



Santa Monica
LITTLE LEAGUE



**Board of Directors
Meeting Minutes**

Mar 27, 2017

1. Call to Order

Jasan called the meeting to order at 7:15pm.

Board Members in attendance: Jasan Sherman, Matt Edelman, Michael Balsley, David Schmillen, Tom Bevan, Grant Devaul, David Eby, John Matise, Stephanie Dupre

Board Members in attendance after the start time: Kirk Goldstein, Bernard Rahill, Peter McCormick, Matt Steinhaus

Board Members not in attendance: Hisao Kushi, Mark Kapczynski

Non-Board Members in attendance: Randy Redmond

2. Public Comment

a. Discussion Forum for Commissioners and Managers

None.

3. Game Start Times and Length

Jasan explained that the reason for this being on the agenda is that there has been a discussion about the length of games. He noted that we are following the Green Book rules.

Jasan further noted that there is frustration with the start time of the Majors games on school nights. Michael suggested the use of the batting cage has dictated the game start times and if that is frustrating parents, we should not let the cage times influence the game times.

Managers in the room noted it would be challenging to not have the batting cage time pre-game.

Dave Eby explained that games start to move faster as the season progresses so the complaints about late nights will diminish.

A discussion ensued, with the consensus being that the game times should not change.

4. Snack Shack Volunteer Policy

Stephanie explained that she has opened up the volunteer slots on each day to be on a first-come, first-serve basis.

Kirk's reiterated his email recommendation, which is to have Managers push parents to pay their \$50 if they are not going to volunteer; otherwise they need to sign up.

Bernard recommended changing the sign-up to show all days at once.

Bernard noted that we generate \$60-80 in revenue per night during the week, \$1,000 on Saturdays and \$600 on Sundays.

Bernard also noted the challenges of opening and closing the Snack Shack. He explained that four families had volunteered to do it but all have disappeared.

Matt S and Bernard agreed to discuss hiring someone to work the Snack Shack on weeknights.

A discussion ensued. Bernard and Stephanie agreed to continue trying to improve the system and the revenue.

5. Managers/Umpires Meeting

Jasan explained the need to have this meeting as a mid-season check in for Managers when they could ask questions of Umpires about rules and also discuss field maintenance issues and field prep requirements. Jasan noted that Dave Eby would be able to explain and clarify certain aspects of the game experience that have not been well followed by everyone, which would help Managers prepare for post-season tournaments.

Jasan set the date for this meeting to be Monday the 17th at 7:30pm.

6. Weekly Player Clinics

Jasan explained that there will be weekly clinics at SAMO run by the SAMO High coaching team. He noted that the start date is TBD but may be the week after Spring Break.

7. End of Season Schedule

Kirk explained that the championship games will be on Saturday, June 3rd and that playoffs will start the week of May 22nd for AA, AAA and Majors. Kirk noted that

playoffs will be double elimination and that teams will only play within their geographically-designated division to compete to get to the Championship Game.

Jasan explained that both teams who play in the Championship Game will go to TOC.

8. Finance Update

After Jasan provided an initial update on the status of funding for the batting cage, Matt Steinhaus explained that the city will enable other field permit users to use the batting cage that SMLL built unless the city promises otherwise, and as a result, we may find funding support from those other users.

John explained we have secured \$8K in sponsorship dollars out of a total targeted budget of \$36K.

John also noted that we have spent \$28K on the batting cage of a total expected expense of \$35K.

John explained that if we were to secure \$36K in sponsorships without addressing the cost of the cage, we would have \$26K of overages related to the cage. John suggested that it will be hard to get sponsorship dollars for the cage after it is open, so perhaps we should start messaging throughout the league that we need \$10K to finish and open the cage.

A discussion ensued about sponsorship strategy.

Matt E. suggested three strategies

- Asking teams to come up with money to support the new batting cage
- Holding additional fundraising events
- Focusing on finding big gifts

Jasan noted that he would like to pursue the per team request, which at \$600 per team would yield \$26K, which would cover the overages.

Matt Steinhaus mentioned that it used to be a requirement for Managers to raise a minimum for their teams.

Michael and Grant agreed to craft the language for the team sponsorship program. Mark agreed to handle disseminating to Commissioners.

Stephanie suggested putting the funding tracker on the website home page and a physical version on the batting cage and the Snack Shack.

John agreed to take a look at GoFundMe as a possible fundraising vehicle, following Stephanie and Bernard's suggestions.

9. TOC

Jasan explained that the tournament likely will start on Jun 8th and that we are likely to host for the AAA and Majors divisions.

10. Communications Plan Post Spring Break

Michael asked Board Members to provide details for any remaining events and noted that would try to stagger e-blasts because emails are more effective if they promote one item and have only one primary call-to-action.

a. Website usage and learnings

Michael noted that he regularly sees teams posting updates to their pages.

Michael also acknowledged that the website doesn't work well on mobile devices, but that Blue Sombrero is not planning to fix the issue. Michael explained, though, that Blue Sombrero is planning to release a mobile app, which may be a better solution for use of our website on phones. Michael noted that the timing for the app is unknown.

Kirk agreed to ask Commissioners to learn how to update scores and to follow up with them to make sure they are encouraging Managers to do the same.

11. Events Plan Post Spring Break

- a. Peter explained that he has lined up some local brewers and that Mark has connections with spirits companies who would support a "Tasting Night" to help raise money for the batting cage, which means that the only main cost would be the location. A discussion ensued about potential dates for the event.
- b. Peter noted that Dodger Day will be another event, targeted for May 21st. Peter mentioned the possibility of renting buses, which Jasan said is fine as long as it is breakeven and does not negatively impact the amount of money raised. A discussion ensued.
- c. Peter further explained that Mark and he are organizing a Home Run Derby to take place on April 8th that will be connected into the MLB HR Derby program.
- d. Grant noted that Picture Day is planned for April 22nd. Peter recommended bringing out a coffee provider to raise funds.

12. Fall Ball Planning and Registration

Jasan noted that it is time to confirm the Registration Fee for Fall Ball and suggested we open registration by Picture Day so that families would be able to sign up on that

day. John confirmed that last year's fee was \$150 for early registration and \$175 for regular registration. A discussion ensued, after which a motion was made to raise rates to \$165 for early bird registration and \$190 for regular registration, with early-bird registration to expire on June 9th. The motion passed.

Kirk agreed to poll Spring Managers and Commissioners to see who is interested in Fall Ball positions.

Michael raised the idea of having a Summer Selects Program. Kirk noted that he would send an email to Commissioners to explain the nature of a Selects Program so that anyone who might be interested in running such a program would understand the requirements and nature of the experience.

13. Elections Planning

Matt E. explained that Elections would be held during the Board meeting in June and that he would handle preparation and the administration of the elections process.

14. All Star Selections

Jasan noted that All Star player selections would be planned for May 22nd, pending when playoffs actually begin.

15. Additional Board Member Updates

Stephanie mentioned the promotion being run by Rosti on Apr 23rd. Kirk and Michael agreed to communicate the promotion to Commissioners so that the information could be disseminated to Managers and families.

16. Other league business

None

17. Good and Welfare

None

18. Adjourn

The meeting was adjourned at 9:30pm