



SMVLL Board of Director's Meeting – 9/6/2018

A Board of Director's meeting was held with the SMVLL Board of Directors on September 6, 2018. The meeting was called to order at 7:09pm. The meeting was adjourned at 9:04pm.

Board of Directors in attendance included Garrett Mitton, Amy Mitton, Stacia Garner, Gene Malone, Shireen Malone, Dave Henson, Shannon Lechuga, Tucker Albers, Tori Yokoyama, Jeff Lance, Jim Cordova, Robin Cordova, Dave Towers, Hector Hernandez, Julie Morgan, Dean Dunlap, Nic Hernandez, Hamilton Blake, Ray Medina

Not in Attendance: Brian Ilg, Marc Trocchio, Sager Marshall, Kristin Dak

Welcome (Garrett Mitton)

- Opening remarks welcoming the new and returning board members
- SMVLL is in good standing with District 68 and is looking forward to a great 2018-19 season
- Board member introductions

Introduction (Garrett Mitton):

- Public record vs. confidentiality. Certain information is required to be protected and maintained within the room. Minutes will be published to the website post meeting to provide transparency to the SMVLL community, but please be mindful and use best judgement on confidentiality
- Little League structure overview:
 - SMVLL falls under District 68, within the West Region under Little League International
 - 9 leagues currently fall under District 68
 - We have a very competitive and great district
- City of Mission Viejo
 - Great partnership with the City of Mission Viejo
 - High quality fields and facilities the city provides to the league for free
 - Field staff take great care of our facilities and we are very lucky to have them
- What it means to be a solid Board of Director Member:
 - Solutions oriented
 - Forward focused
 - Drama free
 - Board of Director first. Several board members will be managers as well. Focus is on the Board first, managing second.
 - Every kid first
- Sitting vs. serving on a board
 - Be present and engaged
 - We need your help and your work
- Reminder – this is Little League baseball! These kids are not getting drafted to the major leagues. Have fun!
- Own your role. Seek and offer help early and often
- Non-explicit communication

- Get stuff done!
- President is not a voting member
 - Only time the President can vote is when there is a tie
- Quorum is super important. Half +1 attendance of voting members required at each BOD meeting for quorum. We cannot conduct business without quorum
 - All BOD members are voting members
 - Regular attendance required to maintain voting status
- Constitution governs our LLI chapter
 - Garrett will email this out to the BOD team
- Green Book and local rules governs our league and our play
- President goals:
 - Membership growth
 - “Better Baseball”
 - Continued funding growth
 - Build communication platforms
 - Better neighbors
 - Clear view of South’s benefits of merging

BOD Structure

- Review of the Board of Directors org chart
- The following positions were voted in as approved
 - Garrett Mitton – President
 - Jim Cordova – Vice President
 - Stacia Garner – Director of Operations
 - Dave Henson – Player Agent
 - Gene Malone – Lead Commissioner
 - Nic Hernandez – Fields and Equipment
 - Tori Yokoyama – UIC
 - Dean Dunlap – Safety Officer
 - Marc Trocchio – Clinics & Training
 - Julie Morgan and Jeff Lance – Snack Bar
 - Shireen Malone – Treasurer
 - Apparel and Merchandise – Kristin Dak
 - League Secretary – Kristin Dak
 - Communications Director – Amy Mitton
 - Website – David Towers
 - Tee Ball Commissioner – Tucker Albers
- League Commissioner position has been added back in to the org chart in lieu of the Dir. Baseball Operations role
- Commissioner role is to oversee the division. Creating practice schedules for their team, watching games to ensure everything looks OK, communication is to Lead Commissioner, deal with disciplinary issues etc.
 - Responsible for rescheduling the games due to rain outs
- All remaining positions to be filled by next meeting

Pre-Season Baseball Calendar

- Meetings will occur monthly on Tuesday's with a few exceptions
- The board reviewed key calendar dates – to be posted on the website

Executive Committee:

- BOD established the executive committee
- This committee doesn't make any decisions on its own
- Is a resource of smaller group that can handle the more delicate or sensitive issues that may occur in the league
- Recommend Gene Malone, Dave Henson, Jim Cordova and Stacia Garner to the Executive Committee
- Board approved this motion

Board Resignations (Garrett Mitton)

