



TOWNSEND ASHBY YOUTH BASEBALL AND SOFTBALL

MARCH 14, 2019, 7PM
TOWNSEND LIBRARY, TRUSTEES ROOM
BOARD MEETING MINUTES



Person	Position	Attended	Person	Position	Attended
Keith Turgeon (KT)	President	X	Jessica Donia (JD)	Concessions	-
Gary Donia (GD)	Vice President	-	Brian Tesini (BT)	Softball Director	X
Beth Arsenault (BA)	Treasurer	X	Mark Arsenault (MA)	Player Advocate	-
Leslie Maher (LM)	Secretary	X	Josh Chapman (JC)	Facilities Manager	X
Jess Fellows (JF)	Community & Safety	-	Lisa Neal (LN)	Fundraising	X
Jason Vettese (JV)	Umpire in Chief	X	Crystal Messamore		X

OPEN ITEMS FOR DISCUSSION

- Financial Update
 - Current Estimated Balance – \$29,798
 - Anticipated End of Year Balance – \$11,284
 - Handout – 2019 Budget Status
- Sponsorship Update
 - 43 Total Sponsors for 2019 – 26 Returning, 17 New, 9 Lost
 - \$16,957 committed/paid so far – up 24%!
 - 2018 actual was \$13,667
 - Unplanned – Great Road Automotive/Dee Bus just purchased the Spaulding Field Scoreboard sponsorship and two team sponsorships
 - Unplanned – Woolfrey Roofing just purchased two fields banners
 - Unplanned – Camosse Family Foundation is going to make another donation again this year - \$\$ TBD.
 - Lost Sponsors – Bailey's, City Line Paving, DECCO, Hitachi Vantara, Masy BioServices, Townsend Community Couples Club, Townsend Dental Group and Nashua Silver Knights (currently under-going management change so we will need to consider other options for baseball night, Keith to reach out to Lowell & Worcester teams.
- Winter Registrations Update
 - 64 players in total signed up for January, raising \$291 in fees, sold 11 shirts for an additional \$44
 - Baseball (14) 3-6 Clinic, (14) 7-9 Clinic, (21) 10-14 Clinic
 - Softball (15) 6-16 Clinic
 - 69 players in total signed up for February, raising \$320 in fees, sold 3 shirts for an additional \$12
 - Baseball (16) 3-6 Clinic, (17) 7-9 Clinic, (22) 10-14 Clinic
 - Softball (14) 6-16 Clinic
 - 72 players in total signed up for March, raising \$327 in fees, sold no shirts
 - Baseball (16) 3-6 Clinic, (19) 6-9 Clinic, (22) 9-14 Clinic
 - Softball (14) 6-16 Clinic
 - 103 unique kids participated this winter, up from 84 last winter – Up 22%!
 - Local Pro Sports will have shirts ready this Friday, and they will be handed out next week at the clinics.
 - (Jess F) How many new players did we get because of the clinics? Keith to investigate it.
- Spring Registrations Update
 - 188 Total Players – up 10%!
 - Baseball – 152 Players – up 26%! Best numbers since 2014!
 - (46) T-Ball – 2 Teams of 7, 4 Teams of 8

