

VGSA Annual Planning Meeting November 12, 2016

Present- Maura Martin, Rhonda Swanson, Betty Ritchie, Amy Ritchie, Cyndi Johnson, Doug Johnson, Madonna Underland, Chuck Newby, Michelle Westmorland, Mike Sturdevant, Teri Ritchie, Lori Cook

Call To Order- 9:10 a.m.

1. 2016 Financial Review- highlights (See report for specifics)

- Doug presented annual financial report. General health of VGSA is good. We are in a good position short term. \$47,000 in our money market acct. This account is marked for emergency funds. \$24,000 in checking acct. \$12,000 will need to be used for major field maintenance.
- Most of the funds we have come from fundraisers, not operational costs. We were only up 21 more players from 2015. We had 6% more participation. We took in only \$1168 more than we spent to operate the facility.
- Fundraising is a must in order to continue to operate.
 - We need a \$8000-\$20000 fundraising commitment to raise our money market acct.
 - Given our current economics, less a large increase in fundraising we will not be able to make large capital investments, without grants such as TODAY foundation and fundraising.
- Concessions- We did make more in concessions. We converted to “square” instead of traditional credit card transaction fees this year which saved us money. Also, raising prices helped. Possible changes for next year include hiring new employee, vendor to run concessions, more volunteer labor.
- Looming capital expenses and long term- It would be beneficial to focus on long term. There are many safety and maintenance issues that need to be addressed- cart, tractor, fences, field maintenance, gutters, facilities, plumbing etc. We need to generate sufficient revenue to address these issues over the next few years and long term.

2. Complex Improvement and Recommendations and Timeline

- \$12,000 in maintenance needed.
- Lips on field.- Timeline- mid-late January. Before field clean up day in February. Cyndi has reached out to landscaping companies to see if they would trade

resources for premiere sponsorship. Amy has friend with landscaping business. She will contact them to see if they will help out.

- Field maintenance to include field 6.
- Field conditioner- John Milhorn is contact. Dan G. (1st VP) will contact John to see what needs to be done and cost.
- Tractor, cart, etc needs maintenance. Betty and Mickey will ask connections to volunteer time to look at them.
- Replacing shed locks with numbered locks or lock boxes. \$500-1000 to replace. Maura will get lock boxes for now. Gary G. obtained door knobs. These will be replaced.
 - This would help eliminate having so many keys out.
- Fix fences. (Dan G will contact companies for major fixes) Mike will fix small gate. Maura will get him welding supplies.
- Propane and grill storage- can not be in building. Can not block back stairs. Maura will get outside storage for propane. Suggestion to get fence, etc. (Side note- one grill does not work as well. Betty will see which one.)
- Do full walk-through of complex to check for safety improvements. -Gary Garcia
- Do start-up and shut-down operational checklist for facilities- Dan (Lori and Rhonda will assist as needed)

3. Unemployment review- State Auditor

- Can no longer pay Jr. umpires cash
- No more 1099's because we are a nonprofit
- Umpires must be paid through EFPOA, no direct pay from VGSA- Mike will contact Scott Webb.

4. 2017 Budget

- Employees-
 - Need to hire a field maintenance supervisor/foreman/field crew manager- will report to Dan (1st VP operations manager)
 - Will post job, interview, and background check
- Will revisit 2017 operating budget at December board meeting. Teri does have end of year 2016 financials. After bids for maintenance costs are obtained, we will make an accurate 2017 operating budget.

5. Tournaments- Schedule and Marketing

- Tournament fundraising program. Hosting teams will receive-
 - 20% of concessions sales. Except manager will be VGSA paid employee

- Tournament fee- \$300
- Field crew- \$300 (if team chooses to do field themselves)
- \$260- if marketing and TD is done by team
- Potential of approx \$1300
- Who can be a Tournament Director? Should we compensate TD?
 - Marketing and TD- at least \$260 if teams forfeit using VGSA provided TD
 - Some teams have already committed to host tournaments- some have tournament director, some will need us to supply TD
 - Board members will come to December meeting with suggestions for possible Tournament Directors.
 - Will do a TD class in February. Mickey and Mike will facilitate. Mike will reach out to Todd, Craig and Scott to help.
- Cyndi will add tournament fundraising program flyer to website.
- Need to put list of tournaments on ASA website ASAP. For the dates we don't have a confirmed date, we can put Cyndi Johnson as communications director until TD is found.
- Confirmed dates- April 1-2; Vancouver Patriots (16u-18u open). April 22-23; Showtime (12u open), April 29-30 Bolts (14u open), May 20-21 Kaos (12u) May 26-29 VGSA Memorial Tournament; June 3-4 Pink Dream, Breast Cancer Awareness Tournament (8u-10u); June 30- July 1-2. Showcase with PGF or ASA (14u)
- April 15- VGSA Jamboree.
- VGSA will secure a future date for a fundraiser tournament for Open House Ministries.
- Maura will create a sign-up spread sheet to send out to coaches of confirmed and open dates.

