

Place: TOR Firehouse
Time: 7:15 pm
Date: November 5, 2019

Minutes of Board Meeting

Those present:

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|---------|------------|-------------|--------|------------|----------|
| Ferrone | Ertrachter | E. Condon | Duddie | Gendason | Anderson |
| DiPreta | S. DeLeo | Calandrelli | Drexel | Bancroft | Gentle |
| Brown | T. Condon | McKeever | Wong | D'Ambrosio | Lash |
| Hoch | J. DeLeo | | | | |

Minutes from the September 2, 2019 meeting, September 24, 2019 annual meeting, and October 1, 2019 meeting were e-mailed to everyone. There were no changes. Motion made to accept the minutes from those meetings. Motion passed unanimously.

Old Business

- **Board Positions**
 - a. **Lash** was nominated to be the Player Agent. Motion was made and passed unanimously to confirm **Lash** as the Player Agent. Since **Lash's** child is in AAA, SNLL still needs another Board member to serve as the AAA Player Agent since league rule is that a parent cannot be a Player Agent for the division their child plays in.
 - b. **Drexel** to serve as Information Officer Assistant to **Wong**.

- **Treasurer's Report**
 - a. **Ertrachter** gave the final financial report for September 30, 2019 (which is the end of SNLL's fiscal year). A copy of the Financial Report was distributed at the meeting for review.
 - b. Some highlights of the 9/30/2019 results:
 1. Total ending balance in the Operating account is \$117,965.
 2. This excludes \$14,986 that is in a separate account for the DeLeo Scholarship Fund.
 3. Expenses were in line with what was budgeted. Board questioned a few of the budgeted items for clarification (including registration fees, Instant Replay fees, and Donations), which **Ertrachter** answered to their satisfaction.
 - c. **Ertrachter** provided an update to the current financial results. Operating account balance stands at around \$107,000.
 - d. Now that Fall Ball season is completed, 1099's for umpires can be prepared. **Ertrachter** to provide **Ferrone** with the information (e.g., SSN, amount earned) for each umpire.

New Business

- **Marketing Discussion**
 - a. **Davis, DiPreta, and Gentle** met regarding ways to improve SNLL's marketing efforts.
 - b. Advertising of SNLL:
 1. An ad will be placed in the Curtain Call Musical program from November 15 thru December 14.
 2. SNLL will send out flyers through the schools. Stamford schools use software called PeachJar that distributes flyers electronically to parents in the school. SNLL will send out flyers through this software to the following schools: Northeast, Toquam, Springdale, Davenport, and Roxbury. The cost to send the flyers is \$25 for 30 days for each school. Estimated cost is \$125 times 5 schools = \$625.
 3. **Davis** to identify new residents that purchased homes with 3+ bedrooms and send mailer to those homes. Estimated cost for mailer and stamps is \$330.
 4. Flyers and postcards will be purchased for use at private schools and store fronts. Estimated cost is \$600.
 5. New lawn signs and stakes will be purchased. Estimated cost is \$425.
 6. New banners will need to be purchased.

7. Suggested that SNLL hold a one-time clinic at Bobby Valentines. Current SNLL players will be invited to bring a friend (that did not play in SNLL during the 2019 season). If the friend signs up at the event, then the friend will get a reduced registration fee. Fee was not set at this meeting.
 8. Postcard mailers to be sent to students in the 06903 and 06907 zip codes prior to registration. This was not done for 2019 and this could have been one of the reasons for the decrease in the number of new 2019 registrants at the younger ages.
- c. A motion was made and approved unanimously to allocate \$3,000 to these marketing efforts.
- **Registration**
 - a. Suggestion made that SNLL have a “Black Friday” registration special. No fee was discussed for this event.
 - b. It was recommended that registration be opened early for all Spring divisions. A decision regarding whether AA is going to be all parent pitch or some parent/some kid pitch should be made prior to opening AA registration.
 - c. It was suggested that there be 2 in-person registration dates, one at the TOR Firehouse and one at Springdale Firehouse. Suggested dates would be February 19th at Springdale and February 20th at TOR.
 - d. It was recommended that registration fees for returning players remain the same as last year, which were as follow:
 - Ages 9-12: \$195 early bird; \$220 after the early bird date. Any 9-year-old that does not make AAA will be refunded \$35.
 - Ages 7-8: \$160 early bird; \$185 after the early bird date.
 - Ages 6 & under: \$85 for all registrations.
 - Sibling discount of \$25 per child after the first child applies. Discount applies both before and after the early bird sign-up date.
 - Early-bird sign-up date is February 28th, extended to February 29th; registration after that date will pay the additional fee.
 - e. New Player/Scholarship Player incentive
 1. New player is defined as any player that did not play in SNLL during the 2019 season.
 2. At the October Board meeting, there was a suggestion that SNLL have a “Friends & Family Discount” for new players that were recommended by a current player in the league. The Board decided not to pursue this type of discount.
 3. Instead, the Board agreed that all new players will pay the regular registration fees above, but will receive the following incentives:
 - AA/AAA/Majors: \$50 gift card to Instant Replay
 - A/Instructional: \$25 gift card to Instant Replay
 - Any child on scholarship: \$50 gift card to Instant Replay, regardless of age
 - **Other Items**
 - a. There have been no discussions since the last Board meeting regarding the combining of Stamford little leagues.
 - b. Scholarship Committee has instituted a new policy that indicates that if a committee member has a child that is eligible for a scholarship, then that committee member must recuse himself/herself from voting that year.
 - c. Tryouts for 9 to 12-year-olds will be March 7th.

Meeting adjourned at 8:40 pm

Upcoming meetings: Tuesday, December 3, 2019 at 7:15PM at the TOR Firehouse