- (42) Rookie – 2 Teams of 10, 2 Team of 11
 - (24) Minors – 2 Teams of 12
 - (20) Major 60 – 2 Teams of 10
 - (10) Major 70 – 1 Team of 10
 - (10) Seniors – 1 Team of 10
- Softball – 36 Players – Worst numbers in history of TAYBS...
 - (7) Rookie – 1 Team of 7
 - (10) Minors – 1 Team of 10 (1 Unpaid)
 - (9) Majors – 1 Team of 9 (1 Unpaid)
 - (11) Seniors – 1 Team of 11 (2 Unpaid)
 - If numbers continue to decline, we might need to consider the possibility of merging with Pepperell Softball next year
- Handout – 2019 Players List
- T-Ball & Major/60 Team Decisions
 - Majors 60 – We have 20 kids and 1 coach...
 - T-ball - We are currently at about the max on our T-Ball teams, do we want to split up in 8 teams of 6?
 - T-ball - Current schedule is Tuesday & Thursday, now adding Sunday & Wednesday for the additional teams
 - (Jess F) Suggest we have a t-ball coaches meeting prior to the season to get everyone on the same page to really work this group to keep them excited and to continue playing next season.
- Season Opening Parade (Jess)
 - (Jess F) Parade at opening of season would be huge. I have talked to many in the community that miss that parade. I would like to have one April 27th am if I could get the theoretical time games for each team would be that day so I could come up with a time for all teams to take part. (Room Feedback) Concerns about TAYBS events on back to back weekends and coordination. Suggestions made to put more emphasis on Memorial Day parade. Keith will connect w/ Jess to see if she's made any plans to date.
- Coaches Update
 - Board Members CORI – All Board Members are now complete.
 - Handout – Coach Status Report
- League Promotion Marketing
 - Made a \$100 donation to the Keep Ashby Beautiful campaign to get our logo on all their volunteer shirts.
 - Plan is to find more ways to get our name/logo out.
- Uniform Update
 - Gary is ordering the hats for all ages tomorrow and working on proofs for shirts with LPS. Plan to order next week.
- Field & School Use Fees Update
 - Spoke with Cam Fisk (NM Athletic Director) and he asked to delay these discussions until early April so that they can get their Spring programs up and running.
- Rookie League Update
 - Shirley will be fielding 1-2 teams
 - Pepperell estimating 2-3 teams – registration closes on 3/24
 - TA will be fielding 4 teams
 - Games are only on Thursday and Saturday. How do we handle having 4 teams (fields)? Allen Field in Ashby suitable for practice but not games. Ashby elementary for games, needs work. Cost of prepping a new field likely around \$2,500.
 - Decision between leagues is that there will be no records/standings/playoffs at this level
- Regional League Updates
 - MAC Board Meeting tentatively scheduled for Thursday, 3/28
 - MAC Coaches Meeting date tentatively scheduled for Sunday, 4/7
 - NCMS Coaches Meeting tentatively scheduled for April 8th or 9th
- Babe Ruth/Seniors Update
 - Babe Ruth offseason meeting held on Sunday 3/10 – See email from Jason Vettese for notes.

