

**Highland Village Area Baseball and Softball Association**  
**Board of Directors Meeting**  
2221 FM 407 Suite 119-334  
Flower Mound, Texas 75028  
EIN:75-2754912

**Type of Meeting:** ANNUAL

**Date:** Thursday, July 17, 2025

**Time:** 7:30pm

**Location:** Doubletree Ranch, Large Room

**Meeting Facilitator:** Aaron Rhodes, Executive Vice President

**Secretary:** Alexis Burris

**Call to Order:**

Executive Vice President Aaron Rhodes called the Board of Directors meeting to order on Thursday, July 17, 2025, at 7:40 PM.

✓ Motion to begin meeting by Aaron Rhodes.

Seconded by Steve White.

**Members Present:** *(V) indicates participation by MS Teams.*

Aaron Rhodes — Executive Vice President - League Administration  
Sam Smith — Vice President - Recreational Baseball and 9U/10U Baseball Commissioner  
Walt Temshiv — Vice President - Softball  
Steve White — Vice President - Storm Baseball  
(V) Cindy Wiederrich — Treasurer  
Alexis Burris — Secretary  
Blayde Burris — Director of Fields / Scheduler  
Ayden Burris — Director of Rules & Umpires  
Jeff Halstead — Director of Interlock & Premier  
Sam Smith — Director of Equipment  
Jon Dahlvig — 13U/14U Baseball Commissioner  
Kara Boone — Softball Commissioner  
(V) Teresa Rhodes — Director of Media

**Members Absent:**

Shawn French — Director of Registration & Web Services  
Joe Lococco — 7U/8U Baseball Commissioner  
Mike Gonzalez — Blastball/5U/6U Commissioner  
Graham Koonce — 11U/12U Baseball Commissioner  
OPEN — President  
OPEN — Director of Sponsorship/Fundraising  
OPEN — HS Baseball Commissioner

**Introduction of Guests Present:**

David Nichols, Candidate for Director of Sponsorship/Fundraising  
Ryan Schwenk, Parent of 8U player

### **Approval of Previous Meeting Minutes:**

- ✓ Motion by Aaron Rhodes to approve the minutes from the previous meeting held on June 5, 2025.  
Seconded by Steve White.  
Passed unanimously.

### **AGENDA ITEMS:**

#### **Coaches Meeting plan for August meeting:**

Big Room – BOD

Green Room – Softball

Red – Storm & Premier (with Coach Sherman re: instructional camp)

#### 1) Grievance Form Update - Alexis Burris

- No new issues or complaints submitted to the Board of Directors as of the morning of July 17, 2025.
- Visitor public address to the Board of Directors (3-minute max speaking time limit):
  - None. Mr. Schwenk was offered time, but he declined.

#### 2) Varsity Financial Group Partnership (“VFG”)

- Aaron recapped for the Board the intention and goals of VFG as presented previously. Building and strengthening our relationship with the City is a priority for HVABSA. Dan Ortmeier being connected with us is a positive.
  - Items such as the turf that is damaged and dangerous for our pitchers.
  - VFG would work through our BOD but would have no voting rights.
  - Representative would be Dan Ortmeier.
  - Aaron read the portion of the new Bylaws addressing relationship between HVABSA and VFG.
  - The board reviewed questions and answers from past meetings.
  - Steve agrees it’s more about the relationship.
    - Suggests we add on language of “annual review of relationship” initiated by Executive Board for VFG and/or any other position that may arise.

✓ Motion to join in partnership agreement with VFG by Aaron Rhodes with the understanding that we will review relationship annually.

Seconded by Sam Smith.

Passed with 7 yea votes; 2 abstentions.

#### 3) Bylaw Amendments

- Presentation of proposed amendments to the Corporation’s Bylaws.
  - Aaron provided an overview of previously shared amendments and changes to the Bylaws.
- Discussion and voting by the Board of Directors

✓ Motion to approve all changes to the HVABSA Corporation Bylaws by Aaron Rhodes.

Seconded by Steve White.

Passed unanimously.

*\*Any approved amendments become effective 30 days after majority board approval. Shawn French will post updated Bylaws on the HVABSA website.*

#### 4) Nominating Committee

- Presentation of nominee, David Nichols, for Director of Sponsorship & Fundraising by Sam Smith.
  - Sam shared that several other coaches have spoken highly of him. Local business owner; he coached 9U HVA All-Star team this summer.
  - David shared that his relationship with HV began prior to the Don Fischer team with the warehouse. His company has worked with various teams over the years. This last year moved over as a coach and has found a home with HVABSA for his team and his family.
  - He has worked fundraising with colleges/universities, etc. He wants to help kids and families and utilize his network and build opportunities with local business and HV community.
  - Aaron addressed how HVABSA would like to work toward providing uniforms for the Recreational teams (approx. \$30,000 cost) to take away the burden from families. Then if parents/coaches want to donate we could sell signs for the outfield fences.
  - Steve shared that David is very easy to work with in addition to his great strength training programs.
- Floor open to questions.

