



## MINUTES OF BOARD OF DIRECTOR'S MEETING OF SMVLL

A meeting of the board of directors of SMVLL was held on September 6<sup>th</sup>, 2016. The meeting was called to order at 6:38 pm. The meeting was adjourned at 8:55 pm.

There were present, representing a quorum of the board:

Mike Michota, Cora Swanson, Chris Rowe, John Holland, Greg Ramirez, Joe Nash, Rich Conser, Tori Yokoyama, Suzanne McCarty, Bryan Ray, Dave Baker, Ron Grau, David Boyer, Mark Dace, Scott Nagel, Tim Enoch, Jeff Lance, Amy Mitton, Nick Cozens, Joel Kriwinski, Derrick Taylor, Cindy Nagel, Eileen Holland, Amy Hahn, Frank Torriero, and Garrett Mitton.

Not present but on the board:

Aaron Dak, Dan Briggs, Jerome Healy

### **1. Introductions**

Each board member gave an introduction of themselves and a brief overview of what they would like to see improved this next season at SMVLL.

### **2. Ground Rules for meetings**

- Efficient and time productive.
- Start on time.
- Will have agenda for meetings in advance to reference for preparation.
- Meetings held on 1<sup>st</sup> and 3<sup>rd</sup> Tuesday of every month at Norman P. Murray.
- One person at a time to speak. "Cuss Can" fines reviewed.
- Stay on topic – will "bench" topics when needed to stay on track. Revisit the bench before the end of each meeting.

### **3. 2017 SMVLL Goals**

- Membership growth.
- Better Baseball – Starts with coaching with better tools, creating platforms with better ideas for all coaches, providing tools to improve coaches, players, league growth.
- Continue funding growth.
- Build communication platforms – Amy Mitton to spearhead...Instagram, Facebook, create more robust platforms for sharing pictures, ideas, etc.
- Better neighbors to the North.
- Clear view of the benefits of merging. Merge needs to be approved by both leagues. Create vision for 2018 and needs to be approved by both BOD members and general memberships. Should be voted on by the opening of 2017. The merge may or may not happen. Our focus is to build the best SMVLL possible.
- 2017 Numbers showing membership growth and good communication.

#### **4. Being the best BOD**

- BOD members must be team centered, solution oriented, forward focused, drama-free and all about the kids.
- 29 BOD members- Need 15 BOD member for meeting quorum – Ask people that can't make the meeting to relinquish their voting rights to maintain the effectiveness of our Board.

#### **5. Board of Directors org chart handed out**

- Larger Board and more vertical structure creates more back up.
- Created two new positions – Director of Operations Directors –Director of Baseball Operations.
- 2017 Positions are announced.
- Lead Commissioner – more responsibilities, scheduling practices, interviewing manager, being in on interview, responsible for growth of division, commissioner can't be on same division as his player son/daughter.

#### **6. 20 Year Anniversary of SMVLL's 1997 US National Championship**

- Opening ceremonies or stand-alone event.
- Press coverage.
- Play a game against coaches / possible double header with majors game.
- Create community excitement.

#### **7. Financial Update**

- Financials were reviewed.

#### **8. Equipment**

- Nick reviewed his shopping list for field and playing equipment for the start of the 2017 season. Items were discussed and decision for purchasing and finalizing needs set for BOD meeting on 11/15.
- Accountability sheet is suggested - Deposit from coaches in order to get everything returned by the end of the season.

#### **9. Sponsorships**

- Goal is to make it easier to recapture same sponsors.
- Capture field level sponsorships.
- Get creative for selling sponsorships banners – trash cans, etc., want to increase value.
- Goal for all board members - bring in 1 – lower level sponsorship by the end of the season.

## **10. Background checks**

- Issues with current background checks – many offenses are left off of report.
- Bryan and David to explore finger-printing vendor and present pros and cons.
- New Fingerprinting service suggested – need to apply through FBI, cost per fingerprint \$30-\$40. Once fingerprints have been taken – they will always be in system and we will be notified if an offense has occurred.
- Trabuco Canyon uses service.
- Time sensitive in order to put in order for all finger printing – cost is high but benefits out way cost – To be discussed further.

## **11. 2016 Fall Ball**

- Increased from last year – Joe Nash thanks all Fall Ball.
- Elite program – suggested to start marketing Fall Ball in May of the Spring season.
- Big improvements possible for next year - Bring in professional coaches, clinics - need to market it more to the mgrs., making it better.
- Older kids should be mentoring younger kids – idea was very well liked.

## **12. Uniforms**

- Fall Ball uniforms done and will hand out this week – coaches will have polos. Players to receive cap and jersey.
- Idea noted for merchandising at snack bar in Spring.
- “Dress for Success” mentioned as a pledge to continue providing high quality uniforms for our players.

## **13. Website Update**

- Will continue to use League Athletics as host and maximize utility of all programs.
- Home page banner updated – missing fundamental info about the league – need ideas for updating.
- Disconnected to social media – improvements needed and Cyndi has made changes.
- Rules needed for when we post to website – font, etc.
- Website is able to use team rosters tool, communicating, etc.
- Need to list of sponsors on site.

## **14. Snack Bar**

- Solid sales and revenue performance last year.
- Jeff suggested using same format as last year.
- Food trucks – takes money from snack bar so not worth it.

## 15. Communications – Survey –

- Amy Mitton has revised survey and asks that the Board Members review. Check email for rough draft.

## 16. Motion

Approval of 2017 Board Member positions

Accepted – Nick Cozens

Seconded – Cora Swanson

Vote: Approved, Unanimous – Yes, no member abstained

- League Coordinator – Amy Hahn
- Vice President – John Holland
- Directors of Operations – Amy Mitton
- Director of Baseball Operations – Joel Kriwinski
- Snack Bar Lead – Jeff Lance
- Treasurer – Rich Conser
- Aux. President / Event Coordinator – Cora Swanson
- Apparel & Merchandise Director – Mark Dace
- Sponsorship Chair – Frank Torriero
- League Secretary – Eileen Holland
- Communications Director – Amy Mitton
- Player Agent - Greg Ramirez
- Lead Commissioner – Aaron Dak
- Field & Equipment Mgr – Nick Cozens
- UIC – Jerome Healy
- Co-UIC – Tori Yokoyama
- Safety Officer - Bryan Ray
- Asst. Safety Officer – David Baker
- Snack Bar Asst. – Ron Grau
- Event Asst. – Joe Nash
- Apparel Asst. – David Boyer
- Sponsorship Asst. – Scott Nagel
- Webmaster – Cyndi Nagel
- Asst. Player Agent – Suzanne McCarty
- Majors Commissioner - Derrick Taylor
- AAA Commissioner - Tim Enoch
- AA Commissioner – Aaron Dak
- A Commissioner – Chris Rowe
- Coach Pitch and T-Ball Commissioner - Garrett Mitton
- Umpire Advisor - Jeff DuChateau

**Benched Items:**

November for ordering Spring equipment – 11/15

New fingerprinting background checks

Meeting adjourned at 8:55pm. Next meeting scheduled for Tuesday, September 20<sup>th</sup>