- High School Baseball Tryouts are on 3/18, and games begin on April 10th going thru the end of May. Three games per week, games rarely on Saturdays. Games start at 3:30 or 4pm, depending on opponent. As kids get cut from the team, they will be provided our contact information.
- Our Seniors Team currently as is will have difficulty fielding a team on Sunday as multiple players have other commitments. One of our players will miss a full week in June & July, two other players gone the full week of July 1st. Pepperell looks like now have a full program and will likely no have any kids to send us.
- Jason discussed the possibility of us hosting a districts Tournament – We are tentative to have a 9U tournament @ Craven Field – will need volunteers, Lisa Neal recruiting. Last weekend in June – 4 teams, every team plays 3 games.
- During Coaches meeting please notify umpires that if they updated the website in timely manner and click button to notify Jason only text Jason if there is a game cancellation.
- Jason to put on a clinic for kids that are umping – need to come up with a date.
- Coaches Meeting Update - **MANDATORY**
 - Scheduled for Tuesday, April 2, 7-9pm at the Townsend Library
 - Keith to present league update & team management training
 - Jess to present safety training
 - Lisa is preparing coaches binders to be handed out
- Dick's Sporting Goods Weekend Update
 - Event is this weekend 3/16 & 3/17, we need to staff a table from 10am to 2pm on Saturday only. Brian agreed to be there 10am-12pm, Chapman's there 12-2pm. Keith there 10-12pm.
- Preseason Dinner Update
 - Scheduled for Thursday, March 21st at the Townsend Library Meeting Hall
 - Sophia's Pizza is confirmed to provide the pasta dinner
 - Cleta's Creations is confirmed to provide the dessert/Cake
 - Pricing is \$8/person, \$1 discount per ticket for 3 or more, spring registered players get a free ticket.
 - Room can hold 120 people, and we sold out last year, hoping to do that again this year.
 - Jess is going to organize a group of volunteers to help put together the hall.
 - 60 people currently purchased tickets.
 - (Jess F) Mary Brady, Lisa and family are working on centerpieces. We are also working on a family photo booth of a sort and a home plate for kids to sign. Our goal is to not have the distracting balloons from last year it just got the kids too wound up. We will also have to ask parents not to let their kids go into the library section without an adult, the large mass of them last year were too crazy. I will print signs to hang on the doors leading into the library saying that TA kids should not go in library without an adult. I will pick up soda's and place setting's next week when we have a better idea on numbers. As was last year I expect more people will get tickets next week even though it has been requested by today. Last year the last week I think we got an added 40 or more.
- Paint Night Update (@ Townsend Library)
 - Jess & I made the decision to have this event at cost, and only except cash/check at the door
 - We need to reevaluate if this event makes sense for next season. Do we want to spend our volunteer hours on this, or a different event?
 - (Jess F) Even though fun I would not be upset if we do not continue to save volunteers. Only real time it takes is me emailing the painter and organizing it. One person there that night to collect\$.
- Season Kickoff Party at Patriot Pizza Update
 - Event moved to Sunday 4/14 to avoid Easter
 - Need raffle items for the event – So far; 4 Tickets to a Pawtucket Red Sox Game
- Coaches Training Workshop Update
 - Coaches Training Clinic will be held on March 23, 9a-12pm at the Nashoba Regional High School
 - Need a check for \$225 to be able to make this payment for this.
 - Coaches attending (19):

- Jackie Madden, Dot Madden, Dennis Jones, Sara Hopkins, Norman Bedard, Stephen Genakos, Curtis Shorter, Ken Bruns, Mike Bailey, Jay Guilmette, Lisa Neal, John Gallagher, David Hall, Brian Tesini, Bryan Urda, Ryan Abraham, Michael Cogan, Kerry Wallace & Keith Turgeon

- Golf Tournament Update

- Scheduled for Friday, June 7th
- Contract received from Townsend Ridge, and \$1,000 deposit has been paid.
- Need to determine ticket price – last year was \$135/golfer and \$50/dinner only
- Goal remains to generate \$3,000 in profit from the event

- Summer Sandlot League Discussion - One day

- Previous update from October 10th on approved changes
 - Last year, there were in season issues with rules and teams “trying to win” to get a better playoff seeding; during the playoffs, no volunteers stepped up to help. We agreed to continue with the following changes.
 - There will be no records during the summer season – this should ensure that the league is more focused on development than winning at all costs
 - We will continue with a playoff tournament, but instead of a weeklong series of games, it will be a one-day event at Craven, seeding to be randomized well in advance. Format will be double elimination; each game is 3 innings/1-hour max and have them back to back all in one day.
- (Jess F) I agree there should be no standings and it should be focused on development. Agree one day event should be fine.
- (Gary) I am good with no standings. The playoff format however I would just like to seed everyone (draw out of a hat) and have them play a regular tourney bracket with normal games. Depending on number of teams we can possibly do this over just a few days.

- Project Updates

- During the recent wind storm, many of the shingles on the new Snack Shack blew off... Nashoba Tech stated on 2/28 that the storm was “beyond normal and extreme”, and that they would try to get out there next week to do the repair. We will need to purchase another box of shingles.
- Keith reached out to Kazanjian’s to talk about what it would take to redo the Spaulding Baseball Field, current estimate is around \$1,000 but final numbers still pending.
- Need to start thinking about 2020 capital improvements
- Facility space became available on Center St in Townsend. 2,400 SQFT, about \$2,000/month. Likely out of our possible pricing range, but perhaps something to consider.