6. Open VGSA positions-

- Madonna Underland confirmed as Secretary.
- Chuck Newby introduced as proposed coach development coordinator. (New position) Will work with league coordinators. Help with coach and player development; skills and drills etc. Coach support.
- Need Equipment manager

7. Marketing plan- League

- Increase registration to 400 players. We have increased in the last few years.
 - Will allow first year 14u teams. 4 teams at least. Raptors will play up. Need one more team

- Fundraising/sponsorship- Increase fundraising and sponsorship banner sales to \$20,000
 - Papa Murphy's card-sold \$6100 in 2016 would like to increase to \$7000
G2 discount cards is another option
 - Buffalo Wild Wings (10% of all sales will be donated back to VGSA from March- July) Goal is \$1000
 - Hall of Fame event- Goal to raise \$10k
 - Propose offering a team 20% to help with auction items
 - Skyzone trampoline park- sponsorship trade with registration event, coaches meeting
 - Ticket sales- sale tickets through concessions. We get \$4 per ticket.

- Sponsorships
 - Dick's- \$3000 equipment, \$500 cash
 - The Modern Orthodontist- \$1000
 - Sell 10 banners to raise additional \$5000
 - Trade with Lumber yard and Skyzone to use facilities

- Vendor revenue split
 - League photographer \$400 in 2016.
 - Tournament vendors- \$1000- (15% profit sharing)
 - add t-shirt vendor could increase this dramatically. We will look at vendors vs doing it ourselves. Mickey will get a bid for tournaments and for VGSA swag. Board will vote on vendor at later meeting.

- Promotions
 - Yard signs- 100 new for \$350
 - School flyers go out 2nd week of January and in February
 - Email campaign
 - Post registration events on FB, instagram, Portland Fastpitch pages
 - Posters
 - Ongoing updates on the website
 - Run ads on facebook (January-February)
 - Facebook sharing promotion
 - In person registration events- Skyzone Events (will need Board help) February dates. Tuesday night and Saturday morning.
 - Community partners share registration events

- Grants-

- Submit grant request to the TODAY foundation for complex improvements
- Research other grant opportunities

Lunch Break-

8. League operations

- Try outs- should league shorten time? Offer each team two time slots. Schedule to be determined by Board and teams will sign up for available times.
- Open discussion of proposed changes to league rules.
 - Concern was addressed with league needing to stick to the rules. Confusions between coaches occur. If coaches don't agree, then you stick to league rules.
 - Remember who we are. We are a developmental league. Need to know that we need to focus on T-Ball to 12u developmental. Proposal to give teams 4 week leeway to following rules definitively. For 12u illegal pitches will be addressed, but team will not be penalized until May 10. This will allow teaching time and warnings. Rules will be followed more intentionally after that time. Look at this time to be a teaching and developmental time. After May 10 rules and pitching rules will be enforced.
 - Age divisions- discussion and vote to allow players to stay down an age division during league play when their skill development and safety is at risk by moving up. Pass to change league rules.
 - Split age divisions into upper and lower division by level of play.
- Coach and Parent Conduct rule changes-
 - ASA rules state that coach and parent can be ejected. This will be stressed to coaches.
 - If coach is ejected for his own personal conduct, coach may be asked to sit out remaining of game and next game upon further review by board. At least three board members will discuss options. Mike S. will review current wording and make suggestions to Maura and board before making changes.
 - Past Concordia coach Kari Farrell and Kim Anthony are willing to do a discussion/seminar with parents and coaches about game and parent expectations for players.
- Umpire communication and training-
 - Umpires will do our jamboree for free in return for holding an academy for umpires at VGSA. Training will be offered to 1st, 2nd and 3rd year umpires.

- Umpires will enforce pitching rules after May 1.
- Need to pay younger umpires as employees. Proposal to pay umpires mid and end of season. Teri will look into our options.
- Always looking for website.
- Hall of fame- proposal to move to Friday night in June. Betty Ritchie and Jamie Countrymen to head dinner.
- candidate inductee nominations
 - Carl Savage
 - Ralph Frame
 - Gary Bennett
 - Julie Paggie
 - Scott Smith
 - Rich Collins

Action items:

- Maintenance-
 - Gary and Dan will do a walk through of complex and create punchlist pf safety items to be addressed.
 - Betty and Amy will talk with landscapers about doing lip on fields.
 - Maura will get welding materials for Mike to fix gate.
 - Ask Dan to create a punch list of start up and closing operational items. ie, sprinklers.
 - Dan to get ecology boxes from DOT.
 - Get three quotes from fence companies
 - Doug will contact John Milhorn about field conditioner...red rock, turface, etc.
 - Maura will change out door handles and new lock boxes with new keys
 - Maura will fix kitchen sink.
 - Mickey will contact a mechanic about tractor.
 - Create job description for field supervisor, concessions.
 - Hire new field maintenance manager and concessions employee(s)
- Tournaments
 - Mickey will get bids for t shirts/vendors
 - Maura will create a spread sheet of tournaments
 - Maura will contact PGF about showcase. Chuck also has contacts.

End 2:50 pm

