

BTBA Meeting Notes
October 23, 2016

In Attendance:

Mike Steffan
Aaron Dean
Drew A Barns
Scott Baker
Kristi Wesolowski
Jim Peterson
Mark Scott
Patrick Doyle
Maggie Johnson
Special Guest, Dave Rau

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Special guest Dave Rau, representing Bloomington Fastpitch Softball and the role that marketing and fundraising plays in their programming.

- Belong to the Bloomington Chamber of Commerce (400+ companies), pay annual Non-profit dues, and then receive access to the full list of the Chamber and other important contacts.

Sponsorships:

- Look for sponsorships annually! Provided benefits to sponsors such as names on team uniforms, signage at tournaments, etc.
- Partner with corporations for big ticket items, go for fewer bigger sponsors vs. many for lower amounts. Not as much maintenance! Remember sponsorships can be for goods or services.
- Many grants are also available for assistance with programming.
- Use contacts for sponsorships and fundraising, determine what funds are raised for in advance and/or offer discounts on player fees if fundraising is successful.
- Dave does a lot of this work solo and spends a lot of time, recommends a committee or group to divide and conquer so it stays a manageable program.
- TRIA and TCOrtho are good contacts for service sponsorships, provide services at tournaments as a sponsorship.
- Provide frequent updates to your sponsors, keep them engaged.

Pull-Tabs

This programming was also discussed, potential big money but lots of management and hard to get into.

Thank you Dave for your time and for all the information.

Survey Update

Jim will prepare a pared down document that we can post on the website, will remove some side notes and percentages and prepare for posting.

MBL Tourney Meeting

We discussed our tournaments in preparation for Drews tournament meeting with MBL. We also outlined who would be choosing tourneys for which age groups for the 2017 season.

Weekends available and tourneys we will host, proposed schedule:

April 28 - open

May 5 - 10AA

May 12 - 12AAA, 13AAA, 14A

May 19 - 10A, 11A

May 26 - Memorial Day, no tourneys

June 2 - BAA Weekend, no tourneys

June 9 - 11AAA, 12A, 13A, 15AA

June 16 - 11AA, 10AAA, 14AAA

June 23 - 12AA

Each team will once again receive three tourneys plus the Bloomington tourney as part of their fee. The following will select tourneys for each age bracket:

Mike S. - 15

Mike S. - 14

Mark S. - 13

Jim P. - 12

Drew - 11

Drew - 10

Uniforms -

Mark Scott presented our uniform options; Mark and Brian will continue to work on pants. If you have any feedback or uniform preferences get to Mark ASAP!

Board Positions/Updates

A discussion was held regarding board positions, coaching positions, etc.

After a lengthy discussion, it was determined that it would be in the best interest of all to get procedures for board and officer selection, as well as expectations, decision making power, etc. into our by-laws.