

## Email to BOD 11/18/2020 by VP

Good day everyone:

Just a follow up on some outstanding business per our last BOD meeting.

Treasurer Update (per VP) year over year finances 10/27/2019 to 10/26/2020:

Year over year snapshot is the banking business of the previous BOD (2019/2020) John G. as **president**.

Total revenues of **27.4k** Total Expenditures of **40.9k**

For the 1 year period 2019/20 the WBSA BOD operated in the red with a **13.5k** deficit. WBSA spent 149.25% of its revenues, if this rate is continued we will be broke by 2022.

Begin Checking Balance 10/27/2019 **24.2k**

End Checking Balance 10.26.2020 **17.9k**.

The actual real checking account balance was **10.75k** and increased to **17.9k** via a 7.15k transfer from savings.

The WBSA Savings Account was closed by the previous treasurer on 10.26 (7.15k) and deposited to the Checking. A good explanation is needed as to why this account was closed and transferred to checking. No individual BOD member is authorized to close bank accounts without full transparency and **approval** by BOD.

We need to create a 2021 **budget** that is in line with projected revenues. I would say let us shoot for projected revenues of 30.0k and expenditures that are equal to revenues (30.0k). Hopefully we can bust revenues with stronger Spring membership/participation, tournament potential and strong Fall Ball participation (create a league with out of town participation). The bottom line is expenditures should never be greater than revenues!

Closing of facilities is 95% complete. Minor tasks to be completed. **Fitz**, please turn off water and winterize snack shack asap. Currently there is a somewhat major issue with the MS sprinkler system (cracked main pipe) Coordinating with Green Acres a fix in the **1k** range. This is dual responsibility of Soccer and Baseball.

**Commented [DM1]:** This closes the book on the previous BOD and the 20/21 BOD assumes financial responsibility with a 17.9k checking balance (no savings)

**Commented [DM2]:** Treasurer Bergeron will address this to the BOD next meeting 12.08.20

**Commented [DM3]:** Create a declining budget (document) month over month to assure fiscal responsibility. In progress and document to be uploaded to our website under "budget tab"

**Commented [DM4]:** Completed 11.21.20

**Commented [DM5]:** Still to be resolved (in progress)

## Email to BOD 11/18/2020 by VP

### Sponsorship:

I will take point on Sponsorship. Ryan, is there a master document with sponsorship contacts and history etc.? Please forward doc or instructions to this information. A master sponsorship list will be updated every month to our site to include whether sponsors are active or inactive verse previous year(s) with level of sponsorship. I will send out thank you to previous year sponsors with invitation for 2021 renewal.

**Commented [DM6]:** In progress.Document to be uploaded to our website under "sponsorship tab"

**Commented [DM7]:** In progress

Rates will be \$250 for a "Sign"

\$350.00 for a "Team "

A sponsor who pays for a sign can sponsor a team for an additional \$250.00 (total of \$500)

We will sell exclusive "Scoreboard Sponsorship" for MS1 and MS2 at the rate of \$600.00 per scoreboard.

"Prime" signs will be sold for \$400.00 to include 2 sign locations with one sign to be XL and the other L and placed in premium location(s).

### Capital Improvements Sponsorship

3 Executive levels

Silver 1K

Gold 2k

Platinum 3k+

Any business or individuals whom purchase any level of Executive Membership will receive the "Prime" package at no additional cost! Will work on literature that explains our "Capital Improvements" sponsorship opportunity.

I will draft a new "Sponsorship Rates 2021" doc for BOD review. I will draft a TY letter to previous year sponsors to include new sponsorship rates and application for renewal. I am creating a canvassing plan to recruit new 2021 sponsors.

**Commented [DM8]:** New 20/21 Sponsorship application complete and awaits BOD review. Document to be uploaded to our website under "sponsorship tab"

Everyone needs to bring ideas to the table to maximize fundraising!

## Email to BOD 11/18/2020 by VP

I am in contact with LL District 8 (Massachusetts) and LL Northeast region (LL International) to assure we are adhering to LL protocols as we amend our association bylaws and begin transition to rebranding our association to better represent the image of Little League.

It is most important in my opinion to re create a positive brand which promotes opportunity through participation for LL aged kids in our community. The LL brand is not prevalent in our WBSA logo or in any message to our community or members. We are simply know as the "Whitman Baseball Softball Association" which know longer offers Softball. The key is using the "Little League" name in all our future business as it's a strong brand (uniforms, signs, logo etc.). It will close the door on the past and open the door to the future. We must do this and do it right to survive!

We have a huge opportunity to turn this (mostly mess) into a youth sports brand that can endure the times (sadly the WBSA has not endured the times)! It is our responsibility as a organization to ensure the future of Little League in Whitman! We got one foot in the door and one out. We need to be all in on this and more discussion is needed to make sure we follow proper protocols as 501c and move to re brand and shape a better image and opinion of our organization.

I will work on new logo ideas and encourage everyone to give their input. Our message will always be inclusive of Softball opportunities for the town of Whitman and a commitment to provide participation opportunities should the other organization in town know longer offer it. Our organization will always contribute our resources to maintain the towns softball fields.

Creating a contact list of surrounding LL towns to move discussion(s) forward about crosstown "Spring League"

Needs list by VP for early spring equipment purchases!

Create good community partnerships..

Working on "Capital Project" ideas and opportunities to improve our equipment inventory (Tractor/Tiller/Mower).

Paul C,

Please pull all participation numbers from last year as follows:

**Commented [DM9]:** Softball is offered through <https://www.whitmanhansongirlssoftball.com> is important to our BOD to continue our partnership with this organization and assure Whitman kids always have the opportunity to play softball.

**Commented [DM10]:** Our BOD will preserve Whitman softball fields and ensure they are always available for priority use by the Whitman Hanson Softball Organization.

**Commented [DM11]:** In progress

**Commented [DM12]:** Complete. Document to be uploaded to our website under "budget tab"

## Email to BOD 11/18/2020 by VP

Total kids: Summer  
Total teams: Summer

Total kid: Fall  
Total teams: Fall

We will all work together to recruit members to remain at least "status quo" for 2021

The message to everyone is simple, we are failing as an organization! Look no further than the declining membership over the last 5 years and the **-13.5k** upside down we were last year! Please don't blame this on the Covid-era because revenues were respectful at 27.4k with Summer and Fall participation! The problems were multiple but most egregious was the BOD's failure to document and run our organization with full transparency! There is zero record of BOD business for 2019/2020 which could be used to correct our horrible performance and hold BOD members accountable. The only data we have to judge our organizational success in 2019/2020 is we lost 13.5k, with no capital improvements or significant equipment purchases. This is a shocking number. Again though, we are charged with turning this thing around and assuring its healthy for years to come. I appreciate everyone's support on going forward and a commitment to turning this thing around!

Thanks!

**Commented [DM13]:** Protocols being created and added into our bylaws to assure our business dealings are documented. It is paramount we do this in order to create a "road map" for future BOD. Transparency creates a record which allows us to rate our success/failure and better manage our association year over year!