Derry Little League
Board of Directors Monthly Meeting

Meeting Minutes January 7, 2014

**Attendees**

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| --- |
| **Board Members** |
| Ray Feoli  | Tom Vallone | Heather Zikmanis | John Slater | A.J. Giammichele |
| Sue McGill | Tom Torres | Susan Cerri | Don Kirkland | Matt Elkin |
| Jeff Kattar | Jim Kane | Anthony Fournier | Karen DiMambro |  |
| Brian Diperri | Tim Dineen | Dave Zimmerle | Bobby Jones |  |
| **Guests** |
| Karen Clark |  |  |  |  |
|  |  |  |  |  |

**Guest Comments / Opening Comments**

No comments to start.

**Treasurer’s Report**

Heather reviews Treasurer’s report… gives update on registrations, expenses…. Comments that $10 per month in service charges on checking account. Current balance is approximately $700… Heather will check with bank to see why we’re getting hit with charge. Possibly because of low or no transactions.

Question: Any charges from Waste Management? Heather said we should get a refund on what was paid after closing for the season.

Question: have people been paying off outstanding balances… Ray replies that we have a few payments that have not yet been recorded. Still a lot of outstanding registration fees.

**MOTION:** Move to approve Treasurer’s report. Seconded **APPROVED**

**Secretary’s Report**

Reviewed and amended minutes from December Meeting (December 03, 2014).

**MOTION:** Move to approve Secretary’s report. Seconded. **APPROVED**

**President’s report:**

* Charter -- Heather will move funds so that Ray will pay online with credit card. **$738.26**
* QuickBooks. We talked about putting together a budget… However QB does not allow budgeting. Suggestion to go to next level of QB – which would be an increase from $130/year with one user license to $430/year for five users – plus more functionality like budgeting, creating purchase orders, etc.
Question: why don’t we just buy software? Answer is that it would not be resident on just one laptop… having a license model provides more transparency… keep up with updates… etc. Overall it’s just cleaner.
**MOTION:** Move to approve **$430** for enhanced version. Seconded **APPROVED.**
* Constant Contact – Used for email contacts $336.
**MOTION:** Move to approve **$336** for Constant Contact subscription. Seconded **APPROVED.**
* Website – need to pay hosting cost to avoid advertisements.
**MOTION:** Move to approve **$675** for hosting fee. Seconded **APPROVED.**

Sue proposes to involve Karen Clark to enhance our website. Karen has some great ideas to make it more user friendly… to make it more enticing… more kid-friendly… She can also keep it current

**MOTION:** Move to have Karen be the new website “czar.” Seconded. **APPROVED.**

**ACTION:** Dave to set up website privileges for Karen.

**EVP report:**

Don not here. Tabled to next meeting.

**Old Business**

Charter Modifications

Jeff has gone through by-laws and found some things that need to be updated. E.g. Currently says all payments must be made by check…. Needs to be changed. Discussion tabled to next meeting.
**ACTION:** Jeff will send out draft for board to review.

Coaches Committee

Anthony will take the lead on compiling coach list…

**ACTION:** A.J. will send to Tony selection criteria / questions to be asked.

Winter Workout – coaches lined up… meeting on Friday Jan 9th… need equipment…
Several guest coaches… John Dunham will do pitching clinic… Ken (UNH coach) will come Feb 28th… drills… talk to parents… we’ll make the guest- sessions focused on the guest.

Fund Raising / Soliciting Sponsors

Sal’s as sponsor is on hold… going to run a 50-50 raffle during winter workout… suggested earmarking funds for portable scoreboards ($139)… Ray comments that we don’t need to earmark fundraising funds can pay from budget.

Suggestion to have “team parents” designated for each team to help with league activities such as coordinating fund-raising efforts… Sue will drive this
Plan on opening up registration during winter workout… registration… we talked about payment plans… can we implement? Seems that it is not a viable option… Bottom line is that we need to stay on top of it by contacting parents before season starts.

Setting up a line of apparel… hoodies, t-shirts, decals, bleacher seats Request to board for $300 for samples to show.

**MOTION:** Approve not to exceed $300 for samples of apparel / swag. Seconded. **APPROVED**.

Sponsor packet… in final stage… Identified list of 118 corporate and local candidates for sponsorship.

Tina is drafting a template letter with email script to solicit sponsors.

Karen has identified coding system to track sponsors more easily.

Goal is to have most sponsors lined up by end of February.

Question: are we not giving out hoodies? Given that we have donated shirts.

