

TYL Board Meeting

Wednesday, 1/12/2011 7:00- 8:30pm

All members present (except as marked in red): Mark Rowley, Adam Bruckman, Bud Blide, Rusty Medlin, Chris Doemel, Jim Perry, Jay Hoarell, Amy Noden, Alecia Zacharis, Kevin Schlabach, Brad Wyman, Bruce Mills, Scott Giordano, Rich Rankin, **Joe Cody**. Guest, Brian Wallace

- 1) Reading and approval of minutes: 7:00 – 7:10 (Chris)
 - a. Opening comments – Mark
 - i. Reg. numbers creeping up slowly. 283 current TYL number. Happy with the numbers and number projection.

- 2) Financial Update 7:10 – 7:20 (Rusty)
 - a. Gross forecast of 82K less Girls JTL. Rusty thinks we will be up to the 95k projection. There are some checks being held need to get to umpires. Adam/Mark ask if there are any process things need changing. Personal expense sheet on online to be used. Rich asked if payments to refs goes through Rusty and not Dee.

- 3) Spring Season Preparation 7:20 – 8:20
 - a. Registration Update (Jim)
 - i. Current numbers by age, target # of teams, Wait list process
 1. TYL – 212 as of now. Still waiting for girls from JTL tryouts. 133 TYL boys. 20 JTL boys. Boys – total 153 registered now, compared to 136 last year. Total - 272 last year....320 projected this year.
 2. Jim spoke about the registration process and how and when families register.
 3. Adam spoke and discussion ensued on wait list, team size. Early bird registration or late fee suggested and discussed. What is a feasible number for team size after which the player experience is diminished? Further discussion on team size, waiting list, cut-off dates, filling empty team spots. Specific age groups, team sizes and coach availability discussed (Bantam Boys). Decided to remove wait list for boys Bantam. But they need a coach. Cut-off date discussed as it applies to Boys Lightning team sizes. **Motioned, seconded to refund total registration fee to wait-list registrants turned away. Passed.**
 - b. Coaches (Brad / Bruce)
 - i. Current list boys/girls
 1. Girls: Bantam – McClure, possible Mr. Noden, Lightning- Harrison, Junior - Doemel, Rankin, Gandy. Senior - Bud, Craig, Mike

2. Boys: Bantam – Mosteller, Octaviano, Lehman, Hoarell, McLean. Lightning – Cody, Lilly, Herrin, Johnson, Medlin. Junior – Harrison, Ryan, Hyatt. Senior – MAYLA.
 3. Discussion on the equality of teams at each level. Further discussion on drafting players and coaches knowledge of players.
- ii. Vetting and training of coaches
1. Brad spoke on making certain we have quality coaches and not just any walk-ups. Brad and Bud shared experiences they had with prior coaches.
 2. Discussion on how we should go about choosing coaches. PCA, background check is being done. Coaches clinics suggested. Reality is that we have more teams than coaches. Adam suggested a commissioner watching over each level as we bring in Dad's as assistants. Bud suggested that the commissioners handle overseeing of each level and naming a level commissioner if necessary. **[Action]** Commissioners get coaches info to Alecia for background check.
- c. Spring Timeline – registration close/paperwork day/first practice.
- i. Meet & Greet – Mabry CPA 9-12
 - ii. Discussion on logistics of M&G.
 - iii. **[Action]** Jim will run registration and form collection.
 - iv. 4 stations for boys to hang out.
- d. Plan for Paperwork collection - Jan 22nd (Jim)
- i. Volunteers needed
 - ii. Stations
 - iii. Spirit wear
- e. Plan for “Mabry Opening Day” (Brad/Kevin/Alecia)
- i. Brad presented his plan and ideas for Premier Field Opening Day Celebration. Discussion on coordinating with a HS sponsored event. **[Action]** Mark will work with MAYLA on scheduling games at home that day. **Motioned, seconded to do Brad's Opening Day event. Passed.**
 - ii. Jim suggested finding someone out side of BOD to head this up.
 - iii. **[Action]** Brad, Kevin Alecia will spearhead this activity. Mark needs to know number of teams in 5 to 7 days.
- f. Field / Equipment update (Kevin)
- i. Equip Inventory/needs (First aid kit, coach's kits, goals...).
 1. Suggested that we need AED.
 2. Send feeler out for someone to put together first aid kits and where to get the AED's **[Action]** Kevin will head this up.
 - ii. Mabry – Scorers platform / Fence (plan for corporate signs – who's on point?)
 1. Kevin summarized that we will order benches, scorers' platform, fence behind players side, nets at either end. **[Action]** Kevin will think through a solution for fences. **[Action]** Alecia and Adam will work on signage for corporate sponsorships.

