



BOARD OF DIRECTOR MEETING MINUTES -- December 4, 2017

Meeting commenced 6:15 pm at Justin Berg's office.

Present: Brent Daily, Niels Damrauer, Chase Fraser, CJ Gauss, Tim Hartrick, Cary Hudson, Corey Litwin, Bill Melvin, Eric Pallay, Todd Stafford, Alyssa Steinberger, Tim Stelzer

Absent: Justin Berg, Shawn Rodda, David Schechter

Quorum: Yes

Approval of Minutes: Alyssa presented Minutes of October and November meetings. They were approved with the following discussion:

Oct. 2, 2017 Minutes: Corey spoke to Liz Roberts who agreed to serve as VP Challenger for another year. Liz asked that the Board procure special-sized helmets for the Challenger Division. Dick's Sporting Goods does not carry them. Need to get from specialty providers. Ones the league has now need replacing. Regular adult size helmets don't work (too small).

Nov. 6, 2017 Minutes: The Board acknowledged the strong likelihood of having to forego a post-season tournament for Minors and Majors in the event of a repeat of 2015 weather events. Tim S & Bill met after the Nov. 6 meeting to go over the Fields Committee budget and agreed that the Committee would approach the Board for approval of any items in excess of \$1000.

ACTION ITEMS:

- Corey to provide CJ with Liz' contact info, so CJ can help with helmet procurement.
- Bill to contact fields contractor ("Concrete Co.") to confirm services for 2018 season.

Budget Review & Approval: Tim S presented the 2018 Budget. After some discussion of the large CapEx items (fields, rentals, maintenance) and the notable drops in Maintenance and Donations in 2017 (over prior years), the Board voted unanimously to approve the 2018 Budget.

Opening of Registration:

- Team Snap Progress: Corey reported being on schedule to go live with the new website; on-line registration to begin Dec. 11. The migration process (from old to new platform) was not perfect, so some documents and forms need reformatting. The website is enabled for video content, e.g., drone footage of Opening Day, and allows the website administrator more control over design, which Corey finds “cleaner” than the old one. It does not come with a translation tool; may be able to accomplish using a Google Chrome extension. TeamSnap has a policy against allowing users to store legal documents, such as Player Emergency Forms, on the website for liability reasons. While electronically-accessible documents would be convenient for coaches, they are not legally satisfactory for purposes of, e.g., medical consent. As noted by one Board member, if a child is taken to the ER, the hospital will require presentation of a signed hard copy before performing services. For this reason, it was noted, coaches are required to keep these documents with them at all times.
- Free Car Magnets: Available to those who register by midnight Dec. 31.
- Yard Signs: Corey distributed 2 signs to each Board member present with instructions to install them Dec. 11 and not to place them in any right-of-ways. He redesigned them this year for greater visibility (no logo -- “NBLL” spelled out in bold). The Board discussed getting a sign up advertising registration over at Iris. It was noted that such signs could not face 16th St. (residences); questionable as to whether allowed to face Iris Ave. All agreed would be ideal placement with inclusion of league web address.
- Division-Specific Team Game Days: The following were confirmed--
 - Farm = Saturdays
 - AA = Mon/Wed/Sat
 - AAA = Tue/Th/Sat
 - Majors = Mon/Wed/Fri
- Outreach: Cary and Tim H strongly recommended spreading word of registration orally -- historically most effective route. Niels and CJ indicated that they had been working with BVSD, but progress was slow.

ACTION ITEMS:

- Every Board member to install 2 yard signs starting Dec. 11.
- VPs to review descriptions of their respective divisions for inclusion on the website.

Fields Update: Bill presented the following--

- Immediate To-Do Items: Mounds and batters boxes will be re-done; will assess how much dirt will be needed for the 3 fields at Iris; will power edge the infield radius to eliminate the grass “lip” and try to accomplish at same time as dirt replenishment project to be cost-effective

- Big-Ticket Items:
 - Dugouts -- estimated \$30k/field; Iris NW field done 2 yrs ago; NE & SE budget approx \$5k each b/c OK condition for now;
 - Scoreboards & Signs -- Wood base supports at Iris SE & NE fields rotting; 12U All-Star Sign needs repair -- weathered from SW-facing exposure;
 - Spreadsheets -- Bill has created spreadsheets to facilitate future work and budgeting. They address fields, structures, fencing, bullpens, pitching screens
- Tom Watson Fields: City should be contacted re sub-par conditions at TW; weeds (goatheads, etc.) create liability; little return for amount of rent paid; Matt Kamhi (Recreation Supervisor, City of Boulder Dept Parks & Rec) called Tim S inquiring as to whether the league uses these fields in the fall (no, but others clearly have been); Matt thought the equipment boxes out there were new, but some board members recalled them having been installed 10-11 years ago;
- Chalk Lining of Fields for Game Play: Third party contractor, Randy Barber, budgeted to do for Majors as in past -- does good job; Farm and Minors have own practice of lining fields themselves prior to play;

ACTION ITEMS:

- Cary to fill out applications for field use with City, BVSD & County.
- Bill to retain Randy Barber for lining fields prior to Majors games.

Sponsorship: Corey reviewed the spreadsheet of sponsors with the Board, identifying those most likely not to renew (businesses associated with players that have graduated from the league). Board members individually committed to approaching various companies. Last year the league was unable to secure enough sponsors to cover all of the teams and had to assign additional teams to the higher-level sponsors. Need to secure as many sponsorships as possible.