- Joel Kriwinski and Nick Cozens both resigned from the board

2018 Review (Garrett Mitton)

- 24 teams in 2016 to 29 in 2017 to 31 teams in 2018 = 330 players
- Strong marketing push with back to school night, banners/events
- Strong growth and retention in our youngest divisions
- 100 responses to our parent survey
 - Parity, volunteerism, snack bar and interleague play were feedback areas of concentration
 - Continued growth in relationships with the City of Mission Viejo and D68
- Safety improvements
 - Implemented DOJ background check protocol and expense
 - Improved first-aid kit materials supplied to each team
 - Concussion protocol introduced (partner with Envision Sports)
 - Arm-injury prevention discussed (partner with Envision Sports)
- Relationship with North
 - Manager BBQ
 - Parents Pledge
 - Local rules summit
 - Matching rules
- Field and equipment upgrades
- Moms and Bombs
 - Over 100 moms registered for the event
 - SMVLL Oakley exclusive access to sales event
 - Hosted 9U All Star tournament
 - Record Fall Ball registrations

Current Business (Jim Cordova)

- Fall ball:
 - 125 registrants
 - 9 developmental teams, which is great!
 - Challenge to getting the 11 teams scheduled, but everything is off and running
 - Manager slate is really great. Teams are well balanced and rosters are in good shape
 - Games kick off this weekend
- Financial update:
 - Transitioning accounts over to Shireen Malone
 - Meeting with former treasurer, Rich Conser, to assist in the transition
 - Well-funded league, goal is to keep this up
- Snack shack:
 - All the perishables were removed at the end of last season
 - Slushy machine is cleaned and dried out
 - Will reopen at tryouts for spring season
 - Opened last year for pictures, but it wasn't worth the expense. Not planning on doing that again this upcoming year
 - Coffee machine was a great addition to the snack shack and generated great revenue
 - Landline is being used for processing credit cards. Garrett will work to reduce the cost for the landline
 - Consider adding WiFi. Could support the snack shack but also would like to add web cams to YAP 1 so we can shut the field lights off when fields are not in use
 - LiveScan update
 - Board members have all been live scanned
 - Communication is key – make sure folks don't get live scanned again
 - Add signs to the communal areas
 - Add an update to the website as well
 - All Fall Ball staff has been live scanned
 - Registration fees
 - Discussion on the registration fees and keeping them same for the upcoming season
 - Tee ball/coach pitch - \$170 early bird/\$190 regular
 - A/AA - \$190 early bird/\$210 regular
 - AAA/Majors - \$210 early bird/\$230 regular
 - Manager recruitment
 - Incredibly important to have the right managers
 - With increases in registration, need to keep bringing in great managers
 - Opening ceremonies
 - Need someone to volunteer to lead this
 - Shannon Lechuga will run the opening ceremonies committee this year
 - Marketing update
 - Marketing needs to kick-off with website and social media
 - Will use the magnetic clings on cars again which were successful in registration sign-ups last year

- Request to BOD to share posts (not like or comment) on Facebook and Instagram to share the news on early bird spring registration
- Request to update the website with the BOD contact information

2019 Goal Setting – Open Discussion

- Marketing league
- Succession planning
- Social media policy
- Website updated & upgrades
- Interleague play
- Town Hall meeting
- All-star hosting for 2019
- Baseball training/clinics
- Scheduling processes refined
- Revisit local rules
- Continue LiveScan
- Assess field and equipment needs
- Spirit wear
- Snack shack improvements
- Fundraising idea – 100 innings of baseball
- Dads and dingers fundraising opportunity

Homework

- Take ownership of your role, be proactive
- Read the constitution – might be a quiz
- Bring a sponsor! Every BOD member is required to bring a sponsor

Motions:

1. Approval of the BOD org chart as presented
 - a. Motion – Amy Mitton
 - b. Second – Tori Yokoyama
 - c. Voting: All in favor, no abstains
2. Executive committee approved
 - a. Motion – Hamilton Blake
 - b. Second – Amy Mitton
 - c. Voting: All in favor, no abstains
3. Registration fees to remain the same
 - a. Motion – Amy
 - b. Second – Hamilton
 - c. Voting: All in favor, no abstains
4. Marketing budget for spring registration not to exceed \$1,300
 - a. Motion – Stacia
 - b. Second – Amy

c. Voting: All in favor, no abstains