



Santa Monica
LITTLE LEAGUE



Board of Directors Minutes

October 8, 2015

1. Call to Order

David Harris called the meeting to order at 7:07pm

Board Members in Attendance: David Harris, Andy Anagnos, Matt Edelman, Michael Balsley, John Matise, Jim Ries, David Schmillen, Todd Gelfand, Jasan Sherman

Board Members in Attendance by Phone: Linda Liberman

Board Members not in Attendance: Mark Kapczynski, Elizabeth Bailey, Ric Munoz

Non-Board Members Present: Maureen Antonio, Daniel Campbell, Wes Terry

2. Public Comment

David explained that in keeping with Board meeting policies, a non-Board member is permitted 3 minutes to share their comment(s).

Member Maureen Antonio asked why another Member, who was not present, Lisa MacDonald, sent out an email on 9/14 telling recipients of the email that they could vote in the Board of Directors election on 9/15 without attending the entire Annual Meeting on 9/15. A brief discussion ensued.

Member Daniel Campbell asked if there is going to be a new Board of Directors election.

3. Approval of Prior Minutes – 6/1, 7/28, 8/18

Matt and Andy explained that the 6/1 and 7/28 Minutes were reviewed by the prior Board who had opportunities to provide feedback.

Jim and David Schmillen abstained. Others in attendance approved. The Minutes were approved.

4. Fall Ball Update

Andy thanked the LMU baseball academy for putting on the coach's clinic. 25% of Fall Ball registrants attended.

There were no questions about Andy's report.

5. Spring Registration

Michael, Linda and Ric provided an update about how registration will be handled within the new website, which will be through Blue Sombrero, pending Board approval. They also shared their plans to collaborate in the coming days and weeks on all aspects of registration for the Spring season.

A discussion ensued in which various Board Members asked detailed questions about the new registration system.

David explained that the Board needs to decide on the fee structure for the Spring season by October 20th.

For comparison purposes, Board Members who served in the prior year explained that early bird fees, which had to come in by Dec 15th, for Spring 2015 were \$150 for players 7 and under and \$200 for players 8 and above. After Dec 15th, the fees were \$25 higher - \$175 and \$225, respectively.

A discussion ensued in which various Board Members asked questions and provided responses about fee levels, scholarship policies and opportunities, donation suggestions and long term financial planning. Within the dialog, John explained that if fees were to remain the same for Spring 2016, that would work for our budget.

Following the discussion, Todd moved to keep the fees the same as in the past. Andy seconded the motion. The motion passed. None opposed.

To drive Spring Registration, multiple Board Members asked and made suggestions about developing a targeted marketing and promotional plan.

David explained that the VP of Baseball Ops is responsible for spearheading this type of plan, in coordination with Communications and the Registrar. A discussion ensued in which multiple Board Members shared ideas about how to execute a marketing and promotional plan and offered to take responsibility for certain parts of execution.

6. Board Member Reports
a. President

David explained that he is in dialog with Region regarding the elections to find solutions that will address everyone's concerns. In answer to the question that was posed during Public Comment about whether or not we would be having a new election, the answer is that Region had not yet made a final decision.

David explained that Dave Bonham from Region explained to him that the letter that was emailed to Marty Hoy and David shortly following the 9/15 election, an email that others subsequently were sent, was not a definitive mandate. It was sent only as advice because there was acknowledgement that all of the facts were

not yet clear. Once Region received more complete information, they began considering different alternatives with David to keep the league united.

A discussion ensued in which various Board Members asked questions about the communications between David and Region, and also about the anticipated timing of a resolution. Answers were provided where possible, with several areas still remaining uncertain, including timing.

In response to further frustration expressed by Maureen Antonio, David explained that the Board needs to focus on baseball operations and the Membership at large needs to let the process play out, which is being run by Dave Bonham.

David then referred to the To Do List he had put together for the Board and referenced several items as part of an ongoing discussion.

Among the items covered was a discussion about paying for the sunshade structures at Memorial Park. Following the discussion, a vote took place on spending \$10,000 to pay for the sunshades. The vote passed. None opposed.

A subsequent discussion took place about the date of a Town Hall type of meeting and also an Annual Meeting between now and the end of the year to address ratification of the Constitution and whatever process Region approves with regard to the elections. The consensus was that we will try to have the first of these two possible meetings within 2-3 weeks of when Region confirms the plan with regard to the elections.

David also explained that the President's meetings are the 3rd Wednesday of every month and will be re-starting in November. David urged everyone to attend at least one during the year.

b. Equipment

Jasan spoke to Ric Munoz and found out that we do not need to replace helmets every year. Jasan is going to go through all of the helmets and will discard any that show imperfections.

Jasan is interested in suggestions for new vendors for uniforms, as the current vendor is not a great fit for us.

c. Fields

David S. asked to confirm that we are going to lock dugouts, which was confirmed.

David S further explained the need to figure out a locking mechanism for the scorer's information and a way to protect the scorer's booths better, which he plans to discuss with the city.

David S. also noted that the pad alongside Field 6 is completely tattered and ideally can be replaced. In addition, he plans to make a full recommendation to the Board for field improvements for the Spring, which he will discuss in advance with the Treasurer.

d. Concessions

Elizabeth reiterated the need for more volunteers for the snack bar.

e. Communications

Michael moved to approve Blue Sombrero as the hosting and registration solution for our website. Matt seconded. The motion passed. None opposed.

Michael motioned to set up an Instagram account for SMLL. Jasan seconded. The motion passed. None opposed.

f. Umpires

Andy noted that in addition to his report, a dozen umpires are scheduled to come out for training, which is in keeping with the LL requirement for umpires to attend one training session per year.

David explained that Andy will have the ability to pay umpires directly, but that each payment has to be approved.

7. Long Term Planning

Tabled until a future meeting.

8. Other league business

None

9. Good and Welfare

None

10. Adjourn

The meeting adjourned at 10:30pm