

Countryside Little League- Board Meeting

November 3, 2019

Agenda Items Per Emails:

Kim Martin

Sponsorship Ad- for the CSLL Bat and Helmet Giving Guide

Registration Dates (early, regular, late)

Spring Training Date

Player Evaluation Dates

Coaches Meeting and Draft Dates

Fundraiser Family Day at Countryside Family Day

Dawn Anderson

Budget and Clearwater for Youth Program

Financial results

Concession stand results/analysis

Budget to actual results for Fall season

Propose bringing in Consultant

Parking Fire Lane

Open sponsorship balances

Billing other leagues

Update on accepting credit card payments only

Website refresh/design

Mike Davis

Wood bat tournament for Majors, 50-70, Seniors

Rec cards and forms to be filled out and signed for city before we lose contract

Refund rec cards

Daylight saving changes. Lights, safety etc.

BMOD duties Opening closing. Register

AA end season tournament

End of season parties dates vendors

Open registration spring ball. Early discounts

Review of financials for this season. Uniforms sponsors equipment. Do we need to shift funds from capital funds to cover more equipment.

Finishing of L-screens

Attendees: Mike Davis, Michelle Kinnick, Ryan Schuab, Kimberly Martin, Peter Matuszewski, Kim Leach, Mike Leach, Dawn Anderson, Melissa Solevilla

Meeting called to order.

Umpire in Chief- City/Liaison: Handled by Mike Davis

- Ump showed up but everything was cancelled. They still had to be paid.
- The ump company will send us a copy of the contract and policies for review.
- There may be an additional charge recently due to an oversight when two umps signed up for one game and we were missing an ump for a different game and called in a substitute.

Sponsorships: Peter Matuszewski

- Several sponsors still have not paid. Peter will be in touch with them to follow up on overdue fees.
- Discussion about new sponsorship plans for next season.
- Ideas include:
 - Transition people from small banners into large banners.
 - Leave banners up all year and offer annual sponsorships rather than seasonal.
 - We can also offer seasonal sponsorship opportunities.
 - Larger banners will be \$425 if companies decide to upgrade.
 - Possibility for next year some of the smaller banners may be able to go on the walkways.
 - Annual pricing
 - Continue to offer what we have so that we don't lose our loyal sponsors.
 - Fill out the outfield areas
 - Less labor required by the board
 - With the banners in the outfield there will be a focus on keeping the banners legible, contrasting colors, with the Countryside logo.
- Conversation regarding shades. Prices have significantly increased.
- Focus on converting to digital collections next year.
 - Square takes a portion.
 - Chase-Payment Tech may be the best option.
 - We recently opened Bank of America accounts and ordered new checks. Maybe we can open a Chase account just for Sponsorships.
- Focus on anchor sponsors count help to sustain us long term.
- What other benefits do we offer? Team memberships, banners, Linked In and social media posts.
- Website- It is dated and unattractive. Mike Leach has a contact who can help rebuild our website and freshen it up.
 - Invariables
 - Event variables
 - Season variables
- Getting the website mobile friendly would also be helpful.
- Possibly incentivize the first few sponsors so that we can photograph those and use them for marketing.

Equipment (Vince)- Handled by Mike Davis

- Softball has requested 12 inch softballs for the machines; but they are sold out. We will focus on ordering those for next season. They are a limited size softball.
- L-screens are still being worked on. They are very difficult to build.

Concessions- Kim Leach

- Concession stand analysis by Dawn Anderson.
- Concession Sales Analysis Fall 2019 vs. Fall 2018 (See report attached)
 - Items Sales is down 18.62% net sales per Square, before their fees
 - Average sales per day. Rain has been challenging.
 - Powerade and hot dogs are big sellers. Pretzels and cheeseburger are down.
 - Fortunately, the water is pure profit now that water has been donated.
 - We are running at a profit but a much lower profit from 2018. Please note that in 2018 we benefited from left over product from a previous Allstate tournament we hosted.
- Concession Sales Analysis as fiscal year ending 9-30-19 (See report attached)
 - Sales are lower but average sales per day are actually improved.
 - Boardwalk Pizza is showing to be a better seller than previous vendor.
- Any items that we aren't selling?
 - Fresh fruit. Bananas are the only fresh fruit selling much. Celery isn't selling.
 - We will back off ordering chocolate next year.
 - Gum not allowed on the field because it damages the equipment as does the Ring Pop rings.
- Cinnamon pretzels have been popular.

