



Board Meeting

November 14, 2018

Meeting Start Time: 8:01 Meeting End Time: 9:36

Board Members Present: Fred Clarke, Rob Freytag, Lucy Campbell, Corinne Crowley, Larry Holden, Cesar Garcia, Kevin Regan, Soren Llanes, Chris Freer, Michael Edwards, Lucy Campbell, Erika Satterlund, Mark Knolls, Elisabeth Carroll

Financial Report: Michael sent out the updated financial documents. We collected \$3400 for matching and \$4500 additional income is in the pipeline. He will send out a request for people to submit their hours. We should receive \$14,000 from corporate matching. Fred still needs to follow up on a \$5,000 check from the city. Michael drafted a budget for the upcoming year and allocations would result in \$282 in the black. The idea is to use it as a starting point for consideration. Registration income assumes that the same number of players as last year. If anyone has unreimbursed expenses, they should let Michael know and he will wrap it up.

Board of Directors – Lucy Campbell was nominated and confirmed as our new Thunderbird president. She has been working closely with Larry, Fred, and Elisabeth to learn about the league and has visited the storage. Lucy believes in putting kids first and considering all points of view prior to making decisions. She is smart and will be a great player advocate. Board meetings will be held on the first Thursday of every month in the future. Lucy would like to meet individually/small groups with each of us to learn more about our roles and what we need.

Positions to be filled

- Player Agent Softball – Lucy Regan
- Winter Training – TBD Fred went ahead and reserved the dates below. They coincide with our player evaluations. Since we don't have someone in this position, we can each take a night where we are in charge of organizing the high school volunteers.
- VP Softball Upper Divisions – we have a great person in mind. There is a monthly D9 meeting, finding coaches, and then all-star coaches. It is very straight forward.
- VP Softball Lower Divisions – TBD this is very easy
- Field Scheduler – Larry will call a great person we are thinking about.
- Fundraising – Erika Satterlund

2019 Items to Address

Umpires update: Cesar suggests that we offer adult umpires a refund on their registration to reimburse them on their gear. Umpires who work often would like to receive a stipend for gear that they could take home. We would like to also have the umps work at the All-Star games. Last year D-9 was THRILLED that we had people out there and it made a difference. Cesar will draft a concrete proposal about what this would look like.

We want to have hard helmets for youth umpires. Michael reminds us that our budget has a buffer and it is important to purchase things that will keep our players and adults safe. We will consider buying youth umpires each a set of equipment too to be used as loaners.

Sponsorships

We have been lucky to have great past sponsors and hope to continue our relationships with Allied Waste (agreed to sponsor us until approx. 2022), GLY Construction, Republic, and Rover. The corporate matching paperwork includes a questionnaire that needs to be completed and self-certified. Our sponsors may receive a logo on our uniforms, set up a booth at opening day, included on a banner, and a recognized on our website. We could also thank sponsors in a full page ad in the all-star magazine. For example, it might say "Congratulations to Thunderbird Little League! Thank you to our sponsors." This would increase our advertisers' exposure.

We are offering a hat and registration for the Somerset and Newcastle school auctions.

Social Media Blasts can announce that there are scholarships available. We want to spread the word.

Recruiting and Registration: Lucy C. and her subcommittee have had flyers printed. She has been communicating with our target schools to find out how many flyers could be distributed. Some schools want several hundred, others only want ten. Corinne is working on finding out why Somerset only wants ten. Blasting the PTSA and grade levels will happen at Puesta. Others need to blast whichever group they are part of.

Money off Codes: There is an early registration code (BTTL2019) on the flyer. People can use it at any time, but it needs to be shared via word of mouth. We will designate a day to wear Thunderbird uniforms. If parents tag a pic of their player and post it on Facebook, they will be entered into a raffle on Opening day. Larry will add a field on our registration page to allow families to credit a player who referred them to save money.

The signs should stay inside our boundary. Note – we are shaped like Florida. Boundaries include land south of I-90 between Lake Washington and Newcastle Way (formerly SE 71st ?) A corner is at Renton Middle School – also known as Riden(?), Everything north is in our boundary, then from Coal Creek Parkway south to the left side toward Cougar Mountain , almost all the way to Lakemont Blvd.

Newcastle Elementary uses PeachJar to advertise outside activities. It costs \$30/month to post a flyer online for parent viewing. We could buy credits to post for our peak months. It would be smart to use a different promotional code for each marketing tool so we can tell where our advertising is working. Lucy C. and Fred will come up with a new flyer and code and give it to Larry to input for Peach Jar. Registration will open tomorrow!

Winter Training: Will be held 5PM – 9PM on Jan 6, Jan 13, Jan 20, Feb 10, and Feb 17. We will each be in charge of supervising volunteers on a different night to share responsibility.