ACTION ITEMS:

- Each board member to follow up on commitments to approach specific companies for sponsorship in the 2018 season and enter any special notes in the database, e.g., special requests to sponsor specific teams, uniform colors, divisions (kid is in).

Uniforms: Eric presented a new idea for uniforms this season that would involve moving sponsors' names/logos from the backs of the players' shirts to a shirt sleeve and allowing players the option of having their names printed on the backs instead. The uniform company (SAI) was offering a discount for bulk orders placed by Jan. 1, 2018 (est'm \$3k savings). Logistically, blank shirts would be distributed (by size) to the players at an initial team meeting then collected by the Team Parent, who would be responsible for retaining a size-/player #-specific record associated with requested monogramming for each player, then sending the shirts and the monogramming requests/record to Eric for delivery to SAI for subsequent printing.

Team names, sponsors, and custom-monogramming would take place then (after the players determined which size shirts they needed). The 2018 shirts will be Dri-Fit technology, not cotton, regardless of design. The Board discussed the following points regarding the uniform redesign proposal:

- Sponsorship Concerns: A number of board members expressed concern that sponsors would be unhappy with the change in positioning of their company names/logos. A switch from the back of the shirt (traditional placement) to the shirt sleeve would significantly decrease visibility. Eric said he ran the idea by two prior sponsors -- Dietz & Berg Hill -- who, he indicated, were not opposed to the idea. He said he had spoken with a number of friends around the country whose teams had been moving to this new shirt design without disruption to sponsorship.
- Cost Savings: The \$3,000 savings associated with an early bulk order was noted as a significant benefit; however, it was also noted that estimating team numbers this early in the season was not an easy task, as the overwhelming majority of registrations traditionally take place after Jan. 1.
- More Use of the Shirts: The biggest bonus to the design change would be players valuing their (presumably-monogrammed) shirts more and wearing them outside of game play, i.e., in school. Eric noted that this was a growing trend around the country -- to have players' names on the backs of the shirts. Kids would be more likely to wear the shirts when their names are on them. One Board member noted that some parents deliberately avoid putting their kids' names on their clothing for safety reasons ("luring"). Another noted that as NBLL does not advertise itself on regular-season uniforms, the net effect of such a design change for the league itself would be zero. Some also noted that the kids already value the shirts because they bear MLB team names/colors/logos.
- Trial Period: One board member suggested the league try out the new design on the Summer League uniforms, but it was noted that some (high-level) sponsors receive, as a benefit of their sponsorship, identification of their companies on uniforms in both the regular season and summer season and might be "thrown" by the change. Most agreed that if the league were to go forward with the redesign that sponsors should be made aware of it prior to confirming participation as sponsors.

The Board chose to push off a decision on the new design until it received more feedback from existing/potential sponsors.

Equipment: CJ covered the following--

- Dick's Sporting Goods: Confirmed sponsorship of--
 - \$1000 cash
 - \$1500 in gifts cards
 - Discount Shopping Day
 - free balls

- New USA Bat Rule: Dick's Sporting Goods is only set up to take a bulk order. Easton is more accommodating -- will set up a website for us to solicit orders and will extend a 30% discount to all Easton products. But the orders would be processed all at the same time (2x). Ideally, the first mass order would move forward in time for the holidays, but it was acknowledged that timing was tight.
 - USSSA vs. USA Bats: Some concern was expressed that if the league extended the offer to all Easton bats, including those that were not USA Baseball-sanctioned, it would create confusion. The USSSA-approved bats would likely be confused with the USA Baseball-approved bats. The Board agreed it best to limit the universe of Easton bat offerings to only the USA Baseball-approved bats.
 - League-Provided Bats: The Board discussed whether or not to provide teams with some bats in the equipment bags. It has been the policy of the league not to provide bats but generally agreed that the Farm teams should have access to some, e.g. 4, and that they be stored in the shed at Iris. It was also noted that LLI was offering a t-ball bat sticker program, allowing non-conforming bats continued use.
- Balls: Tim H informed the group that he had polled the Majors managers on their ball brand preference. The Diamond DL1 balls were strongly preferred over the Rawlings LLB1 balls. The Board agreed they should be procured for the season.
 - Lights of December Parade: On Dec. 2 the 2017 All-Star State Champs (11U & 10U) participated in the Boulder parade with their own float. To increase visibility for the league and to draw attention to opening day for the 2018 season registration, they handed out, among other things, brand new baseballs to the crowd. The Board agreed to save and give away used balls from prior seasons in following years' parades.

ACTION ITEMS:

- CJ to work with Easton to set up a website to solicit 2 bulk orders on (limited) Easton products with a 30% discount.
- CJ to obtain Diamond DL1 balls for the 2018 season.

League Divisions: Tim H updated the group with his progress recruiting managers for the Majors division. He also solicited feedback on whether to offer an Intermediates division, as the number of anticipated players was very low. The Board determined not to sponsor an Intermediates team this season out of courtesy to those few likely to sign up and be left without a team come spring. Better to give them the opportunity to find an outside tournament/club team before rosters fill up.

Meeting adjourned at 8:30 pm. Next meeting Jan. 9, 2018.