✓ Motion to approve the appointment of David Nichols as the Director of Sponsorship & Fundraising by Sam Smith.

Seconded by Kara Boone

Passed unanimously.

#### 5) Annual Meeting Presentations

- **Director of Web Services and Registration, Shawn French (presented by Aaron Rhodes):**  
Following up on discussion regarding charges for all levels of baseball and softball for this fall season.

Preliminary options are:

1- Keep the same as Spring 2025.

2- Make adjustment to have all levels the same. This is what softball does, and it is a huge advantage when moving players between divisions. i.e. a 8U player registers and pays \$150, then wants to play up at 9/10U which is \$155. I move them in the system, then I need to email them to pay an extra money for them to play 9/10U, or vice versa, a player registers incorrectly, and they need to be moved the other way and refunded. when the prices are the same then it makes that transition easy. Also, we have more players in the younger divisions so bumping them up \$5 and the older ages down \$5 would bring in more \$\$.

Possible scenarios detailed below: 2025 Spring fee is what we just did, those prices were set previously. "I like how softball is simple." The second scenario fall 2025 fee shows a minor change to 5U and 9-12U, and the 2025 fall flat fee shows adjusting all baseball (except Blastball) to one fee of \$160.

Sport	Division	Spring 2025 Fee	Players	Revenue		Fall 2025 Fee	Players	Revenue		Fall 2025 FLAT Fee	Players	Revenue	
Baseball	Storm	\$ 160.00	97	\$ 15,520.00		\$ 160.00	97	\$ 15,520.00		\$ 160.00	97	\$ 15,520.00	
Baseball	Premier	\$ 160.00	57	\$ 9,120.00		\$ 160.00	57	\$ 9,120.00		\$ 160.00	57	\$ 9,120.00	
Baseball	Blastball	\$ 105.00	43	\$ 4,515.00		\$ 105.00	43	\$ 4,515.00		\$ 105.00	43	\$ 4,515.00	
Baseball	5U	\$ 130.00	33	\$ 4,290.00		\$ 150.00	33	\$ 4,950.00		\$ 160.00	33	\$ 5,280.00	
Baseball	6/7/8U	\$ 150.00	154	\$ 23,100.00		\$ 150.00	154	\$ 23,100.00		\$ 160.00	154	\$ 24,640.00	
Baseball	9U - 12U	\$ 155.00	122	\$ 18,910.00		\$ 150.00	122	\$ 18,300.00		\$ 160.00	122	\$ 19,520.00	
Baseball	13U and older	\$ 160.00	35	\$ 5,600.00	\$ 81,055.00	\$ 160.00	35	\$ 5,600.00	\$ 81,105.00	\$ 160.00	35	\$ 5,600.00	\$ 84,195.00
Softball	Rec	\$ 110.00	153	\$ 16,830.00		\$ 110.00	153	\$ 16,830.00		\$ 110.00	153	\$ 16,830.00	
Softball	Storm	\$ 65.00	58	\$ 3,770.00	\$ 20,600.00	\$ 65.00	58	\$ 3,770.00	\$ 20,600.00	\$ 65.00	58	\$ 3,770.00	\$ 20,600.00
			<b>752</b>	<b>\$ 101,655.00</b>			<b>752</b>	<b>\$ 101,705.00</b>			<b>752</b>	<b>\$ 104,795.00</b>	

Shawn has recommended that we look at and review registration costs for individual players. Aaron, Shawn and Cindy will work on a proposal and bring to the board.

- **Treasurer, Cindy Weiderich:**

- Balance as of today: \$120,362.90
- Approx \$43,000 Registration to date (approx. 220 players).
- All-Stars final income from 3 cities was \$1,987.xx (HVA comped all rec and premier teams 2025.) We outsold at Concessions Stand by approx. \$2,000. Labor was approx \$4,000 which is significantly less than last year.
- Lots of items for the players - rings, banners, mugs, dogtags (about \$4,700). We can also look at changing the number of brackets in the future.
- 118 x \$450, less hometown teams; Aaron will touch base with Brent to help Cindy clarify All-Star numbers.
- June P&L will be shared with Executive Board forthwith.

