



Exton Little League

of Exton PA

ELL Board Meeting Minutes: May 2, 2016 -- 8:00 pm Knights of Columbus

Members Present: Tim Fredricks, VP Baseball; Corey Cherup, AVP Baseball; Greg Pfeifer, VP Softball; Shane McCormick, Player Development; Will Coccia, Sponsorship; Mike Macri, Head of Umpires; Tom Bowles, Tournament Hosting; Marcia Wileczek, Special Events Coordinator/Community Relations; Jen Kulp, Apparel/Uniforms; Jim Hankee, Webmaster; Julie Pron, Social Media Coordinator

Absent: Ryan Scott, Treasurer; Shane McCormick, Player Development; Tom Pitt, Vice President

Dave Stevenson, President, called the meeting to order at 8:00PM.

- Welcome / Highlights / Agenda Review (Stevenson)
 - Registration recap - Achieved registration goal for 2016.
 - Overall increase of roughly 5% in 2016 vs 2015.
 - Largest increase in registrants was in T-Ball division.

- Key Upcoming League Dates (Stevenson)
 - Playoffs to begin the week of 5/30/16
 - Home Run Derby – Confirmed with Phillies and scheduled for 6/12/16.
 - Tournaments – Process has started. Selection process is posted on website; working through confirming participation by age group. More details soon on scheduling.

- Baseball Update (Fredricks)
 - Call ups have been frequent, particularly in the older divisions. This was expected.
 - At this time there have been no reports of significant umpire related issues. There have been several “no shows” but Tim Fredericks will mention this to Mike Macri.
 - Inclement weather has created a backlog of regular season games. Every effort is being made to get postponed games in but remaining time is becoming a factor.
 - Exton Station – One neighbor complaint concerning early Saturday starting time/noise. Will revisit a possible adjustment to the Saturday morning games at Exton Station next year.
 - Safety issues – Coaches are reminded to report any safety/incident issues directly to Tom Pitt

- Softball Update (Pfeifer)
 - T Ball clinic will be starting soon
 - Minor B – there has been one pitching clinic so far. Attendance was light due to weather and communication issue regarding field status for that day.
 - Minor A – there has been one pitching clinic so far, which was well attended. Another is planned.
 - T Ball numbers are up in softball also.
 - Scheduling is tight – plan is to have all regular season games completed by Memorial Day.

- Fields Update (Andrien)
 - Fields are in great shape – New infield mix definitely a positive factor.
 - Make up games – Due to inclement weather there 8 make up games (as of 5/2/16) to be planned at this point.
 - Infield Mix – plan to split an additional truck load of mix between Ship and Manor fields in order to have dirt on hand to apply as needed throughout remainder of the season.
 - Field Status – If fields are listed as “TBD” on the website parents should check with coach and coaches should communicate with parents concerning the status of scheduled games. Fields with “TBD” means that work is needed in order to make them playable. Fields marked as “Closed” means scheduled games will not take place unless field status is changed. Continued monitoring of the website is encouraged in adverse weather as needed.

- Fundraising Update/Joe Corbi (Fredricks)
 - All order forms have been turned in
 - Orders will be available for pickup on Saturday 5/21/16 at Ship Field, between 11:00 am and noon. Team Parent should communicate arrangements with their respective teams.
 - Order profit total equaled \$5,818.30 + donation total of just over \$1,900. Net overall profit for the league approximately \$7,750.00.

- Sponsorship Update (Coccia)
 - Sponsorship drive is essentially completed for the season at this point.
 - Grand total of \$28,000 in sponsorships/ Net total (factoring in new signs to be made) was \$25,500.00
 - Fifteen new sponsors for the league this year
 - New Chik Fil A signs are up at Manor
 - Sponsors will be added to the website (banner) within a week from 5/2/16

- Financial Update (Stevenson – for Ryan Scott)
 - Chik Fil A sandwich promotion at the concession at Ship fields has been very successful. Each sandwich sold represents a \$2.00 profit for the league.
 - Current Financial Statement provided and are also available on the website for full transparency.
 - Concession agreement – kept the same in 2016 as was in place for 2015. W-9 forms will be generated where appropriate.

- Concession Sales – Going well and on target– currently at \$3,400 – projection was for \$6,000 for the season.
- Expenses – budgeted \$33,000 for 2016, currently at \$16,400. A significant portion of expenses incurred is tied to startup costs (fields, concessions, etc.)
- Special Topic – Honoring of Bob Herman / Signage options (Stevenson/All)
 - Discussion regarding the Bob Herman sign that was removed when the Park was renamed. The following options were put forth for consideration:
 1. Return the original 8' x 4' sign to the snack bar naming the field Bob S. Herman field and pay Fast Signs to modify it so that it says Roscioli Park and not Ship. It is estimated that modification would cost less than \$200.00. This would need to be paid for out of league funds.
 2. Create a smaller sign or plaque, also to be placed on the snack bar on the lower level or near the field entrances. This would likely have a similar cost as option #1 and also would be paid for out of league funds.
 3. Leave the sign off and do nothing.
 - Note:** The decision was made during the meeting to move forward with option # 1 above: (Return the original 8' x 4' sign to the snack bar naming the field Bob S. Herman field and pay Fast Signs to modify it so that it says Roscioli Park and not Ship. This is contingent on approval by the township supervisors at their next meeting (latter half of May, 2016).
- Open Discussion / Social Media Update (Pron)
 - The Exton Little League Facebook page is building a lot of positive attention. This page had 158 members as of 5/2/16.
 - Twitter has 44 Followers as of 5/2/16 and is also generating positive feedback
 - Julie Pron drafted and proposed Social Media Policy for Exton Little League. This policy contains terms to ensure appropriate behavior/language/usage from members. Consensus from the Board showed agreement with this idea and this policy has been adopted.
 - Facebook – also discussed was the idea of making the existing ELL Facebook page a “Closed” group, meaning members would have to be approved in order to have access to that page. This would make the group “Private” and would alleviate concerns about posting information/photos/etc. as doing so in a “Closed” group would limit the exposure to that private audience. This was agreed upon during the meeting and the Facebook page for Exton Little League is now a “Closed” group.

Dave Stevenson, President, adjourned the meeting at 8:49 PM.