- g. Fundraising Update (Jay)
 - i. A committee is formed Adrian Bruckman and Jay.
 - 1. Roster Shirts (teams secure sponsor),
 - 2. Papa John's Philips Arena Concessions
 - 3. Yearbook
 - 4. Brian shared that they sell a coupon book and TYL could step into that. Wants to partner with TYL whenever possible.

- h. Referee training/assignments (plan for boy's side?)
 - i. Scott shared that mid-February is target for an orientation/training to host an event as a kick-off for refs. Assemble a list and schedule a date. This will be a sign-up event for future training. Open to new, old, returning refs. Scott will do the assigning of refs for boys and work with Rusty on getting them paid. Jim suggested that a database be set-up to organize and register, collect information. **[Action]** Scott and Brian will trade emails to organize and coordinate

- i. PCA
 - i. No discussion/action

- j. Volunteer Program – Team Moms, concessions, spirit wear, scorers, other...?
 - i. Alecia spoke on how to run concessions. Do we let someone else handle or do we run it and make it a mandatory volunteer spot. Alecia gave Frank's Famous Concessions set-up. He does all the work. We provide power. In 4 or more games, he grossed \$300 to \$600 and we get 10%. Can do more than one field. No action.
 - ii. Kevin suggested selling chik-fil-A. Mark made another suggestion of doing it just a few times in the season. Scott shared that 10% is better than nothing. Kevin suggested that he raise prices for our profit.
 - iii. Is the list for parents volunteers useable? Decided it was not.

- k. Picture Day – date, selection of vendor
 - i. Alecia talked to 6 or 7 people about picture. Best bid was from Sportography. Second was Beyond Photographs. \$10 reg. package. 5X7 team, 5X7 Individ. 4 wallets. 30% anything beyond that (Steve and Mike were contacts). Coaches get team pictures, scholarship players get team pictures. Some discussion on what is being done by others and what we have done in the past. Discussion on asking vendors we use to be sponsors. Alecia needs TYL sponsorship information.

- l. Spirit wear / Uniforms
 - i. Amy will have some spiritwear samples at the 22nd. Boys Uniforms. 2 bids...\$70 per uniform down to \$51 and another at \$40. Discussion on uniform wear. Decided to find the best deal, least expensive uniform for this year. **[Action]** Amy will follow-up. Brian and Mark have coaches uniforms figured out.

4) Other Misc / Wrap up 8:20 – 8:30

- a. Go forward plans on Communication – frequency, email vs twitter?
 - i. Up to now, emails from Jim pre-registration, after registration team coach or team Mom have excel spreadsheet to contact team. Twitter used for last minute update. 280 families following TYL on Twitter. Kevin suggested we have a uniform email that is the face of TYL. Discussion on methods of discussion...twitter, email, who should control the flow of communication. Decided We love Twitter! More discussion on who to follow and who controls the content of the message.
- b. Board meeting calendar
 - i. Thursday, February 17th 7:30. PSOTB.

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[Action] Jim will run registration and form collection.

Mabry Opening Day - [Action] Mark will work with MAYLA on scheduling games at home that day.

Mabry Opening Day - [Action] Brad, Kevin Alecia will spearhead this activity.

Send feeler out for someone to put together first aid kits and where to get the AED's [Action] Kevin will head this up.

[Action] Kevin will think through a solution for sponsor sign fences

[Action] Alecia and Adam will work on signage for corporate sponsorships.

Referee training/assignments - [Action] Scott and Brian will trade emails to organize and coordinate

Discussion on uniform wear - [Action] Amy will follow-up.