



Santa Monica
LITTLE LEAGUE



**Board of Directors
Meeting Minutes**

May 1, 2017

1. Call to Order

Jasan called the meeting to order at 7:30pm.

Board Members in attendance: Jasan Sherman, Matt Edelman, David Schmillen, David Eby, John Matise, Kirk Goldstein, Peter McCormick, Mark Kapczynski

Board Members in attendance after the start time: Michael Balsley, Bernard Rahill

Board Members not in attendance: Hisao Kushi, Stephanie DuPre, Matt Steinhaus, Tom Bevan, Grant Devaul

2. Public Comment

None

3. Fundraising

a. Sponsorships

Mark referenced his report. A discussion ensued. Mark emphasized the need to continue to generate referrals and new leads.

Mark and Peter raised the idea having a VIP level fundraising event for approximately 50 people at the beginning of June. A discussion ensued. Mark and Peter agreed to explore the idea further and report back to the Board.

b. Batting Cage Donations

Mark suggested that we may be able to leverage the fact that we have a donation specifically designated to the batting cage as a momentum builder to secure additional donations. Mark agreed to talk with Michael to develop a communications strategy for batting cage specific donations.

c. Dodger Day

John recommended buying an initial block of 100 tickets and then, with additional interest, buying a second block of however many are needed. Mark

and Peter agreed to confirm how many people had signed up to date and then proceed with a ticketing plan.

4. Fall Ball Registration

Mark asked about holding a Summer program. Jasan explained that in the past, an individual who is interested in running a team/program is able to do so. Kirk explained that it is up to the individuals to recruit teams and then the league can help create connections with other leagues.

Matt E. suggested that when Kirk sends a note out to Commissioners and Managers about Fall Ball, he could include a note about possible Summer programs.

Additional ideas related to recruiting for Fall Ball were discussed:

- Signing up for the SM City Main St 4th of July parade and hand out flyers
 - Matt E. and Mark both offered to participate and help if they would be in town
- Setting up a table on Championship Saturday, which Hisao agreed to run
- Providing flyers for Fall Ball to all Spring Managers to hand out before the end of the Spring season

Kirk explained an idea for a 'baseball first' players program within Fall Ball for the players who are only playing baseball and not other sports simultaneously. He noted that there could be 12U and 10U programs called 'Fall-Stars'. A discussion ensued, after which Kirk was encouraged to and agreed to develop the program further.

5. All-Stars

Kirk noted that the Board would need to confirm Managers and a player selection date in the coming 1-2 weeks. Matt E. agreed to conduct approval votes by email.

6. Championship Weekend

Jasan explained that CityTV has said they need to be paid \$3200 to film the Championship game, which we are not planning to pay. Jasan noted that he will be discussing the issue with them further.

Peter confirmed that he would coordinate the various elements required for Championship Saturday and create a master plan for the Board's review.

7. TOC

Jasan confirmed that the tournament starts on Jun 8th for AAA, Majors and Juniors. Jasan noted that SMLL will need volunteers for field prep and break down, snack shack, scorebooks, announcers and the scoreboard. A discussion ensued.

8. Elections

Matt E. provided an update. A discussion ensued. John and Michael agreed to be on the Nominating Committee. Matt E. noted that he would ask Noah Graff to be the non-Board Member on the Committee.

9. Additional Board Member Updates

John provided a financial update.

- We have collected \$14K in sponsorships
- We have three \$5K contributions anticipated
- Our total sponsorship projection is \$32K
- We anticipate \$8K in All-Star uniform expenses
- We have \$2K in Snack Shack net profit
- We have generated \$107K in Spring Ball fees, which is up from \$88K last year
- We have projected \$25K in Fall Ball fees, with \$23K having been generated last year
- If we finish the batting cage, we will show a \$33K loss for the year; if we do not spend the final sum to complete the cage, we will show a \$23K loss.
 - We have expected to show a loss, which we would anticipate making up in future years to return to our approximate current reserve level.
 - If we remain at a \$42-47K reserve level by Sep 30th, our sponsorship levels in the next three years need to be approximately
 - \$32K in basic sponsorships
 - \$10-15K in additional sponsorships due to the cost of cage

Dave Eby provided an umpire update. Dave explained that there has been ongoing friction between the umpires and the coaching staffs, some of which has leaked into the stands and dugouts. Dave noted that he would like to curb this trend and ensure that the umpires come across as assistants to the Managers and Coaches who can help them become more familiar with the rules and better manage the game. A discussion ensued.

Dave raised the subject of having 3 umpires for each non-championship playoff game and then 4 umpires for the championship games. Matt made a motion to approve this level of umpire support. Michael seconded the motion. The motion was approved.

10. Other league business

None

11. Good and Welfare

None

12. Adjourn

The meeting was adjourned at 10:05pm.