- **General Manager, Blayde Burris:** Concessions & Unity Park updates, organizational needs, and one-year/five-year development plans.

**Concessions** – Pulled information from Square to run reports of items sold last year to this year. Last year both seasons \$61,000 profit \$35,000 (59% profit); This year Spring \$28,747 profit of \$17,000 (61% profit). Some prices have gone up and we now are using Ben E Keith. We need to get a better idea of supplies and labor which will reduce those profit amounts. \$5 to \$7 per person uptick - We will start completing counts for products and organizing supplies, etc.

- April Estrada and Eric Acosta

**Fields/Practices** – will begin soon. L-screens are in the dugouts by our request.

Both sheds have been reset, cleaned out and holes repaired. Thank you to Sam, Jon, Aaron, Maverick, and Blayde).

Dugout coolers for tourneys – change to four general water coolers instead of every dugout. We can donate the extras (less storage).

- **Vice President of Recreational Baseball, Sam Smith:**

- Only 1 discipline situation – coach was thrown out
- Fall is about 20% less than Spring, typically.
- 2025 fall: Blastball is short; 6U and 7U are both low; 8u and 9U are high already. We should be reaching out to the 5/6 coaches.
- GOAL (1 year) – See 10% growth. It's been stagnant since Covid/2020. We need to have signs out at schools, etc. Suggests a parent meeting “roundtable”

- GOAL (5 year) – to 500 in the fall and 600 in the spring. Perhaps pursue more fields or combining with another city such as Corinth. Consider: help strengthen Rec we need to not overdo Premier and Storm (quantities of teams).

- **Vice President of Softball & Storm Softball, Walt Temshiv:**

- This is the first year of Storm Softball in every age group. Less in older rec teams this season, but that's expected.
- GOAL – reincorporate clinics for the players; “If they get on the field, they will sign up.” We have one of the better programs in the area. We want to build on that with coaching clinics and/or coaching manual; how to correctly outline how to run a practice.

**Umpire Clinic** – Have coaches try umpiring would be a great opportunity. Leroy would help organize it.

**Interlock** – suggests that small “c” team select teams to get experience – around all the cities.

**Tournaments** – Kara is working on Sat 9<sup>th</sup> and tie it into a charitable organization (Camp Mystic); auction for local gift cards, games and competitions, all to benefit others in the community. We just need to confirm 8/9 with the City.

**Kara Boone** – Kara is now the Scheduler for all Interlock softball.

- **Vice President of Storm Baseball, Steve White:**

- We have 9 teams; we are missing 8u and 9u; 2-12s, 2-14s;
- GOAL (5 year) – Leave things better than I found it. Focus more on development. I want our coaches to have the highest value offer in the marketplace. There is room for growth. We want to attract the best coaches and quality players.
- GOAL (1 year) – Working with Coach Sherman (6 weeks program in the fall) – Storm and Premier will be participating along with Rattlers. There is a cost, and the League will absorb the fee. Every Monday
- Partner with NCS to do a tournament in the fall – value add of being free for Storm/Premier players/teams.
- Players Way possibility – Development Camp (pre-season or post-season)
- Coaching Clinics and Player Clinic. Strength and Conditioning component could be added for our families.
- We need to clear up how we vet coaches – We need to interview better.
- Jeff – Changing the view of Premier; David – we need to educate the parents.

- **President, Aaron Rhodes:**

- Recreational side – Premier and Storm coaches give back by working/training with the Rec coaches.
- Since mid-March – repair relationships with city and partners. “I feel we are in a better place now.” Has wanted more transparency including things like social media and financial data. Working on a functional budget moving forward. There has been a positive turn with communications and meetings with the City. Everyone on the BOD has been great and taken ownership of their area.
- Future potential concept – add “Miracle Field” – but we would have to raise money and plan over time.
- Scoreboards – fix or replace.

- Training Programs – being a support to help players get training they need to move forward.
- Collaborate with local businesses – support and connect (be an asset) to the local businesses.
- Brazos Park – see it updated to use better for our younger teams.
- Community relationships – LISD, high schools, etc.

## 6) QUESTIONS and ANSWERS

### NEXT MEETING:

**08/25/2025 General Board of Directors Meeting, 7:30 pm at Doubletree Park, Large Room  
Occurring along with the HVABSA Coaches Meeting.**

✓ Motion to adjourn by Aaron Rhodes.

Seconded by Sam Smith.

Passed unanimously.

Adjourned 07/17/2025 9:39 pm