



# *Santa Monica* **LITTLE LEAGUE**



## **Board of Directors Meeting Minutes**

**Oct 2, 2017**

### 1. Call to Order

Jasan called the meeting to order at 7:06pm.

Board Members in attendance: Jasan Sherman, Matt Edelman, David Schmillen, Michael Balsley, Tom Bevan, Eric Mirich, Grant Devaul, Ric Munoz, Kirk Goldstein, John Matise, Beth Clark, Jose Nuno, Bernard Rahill

Board Members not in attendance: Matt Steinhaus, Peter McCormick

Non-Board Members in attendance: David Harris

Jasan started the meeting thanking people for being part of the Board for the past year and the new and returning Board Members for the new year.

### 2. Public Comment

David Harris thanked everyone for being on the Board and reminded everyone to keep in mind the big picture, ie that we're helping kids become better people not just better players.

### 3. Board Meeting Schedule

- a. Mon Oct 30<sup>th</sup>
- b. Tue Nov 28<sup>th</sup>
- c. Jan TBD

Matt recommended having a Board meeting in December so as not to have as long a break between meetings right before Spring Evaluations and team formation. A discussion ensued. The Board decided to add a meeting on Mon, Dec 18<sup>th</sup>.

### 4. One Division Initiative

Jasan explained the history of our league as having started with 3 divisions, then going down to 2 divisions, which has remained the status quo. Jasan further noted that the Board has been advocating with District 25 and LLI for more than a year for SMLL to move to one division, which is also why the Board worked diligently over the past year to move the league onto a single Charter instead of two Charters.

Jasan shared that he has provided information to District 25 and LLI about SMLL's registration levels over the past ten years, which shows that the league has almost exactly half the number of registrants as ten years ago.

Jasan noted that he will be sending a final letter to LLI as a hopeful conclusive step towards moving to a single division format. A discussion ensued.

#### 5. City Field Space

Ric Munoz and David Harris explained how the Civic Center land might be used based on decisions being made by the Coastal Commission and the City of Santa Monica and how those decisions may adversely impact the youth sports leagues who use Memorial Field as their primary space. A discussion ensued.

Matt noted that Board Members can send an email to the Coastal Commission based on a draft created by an SMLL parent. Michael explained that he posted that email on the SMLL Facebook page. A discussion ensued.

#### 6. Fall Ball Update

Kirk explained that we have 18 teams which also equated to \$11K in Fall Ball fees over and above last year, and that we hit our goal of 6 Fall-Stars teams.

Jasan noted that the regular Majors division has remained competitive and a strong program even while we introduced the Fall-Stars program.

Kirk explained that there were some adjustments that needed to be made to the Machine Pitch schedule to balance out home and away schedules.

Kirk shared that with Juniors, SMLL has 3 of the 5 total teams in the program and that cooperation from the Santa Monica club team (Vikings) and Coach Adam Klein helped encourage several players to register, which was assisted by our decision to offer a "games-only" registration for players on that team, which was at a discounted rate.

#### 7. Batting Cage and Sponsorships Update

David Schmillen explained that the new batting cage should be ready for use by this weekend, at which time he will make the combinations the same as the other cage.

Jasan noted that the plan is to order flooring for the new cage through Pat Armstrong.

##### a. Email sponsorships

Matt explained the opportunity for his company to sponsor an eBlast. A discussion ensued.

The Board agreed to do a test with Matt's company for \$150 and click-through data.

b. Batting Cage Memberships

Jasan raised the idea suggested by Mark Kapczynski that the league could create a batting cage membership program to help raise funds. A discussion ensued.

Several Board Members referenced seeing non-SMLL parents/coaches using the current batting cage. A discussion ensued on how to better protect the league from issues that may arise from such unauthorized use.

David Harris suggested contacting our insurance company to ensure we have best practices policies to limit our liability, which Jasan agreed he would do.

8. Spring Season Planning

a. Recruiting

Matt raised the topic that we have until the end of Fall Ball to compel families to sign up for Spring, which would require opening Spring Registration, determining pricing, considering how to handle volunteer penalty fees, etc., all in advance. A discussion ensued.

Michael noted that the fees from last year were:

\$250 for players age 8 and above

\$190 for players age 7 and below

\$25 discount as the 'early bird' rate

Grant motioned to keep the fees for 2018 the same as 2017. Michael seconded the motion. The motion was approved.

Bernard raised the question about how we want to handle volunteer penalty fee, which was \$50 last year. A discussion ensued.

John motioned to make the Volunteer Penalty Fee \$50. Tom seconded. The motion passed.

Matt suggested forming a Volunteer Management Committee to make a recommendation to the Board on how to handle volunteer management. A committee was formed: Bernard, Michael, John, Matt. The Committee agreed to make a recommendation to the Board.

Jasan referenced the need to choose the date for Opening Day and other registration-related key dates..

Ric proposed setting March 3<sup>rd</sup> as Opening Day for Spring for upper divisions (Majors and AAA), with Opening Day for the lower divisions being one week later. A discussion ensued, after which the dates were set by the Board as proposed.

b. Snack Shack

Bernard explained that someone broke into the Snack Shack and stole most of the beverages and a BBQ cover. A discussion ensued regarding how to handle the break-in with the City and to prevent this type of situation again.

c. Clinics

Jasan explained that he has been talking with Cody Decker about running clinics on Saturdays from 12-2 during the Fall that would be free to any SMLL participants, and that Cody would charge \$250 per clinic. Jasan proposed having four clinics. A discussion ensued, after which the Board agreed to host the clinics, and Jasan agreed to confirm with Cody.

d. Evaluations

Jasan noted that we need to find out about field closures and availability before scheduling Evaluations. David Schmillen agreed to get the necessary dates from the City.

Michael noted that we might want to change the culture and close registration early and put people on wait lists. A discussion ensued.

e. Spring Training

Matt agreed to create an initial calendar for Spring and to send to the Board.

9. Unpaid Umpires

Jasan noted that Paul Cummings, who is the Chief District Umpire, has discussed having umpires work with SMLL on an unpaid basis. Jose explained that umpires may be able to work for us and SMLL can donate money to the District. A discussion ensued.

10. Additional Board Member Updates

Jasan raised the question of whether or not we will have playoffs for Fall Ball on the weekend of Nov 18<sup>th</sup> and Nov 19<sup>th</sup>. A discussion ensued.

11. Other league business

Jose explained that Loyola Marymount University would be interested in having youth baseball players attend their school games and be given a chance to see the locker rooms, meet the players and coaches, etc. The Board agreed that this would be a good opportunity to present to SMLL families.

12. Good and Welfare

Jasan expressed the benefits of finally having a second batting cage at Memorial Field and that the league should be proud of having raised the necessary funds to do so, as generations of players will have the opportunity to become better hitters as a result.

13. Adjourn

The meeting adjourned at 9:40pm