

BHGS Board Meeting Minutes

Date: November 3, 2016

Official Start Time: 7:30pm

Official Adjournment Time: 9:00pm

I. CALL TO ORDER

Attendees: James Reddell, Kyle Jackson, Erika Reddell, Ben Scripoch, Steven Low, Heidi Owens, Tony Bowden, Erin Frazer, Butch Coyne, Dan Liddle, Richard Popejoy, Floyd Killen

Absent: Christina Pike (uniforms)

II. REVIEW OF PREVIOUS MINUTES

- Butch motioned to approve the minutes from last meeting and Steven seconded the motion. Motion approved.

III. Old Business

- Recruiting for board positions
 - The board reviewed the Google Docs spreadsheet for board roles
 - **Action Item** – James to share recruiting spreadsheet with full board
 - **Action Item** – Butch to talk to Ron Chun regarding cover safety coordinator role
 - **Action Item** – Steven Low hit-a-thon, looking for someone to assist, Butch to ask Jamie to help design t-shirts
 - **Action Item** – For all board members in primary roles, start looking for assistants and back-ups
 - Several other open roles, so full board needs to be aggressive in recruiting
- Spring Season Marketing and Registration
 - Registration is open and we have 37 registered and 34 paid. Board is happy with this level of registration so early in the registration cycle.
 - Board discussed marketing underway
 - Website and facebook are updated and running. Thanks Ben!
 - Nextdoor is getting weekly posts. Thanks Heidi
 - We received approval from USD and all schools will be posting to their websites. Ben got approval and added paper flyers for Hacienda for SJUSD. Thanks Ben!
 - Banners are up at Carlson, Oster, and Alta Vista. Thanks Butch!
 - ½ page ad placed in Los Gatos Holiday Parade program. Thanks Heidi!
 - Board discussed proposed Marketing activities
 - **Action Item** – Heidi to ask Principal at Union High School if we can put up a banner.
 - **Action Item** – Butch to print and mail postcards after the holiday
 - **Action Item** – Dan to send Butch graphics (in AI) for banners and Butch. will print 5 to 8 banners, James to use his grommet kit.
 - **Action Item** – Heidi to check pricing for Los Gatos magazine and Cambrian Times.

- **Action Item** – Tony to ask Safeway if we can have a registration booth/table outside the store the first week of January (4 or 5)
 - **Action Item** – Heidi to research pricing on disposable or reusable grocery bags to hand out at Safeway registration table.
 - Board discussed registration table outside Alta Vista elementary, but decided against it. Drop off, lunch, or pickup are not good times because parents are rushed or not present.
 - **Action Item** – Full board to take a couple signs and put them up around town. We have 45 signs left (of 100 originally ordered a couple years ago).
- Casino night
 - Jason to put together financial proposal - update delayed until next meeting
- Butch provided list of girls from Thunder to Steven to provide \$50 discount on Spring registration.

III. New Business

- Equipment - James and Floyd discussed equipment inventory and provided an update to the board. There are a few things we need to order, but we are generally in good shape for equipment.
- Holiday Parade - Floyd is providing boat. No shoes, less decorating please.
- Richard provided update on clinics
 - Five player clinics plus one coaching clinic are planned (Jan 22 to Feb 19)
 - Location will be at Alta Vista outside
 - Board is contracting with Cutting Edge (Leanne) and/or Steve
 - Expected cost is \$5000 to \$6500 and board unanimously supported this expense
 - Rich will continue same procedure as last year, opening registration for clinics only one week before they start. It worked really well.
 - Ben requested that we standardize on TeamSnap for messaging from the league, including information on clinics.
- The board discussed Thunder pricing and expenses.
- Steven provided an update on the proposed budget for 2017. Please send comments about projects to Steve over email before the next meeting so he can provide a finalized budget for 2017.
- The board discussed player registration prices and decided next year we should consider raising them to be on par with other activities and softball leagues.
- Steven submitted tax information to accountant. He needs to send out two 1099 tax forms to umpires who earned more than \$600.
- The board discussed upkeep for the infields and decided to hire Jensen Construction to regrade and fill the infields at an estimated cost of \$3500. The work will be done during “ski week” in February. Butch is working with the vendor. – Thanks Butch!
- The board discussed Thunder registration costs and expenses at great length. No decisions were made to change anything about the way Thunder operates.
- Butch and James discussed facilities. The board decided to investigate branding opportunities for the fields, such as the airbrushing the dugout covers.

- James and Ben reviewed the calendaring process we are using on the website.
- Kyle provided an update on Little League softball in our area.
- The board discussed an alumni section for the website and potentially writing articles about players who have gone to play softball in college on scholarship.
- Motion to adjourn from Kyle, second from Ben

V. NEW BUSINESS

- Agenda Topics
 - Review important dates: season opening day, ending day, picture day, hit-a-thon, field cleanup day, etc.

VI. ADJOURNMENT

- Next meeting is December 1, 2016 at 7pm (note the meeting time shifts to 7pm when there are no softball games underway.)
- Meeting adjourned @ 9pm.