- Special Events, Ownership Assignment & Schedule

- We need owners for these events....

TAYBS 2019 Sponsorships

873 Café <small>NEW</small>	Field Banner	\$350
Amazon	Donation, Amazon Smiles Program	\$47
Andy Woolfrey Roofing	2x Field Banner	\$700
Arrow Septic	Craven Field Scoreboard <i>(committed)</i>	\$1,000
Camosee Family Foundation	Donation <i>(committed)</i>	\$500?
CARSTAR Collision Center – Lowell <small>NEW</small>	Field Banner	\$325
CARSTAR Collision Center – Fitchburg <small>NEW</small>	Field Banner	\$325
Certified Hydro Applications	Field Banner <i>(committed)</i>	\$250
Cochran's Landscaping	Field Banner	\$200
Dee Bus Service Inc <small>NEW</small>	Team Sponsor	\$300
DICKS's Sporting Goods	Field Banner & Donation (\$500 Gift Card, 4 x \$50 GC's)	\$700
Echo Knoll Construction	Field Banner <i>(committed)</i>	\$250
Elite Construction & Design	Team Sponsorship	\$293
Fifth Gen Masonry	Field Banner <i>(committed)</i>	\$250
Great Road Automotive <small>NEW</small>	Spaulding Field Scoreboard Sponsor & Team Sponsor	\$1,700
Haffner's	Field Banner, Team Sponsor & Donation	\$600
Hannaford's	Field Banner & Donation (Pallet of Water)	\$250
Hannaford's	Donation, Bags 4 My Cause	\$16
J&S Business Products	Field Banner <i>(committed)</i>	\$250
JDM Home Improvement	Field Banner <i>(committed)</i>	\$250
Jeffrey's Antiques <small>NEW</small>	Field Banner <i>(committed)</i>	\$350
Kazanjian Horticultural	Field Banner & Team Sponsor	\$500
L.F. Robbins Insurance Agency	Field Banner	\$250
Law Office of John B. Barrett <small>NEW</small>	Website Sponsor	\$100
Lowell Spinners	Website Sponsor	\$100
McNabbs Pharmacy	Team Sponsor	\$300
Mitrano Removal Service <small>NEW</small>	Field Banner	\$350
Mosquito Squad <small>NEW</small>	2x Field Banner	\$650
Nashoba Valley Chamber of Commerce <small>NEW</small>	Website Sponsor	\$98
North End Mazda <small>NEW</small>	Team Sponsorship	\$300
North End Subaru <small>NEW</small>	Team Sponsorship	\$300
PayPal <small>NEW</small>	Donation, PayPal Giving Fund	\$3
Pelletier Electric	2xField Banner, 2xTeam Sponsor <i>(committed)</i>	\$1,000
Powell Stone & Gravel	Team Sponsorship	\$300
Rollstone Bank & Trust	Field Sponsorship, Donation	\$300
Ron Bouchard's Auto Stores <small>NEW</small>	Field Banner & Team Sponsor	\$600
Santander <small>NEW</small>	Team Sponsorship	\$300
Skillings & Sons <small>NEW</small>	Field Banner	\$350
Sterilite	Field Banner	\$300
The Flower Hutch <small>NEW</small>	Website Sponsor	\$100
Top Notch Plumbing & Heating	Craven Field Snack Shack	\$1,000
Townsend Ridge Country Club	Field Banner	\$250
Wayne's World Automotive	Website Sponsor	\$100
Worker's Credit Union	Field Banner & Team Sponsor	\$500
		\$16,957

TAYBS 2019 In-Kind Sponsorships

Michael Brothers Photography	Team Pictures	Field Banner & Team Sponsorship	\$500
Sophia's Pizzeria	Preseason Dinner	Website Sponsorship	\$125
Patriot Pizza & Subs	Season Kick Off Party	Website Sponsorship	\$500

