



Board Meeting

September 5, 2019

Meeting Start Time: 7:00 pm

Meeting End Time: 9:20 pm

Board Members Present: Lucy Campbell, Soren Llanes, Larry Holden, Kurt Fluegge, Lucy Regan, Tim Chin, Jennifer Agustin, Erik Satterlund, Elisabeth Carroll

Fall Ball Update: The program is on Sunday and Wednesday nights. The first hour is drills, second hour is a live scrimmage. Mark Linden is the leader and parents are encouraged to join on the field. This is a great opportunity for coaches because it gives them a practice plan. We have 8 kids registered, 12 spots open. There is a minimum of 16 players and we break even at 18. The new start day will be Sunday. Elisabeth will repost a blurb on facebook about it.

Introductions: Jennifer is joining us to learn more about marketing. She is the VP of a tech startup and has an extensive marketing background and experience playing softball. Her 8 year old daughter and 10 year old son currently play for Thunderbird. She is a strong believer in high fives, teamwork, and positive interactions for players.

June Minutes: A few corrections were suggested about members and board positions. Minutes were amended and approved.

Merge with Bellevue East: Dean Cassman sent out a community e-mail thread that indicated their whole board is open. Lucy and Fred have collaborated about this about what this would mean for Thunderbird.

- Darcy could potentially be the VP of upper division softball. This coming year we would support their softball program and be friendly. Our teams could include girls from both leagues. It would be great to have access to their field that is softball legal, in addition to Robinswood. We could use Tye for softball since Larry bought a rubber pitching mound. It has posts that go in the ground.
- We should consider financials implications and registration fees. Our field expenses and uniform costs would increase so we would need a financial contribution from their league.
- Rainier Athletes is an organization that supports at risk individuals and has partnered with Bellevue East in the past. We will be involved with them through our new partnership. We could potentially set aside two spots per team for these athletes. We want to be sure that we have enough players to attend games, while accommodating those with unique needs. We can provide value to the community with a scholarship approach.

Financial Standing: Soren reports that we are \$36,000 in the red. Registration was half of what was expected.

- Fields: Our field expenses were higher than what made sense. It seems like we should have spent much less money on fields since there were less players. Our field fees from the Bellevue School District were \$25,000. School fields are much more expensive than city parks. We need to make city fields more of a priority, especially Lewis Creek. More time should be requested at Robinswood, less time at Tyee, more time at Newport Hills Park (great drainage so no cancellations). Hidden Valley is not a priority (expensive, hard to get to, and would require mound storage and an arrangement with Bellevue West to borrow their equipment.) We need to support our new field scheduler. Larry could help train him and reach out to a great field scheduler from the past for additional insight.
- Soren is going to have to tap into our savings to finish off the year. The 2019-2020 budget will need to be really aggressive. Our focus should be on fundraising, sponsorship, increasing revenue, and scrutinizing expenses.

Board Positions and Responsibilities:

- Tim would like to train someone to take over his board position. He worked with fabulous coaches who were full of energy and could be a great fit. We will work with Mark Linden again at the t-ball level. Tim noticed that the positive impact of his program has extended through AAA (the first cohort he coached).
- Cesar and Alan will coordinate uniforms and storage.
- Lucy R. was waiting for a scope of work description before coordinating with the Eagle Scouts on cleaning out our storage unit. It seems like they are more interested in building than cleaning projects.

Fundraising: Lucy C. would like to coordinate a hit-a-thon and give All-Star teams a chance to fund raise. It would be nice to give them a chance to have a car wash or raise revenue for travelling costs before the season begins. A plan needs to be put in place much earlier than when All-Star practice starts.

- Soren suggests that we build up a financial pool for All-Stars.
- Lucy has to report our plan for fund-raising next week at the D-9 meeting. We need to have explain if we are going to have hit-a-thon or carwash, or whatever else we can think of. Proceeds could be called a pool for all-stars. Funds should be equitably divided between all softball and baseball teams.
- Our Opening Day raffle only netted \$800. In past years we profited around \$3000. Ideas to increase funds:
 - Raise donut prices.
 - Brown Bear Car Wash Tickets: Tim has had experience selling Brown Bear car wash tickets – each raises \$6.50 for the organization.
 - Partner with a restaurant: A fundraiser at Resonate might donate sales from ALL patrons and could generate several thousand dollars. Dining for dinero concept.
 - Encourage/enforce sponsorship: Lucy C. notes that some businesses wanted to sponsor teams, but were turned down? We used to require that every team had a \$200 sponsor. We haven't enforced the collection of sponsorship money from teams consistently. Softball, single A and AA teams need sponsorship too.

- *Fun:* We could have a gift card game at Opening day. Maybe we could require a \$25 minimum gift card donation, people could buy a chance to spin the wheel.
- *Advertise Sponsorship Benefits:* Jen remembers that a parent wanted to upgrade their team sponsorship to get their logo on the shirt. We should find out details about the process and cost. In the past it has been \$3000. We need to continue to talk to businesses, like orthodontists, etc. Plaques and trophies are in the storage unit. Coaches need to deliver the plaque to the sponsor. Sometimes they come in very late (this could be a reason some sponsors haven't received them in the past.)
- *Corporate Partners:* Tim's wife works for T-Mobile and reimburses employees for time volunteered. She is looking for an opportunity to help and submit her time for compensation. Maybe we can communicate a list of employees who match/participate, tell parents that they can log hours helping with practice. With our registration process we can put a plug for corporate matching – ask them to indicate if they work for one of the companies we are trying to target. Lucy is willing to send out a plug/news blast with volunteer opportunities to help clean out the shed, whatever we are doing. It would be helpful to bring attention to matching opportunities. Larry knows how to add this information to the registration process.
- *Giving Tuesday:* Jennifer suggests we take advantage of this nation-wide campaign to give to non-profits. We could send out a blast and encourage people send in a check to Thunderbird.
- *Special Event:* We could have coaches from last year take over the Somerset gym and put on a skill building program. We have also talked about doing this outside and during the summer.
- *Increase Registration:* Kurt suggests we put up signs earlier. Newcastle Pony League had an increase in registration and signs all over. Next month we will talk about registration costs. Lucy C. will order new signs, maybe Fred can design something new and attractive that says BOYS and GIRLS, baseball and softball. Social media is great, but signs are important.

Other: Our teams did very well at the end of the season. Softball won state and Juniors were able to travel. Yay!