Evaluations – January 27, 8 AM – Noon: Mike Garrett and Fred will handle baseball. It would be fantastic if Scott, Eric Lee, and Alan Takudo could help us with Softball. Joon Huh is also a great resource.

Logistics: We will NOT have a pitching station. There are stickers that need to be passed out. Francine has an online system that populates player scores. Parents wait in the lobby. Girls start at 8:30 am (volunteers setup from 8:00-8:30). Boys come in 9:15am when stations open up. The Bellevue Community College offers their gym for this event at no cost to us.

Staffing needs: We need someone to coordinate water and snacks for the coaches/volunteers helping at the event. We also need a few volunteers to check people in. Others are needed to wander around and tell confused parents where to go. Twelve to fifteen people are needed in all.

Discussion: Last year there was some confusion about how to record the infield throw and it wasn't consistent so those scores weren't able to be used. Kevin suggested that players be grouped on teams by ability instead of age starting in the youngest bracket. Discussion about why this would be problematic.

Last year a Coast player didn't attend the Coast evaluations, went to the AAA evaluation instead. This player wasn't allowed to play Coast – as per the rules, and ended up leaving Thunderbird for the season. We need to continue to be clear about our rules so parents know exactly what expectations are.

We are expecting a small group of 12 year olds this year with around four majors teams.

Opening Day – The big day is Saturday, April 20th since it is the week after Issaquah and Bellevue's Spring Break. Chris is open to new ideas. Lucy C. proposes a subcommittee to help generate new ideas and learn more about details. It is crucial to make sure the photographer stays on schedule to accommodate the games.

Mark is the MC for the ceremony – he does a good job. Lucy C. is interested in working with Erika on raffle prizes and bumping that up a little. We have a Thunderbird mascot outfit too. Last year we did a deal with Jimmy Johns that raised a small amount of money. Kevin proposes a booth where kids throw darts at milk bottles.

Gear Swap - There is Thunderbird family interested in donating used gear. If someone would like to organize a gear swap, winter training would probably be the best time of year to schedule it. If anyone is interested, they could coordinate it. Hosting a booth at Opening Day would probably be too late since people already have their stuff then.

Communication - We could have a committee to shore up rules and communicate what families can expect. In the past, t-ball families have wondered what to expect and All-Stars has confused some.

Rob said that it is important to get on the same page as Bellevue East with rules about machine pitch settings, game end triggers, etc since we will be interlocking. Lucy C. is willing to go and meet with their umpire in chief, but their contact person may be a VP. Coaches might have more latitude there, compared to the structure we provide. Ideally, we agree about negotiable issues before the season starts to have consistent games. There is a meeting with coaches from each division to talk about rules.

We would like to improve attendance at Thunderbird's annual safety meeting. Larry will ask Ryan to reserve the auditorium this year on the first Saturday in March. Kevin would like to provide each coach with a laminated sleeve of all the rules they typically break with pitching, keeping kids in the dugout, etc. We should set the expectation with all coaches that if the coach on the opposite team is breaking a rule, they are responsible for calling them on it.

Larry looked at two registration systems. We will change systems, but NOT during this season. Larry will reconnect with TeamSnap and SportsEngine in June. He will work on that right after All Stars and have it in place before registrations in 2019.

To Do:

Lucy C.: Send a list out to all VPs and Cesar to meet in the next month. Lucy and Cesar will agree on a date first, then invite other VPs.

Cesar: Draft a concrete proposal about adult umpire fee credit and gear lending agreement. Purchase hard helmets for youth umpires. Buy sets of youth umpire equipment to be loaned out for take home to youth umpires for the season.

Larry: Call potential field scheduler.

Elisabeth: Post social media blasts announcing that scholarships are available, the BTTL2019 coupon code, Wear Your Jersey Day, and opening of registration.

Everyone: Strategically put out yard signs advertising our registration for our program.

Lucy C., Fred, Larry: Make a new digital flyer with our registration code and submit it to Peach Jar to advertise with the school districts.

Michael: Send out a request for people to submit their hours eligible for matching.

Fred – Follow up on the \$5,000 check promised by the city of Bellevue.

Larry – Ask Ryan to reserve the auditorium for the safety meeting on the first Saturday in March (March 2, 2019).

Larry – Put a reminder on your calendar for June to connect with TeamSnap and SportsEngine to revisit pros and cons of their registration systems.

Corinne – Find out why Somerset Elementary only requested 10 flyers.

Other business

- 2017-2018 Calendar: Board Meetings – first Thursday each month (Room 1113, NHS, 8pm) Lucy C. will be scheduling meetings with VPs and small groups of board members to learn more about roles and how to best support the league.