TAYBS 2019 Calendar of Events

09/01/18	TAYBS 2019 Spring Season Registration Opens	Keith
09/14/18	TAYBS Comedy Show Fundraiser	Lisa & Keith
10/18/18	NCMS End of Season Board Meeting	Brian
11/13/18	Townsend Volunteer Information Night	Lisa & Lydia Booth
12/01/18	TAYBS 2019 Winter Season Registration Opens	Keith
12/04/18	DICKS's Sporting Goods Annual Sponsorship Night	-
12/18/18	Annual Cal Ripken Western Massachusetts Offseason Meeting	Keith & Jason
12/11/18	MAC League Winter Board Meeting	Keith, Mark & Jason
01/07/19	TAYBS Winter Clinics – Monday & Tuesday at AES, Wednesday at HBMS	Jess F & Keith
01/17/19	TAYBS Registration Information & Game Night	Keith
02/04/19	TAYBS Winter Clinics – Monday & Tuesday at AES, Wednesday at HBMS	Jess F & Keith
02/07/19	NCMS League Board Meeting	Brian
02/10/19	MAC League Board Meeting	Keith & Mark
02/28/19	TAYBS 2019 Spring Season Registration Closes	Keith
03/04/19	TAYBS Winter Clinics – Monday & Tuesday at AES, Wednesday at HBMS	Jess F & Keith
03/16/19	DICK's Sporting Goods TAYBS 20% Discount Weekend	Keith & TBD
03/21/19	TAYBS Preseason Celebration Dinner	Jess F & Keith
04/02/19	TAYBS Mandatory Coaches & Assistants Training (Team Management & Safety)	Keith & Jess F
04/04/19	TAYBS Paint Night	Jess F & Lisa
04/07/19	MAC League Mandatory Baseball Coaches Training	Keith
04/08/19	NCMS League Mandatory Softball Coaches Training	Brian
04/13/19	TAYBS Craven Field Cleanup	TBD
04/14/19	TAYBS Spaulding Field Cleanup	TBD
04/14/19	TAYBS Season Kickoff Party at Patriot Pizza	Keith & Jess F
04/20/19	TAYBS Snack Shack & Field Maintenance Volunteer Training	Keith & TBD
04/22/19	Opening Day of the 2019 Spring Season!	-
05/02/19	Cub Scout Night at the Ball Park (Craven Field)	Brian & TBD
05/04/19	TAYBS Picture Day	TBD
05/04/19	TAYBS Hit a Thon Fundraiser	Keith & TBD
05/17/19	TAYBS FREE Movie Night on Craven Field	TBD
05/26/19	TAYBS Participation in the Annual Townsend Memorial Day Parade	TBD
06/07/19	TAYBS 11 th Annual Golf Tournament Fundraiser	Beth & Jen
07/08/19	Opening Day of the 2019 Summer Season!	-
07/12/19	TAYBS Night at the Ball Park (Nashua Silver Nights)	TBD
08/05/19	TAYBS Week Long, Full Day Summer Camp	Keith & TBD
08/13/19	TAYBS Coach & Sponsor Appreciation Dinner	Keith & TBD
08/15/19	TAYBS Hosts the Townsend Band Concert & Lawn Party	Jess F & TBD
09/01/19	TAYBS 2020 Spring Season Registration Opens	Keith
09/21/19	TAYBS Player Evaluations	Keith & TBD
11/13/19	Townsend Volunteer Information Night	TBD
12/01/19	TAYBS 2020 Winter Season Registration Opens	Keith
02/21/20	TAYBS Comedy Show Fundraiser – Pushed out to early 2020	Lisa & Keith

TAYBS 2019 Board of Director Meetings

Thursday, January 10	Wednesday, April 10	Wednesday, July 10	Thursday, October 10
Thursday, February 21	Wednesday, May 8	Wednesday, August 14	Wednesday, November 13
Thursday, March 14	Wednesday, June 12	Wednesday, September 11	Wednesday, December 11