Side Discussion: do we need to give out hoodies. Cost of programs is about $9,000 for winterworkout… hitting clinic… etc. probably cost is $60/kid… Sue questions whether we need to also give hoodies as we had originally planned. Ray suggests that it is good marketing. Board agrees that we won’t give hoodies this year but will offer them for sale.

Question: RE: WW Jackets from last year… If you didn’t get your jacket… pick it up or it’s going to “goodwill”

Opening Day Parade

Tony needs to know what to do. Tom Torres will try to get info from Nancy to jump start Tony’s effort.

CPR Classes

Next one will be on January 21st… 6:30… - 8:30… East Derry Fire Station.

Baseball 101 (AJ)

In progress… AJ is working it with Park and Rec.

GDBA Assessment?

Some negative feedback… Scheduling is not well-handled… Number of games seems to not be worth the money.

Any other Old Business

Tom T. says progress is being made on dugouts…

Suggestion to send out pictures of progress…. Use Constant Contact…

**New Business**

Umpire School

Jan 31 – Bristol… $30… covers rule changes… confusing rules… techniques… etc. We will send interested candidates to Bristol to “get patched” ($250). Put out the call for umps… might be nice to get some older umps. Right now it’s mostly younger umps.

Concessions

Analyze last year sales… need to get laptop from Nancy…

Tom T. suggests that we don’t raise prices…

ACTION: Karen D. and Susan C. to analyze best sellers, prices, things to drop, things to add, etc.

Scheduling

Dave will do what we did last year. Thanks Dave!!!

AA Rule Changes

Pitching was not really implemented. Suggestion is to have kids start pitching right away. E.g. Salem has rule that batter does not walk run homes. Pros and cons discussed.
Table for further discussion.

Pitching Clinics

Ask Pitching guest-coach to see about offering a pitching clinic… Ray is talking with Pinkerton coach… We’re looking for softball pitching coach too. In progress.

Safety Report

Tom T. is working on it… might add a few things… reinforce no-smoking… that alcohol is prohibited at games…

Advertising Registration

Get the word out… Dave will do email blast.

What about schools… Jeff will get approval for fliers at schools…

Brian D suggests having something like baseball 101 for girls to try out softball to see if they like it.

What else can we do to get the word out? E.g. billboards… make offer to sponsors… if they advertise, they can get a discount on sponsorship package.

Chevy – automatic sponsor

Convenient MD – on 5-year plan will pay $1,000 for sign at O’Hara.

Parkland – Tom T. has connection… free icepacks…

Miscellaneous
Online social media budget – last year Facebook was $200. Pay-per-click…

Bat racks need to be fixed in dugout… Brad said he would take care of it. Ray will contact him.

New Business – fisher cats…. Possible to have DLL games at Fisher Cat stadium – if we purchase 500 tickets over the season at $5 each… ($2500) Several options / paths we can take. Tabled to next meeting.

**Meeting Adjournment and Move to Closed Session**

**MOTION** that next BoD meeting is January 28th 7:00, 2014, at MGCC. Seconded. **APPROVED**.

**MOTION** to Adjourn Public meeting and go to Closed Session at 9:20. Seconded. **APPROVED**

**MOTION** to adjourn closed session at 10:00. Seconded. **APPROVED**

#### Action Items

|  |  |
| --- | --- |
|  | Closed |
|  | In progress with no issues or dependencies or ongoing |
|  | Open, in progress, issues being resolved, action(s) being worked |
|  | Risk, issue, or critical deadline |

| AI # | Date Opened | Action Item | Who | Due Date | Status |
| --- | --- | --- | --- | --- | --- |
| - | Nov 3 | Put out call for coach volunteers – Board Members, Managers, Coaches, Committees, etc.  | All | Ongoing | Ongoing |
| 1 | Nov 3 | Resolve discrepancy of cost of Charter fee v. amount budgeted | Don | Dec 15 | DONE |
| 2 | Nov 3 | Create “sponsor package” to use when soliciting sponsors | Sue M. | Feb 1 | Open |
| 3 | Nov 3 | Winter Workout Committee to meet | Jeff K. | Nov 30 | DONE |
| 4 | Dec 3 | Negotiate with Jim Bail re: Derry Hitting Academy | Ray | Mar 15 | Open |
| 5 | Dec 3 | Ray to negotiate pricing with SportsZone | Ray | Jan 5 | DONE |
| 6 | Dec 3 | Tony F. to lead efforts for Opening Day parade | Tony F | April 11 | Ongoing |
| 7 | Dec 3 | Identify Coaches for Winter Workout | Jeff K. | Jan 7 | DONE |
|  |  |  |  |  |  |