for Rock Chapel or Medlock Field
  - g. 404Bulls Merchandise will be available to purchase for everyone, plan is to have a table at team practices to allow for purchases and orders
  - h. Recruitment:
    - We still need players form ages 6-8 to fill up team roster
    - Continue to pass out flyers and hit up Social Media to market as well
  - i. Equipment: Org will manage helmet purchase from Riddell; will add purchase request to website to complete with Registration for Parents
- XII. Adjournment**