League Info (Dawn and Nick)

- Pitching Clinic blast and registration needs to be open.
 - We are waiting on response from the coaches regarding candidates. We have the opportunity to open a 2nd session. We have to strengthen AAA and Majors and must focus on the older children for the 1st session.
 - Important that board members helping with the clinic make sure that Mark is doing the training and not interfering with coaching the children instead of the paid professional.
- Discussion of board members making decisions together as a board rather than board members making shot gun decisions.

Coach Coordinator

- See above
- 50/70. Mike is trying to help with the team b/c the coach is not very experienced. Mike tries to help coach and practice.
- Important that parents have to be respectful to coaches and coaches to players.

Safety Officer

- Fire extinguishers have been delivered.

Player Agent for Softball- Kimberly Martin

- Gift Giving Guide.
- Rec Cards. We will lock down dates for when rec cards would have to be valid.
- Tentative date discussion.
 - Early Registration Begins- November 27

- Early Registration Ends- December 20
- Regular Registration Begins- December 21
- Walk-In Registration- December 14
- Walk-In Registration- January 4
- Regular Registration Ends- January 4
- Late Registration Begins- January 5
- Late Registration Ends- January 11
- Wait List- January 12
- Spring Closed, January 15
- Baseball Skills- January 18. Makeup 1/21
- Baseball Draft. 1/23 and 1/24
- Softball
 - Softball Clinic- 1/25
 - Softball Skills 2/1
 - Softball Make-up 2/4
 - Softball Draft 2/6
- Dick's Day 1/26
- Fundraising ideas can be discussed in December meeting.

Player Agent for Baseball

- Rec Cards will be required for registration. We have the potential to lose our contract with Countryside Rec Center without these forms.

VP Softball

- District Meeting
 - New League Officer Training, 1/13 pm, 60-90 minutes at Clearwater Fields. 6:30 pm
 - Umpire Clinic. 2/8-2/9. Hosted by Southeast Region.
 - Mike will let in house umps know.
 - Wood Bat Tournament
 - They have asked league to provide the bats since it is a single elimination tournament.
 - Local Rules/Bylaws and Financials needs to be submitted by Dawn Anderson.
 - Discussion considering charter Junior and Senior Softball teams.
 - Potential dates for District Rays Day. Dawn handling it.
 - November 20 next meeting at Rays Stadium.
- Final November schedule sent out.
- Discussion of any open Board Member on Duty shifts.

VP Baseball

- Nick wants to have an AA tournament scheduled. Thursday game, Friday game and Saturday tournament. Field 3.
 - AAA end of the season tournament.
 - No trophies.
- Senior first travel ball tournament this weekend.

Treasurer

- Budget vs. Actual (See spreadsheet attached)
- Training is an area we need to improve. Training coaches/managers or players.
- Umpires- Using TUA.
- Uniforms on budget.
 - Board member uniforms pending.
- We budget to break even and we are currently holding a balance that we are saving for training and equipment expenses.
- Clearwater For Youth- Turned down our grant request for the shades.
- We are looking for more training vendors that are reliable and beneficial to the coaches and players.
- Shades are still pending approval with the City of Clearwater. We are negotiating who will be paying for those.
- CSLL Pie Charts showing where we bring in money and where the money is spent.
- New bags, L-screens and \$9,000 in baseballs coming.
- Looking into bat rack and helmet racks.
- See detailed budget for scholarships given out for registration fees.
- We need a separate meeting for registration budgeting.