



**Eastlake Little League
Board of Directors Meeting Minutes
Wednesday, January 8, 2020, 6:30 – 8pm
Blackwell Elementary School - Library**

Call to Order

Nicole Steinbok

Members Present: Nicole Steinbok, Matt Olson, Tyler Borup, Justin Stiles, Todd Johnson, Sarah Maynard, Toby Conen, Jenna Kass, Kam Rausch (virtual), Mike Chapman, Adam Emiliusen, Carmen Zaffarano, Gabe Storment, Tracy Militello, Ajay Jagannathan, Jason Gill, Nate Reno (marketing), Ryan Iraola

Approval of Previous Meeting Minutes (Approved)

Sarah Maynard

Coach Numbers & Selection general updates

Ryan/Todd

- Baseball:
 - AAA 3 teams (as of now) could get to 4. Looking at kids that played AA last year and possibly moving them to AAA. Increased registration revenue and gets these kids exposure to kid-pitch sooner. Email going out to parents with kids in AA and did not place a hold to provide more info and encourage kids to play at AAA where parents feel appropriate.
 - Coast 3 teams (as of now) 4 short of making a 4th team. 22 kids that played coast last year that haven't registered for 2020 yet. 9 volunteers to coach at coast so lots of options to expand this level.
 - Majors we have 2 teams (as of now) 3 kids short of a 3rd team. This is based on teams of 12.
 - Intermediates: 9 registered (as of now)
 - Juniors: 9 registered (as of now)
- Softball:
 - Competitive – 1 coach volunteered
 - 6 teams worth of girls registered
 - This is not new this year – each year it turns into a recruiting process. Many parents ready to be assistant coaches.
 - Biggest need is at Coast level

Registration Report

Ajay Jagannathan

- 358 registrations as of last night compared to 354 at this time last year.
- 78% of baseball registrations are repeat players
- 234 players that played last year have not yet registered this year. Only 8 players aged out from last year to this year.

Marketing/Sponsorship Update

Nate Reno

Assign owners for instructional recruiting push. We need to fill up the pipeline to continue operating as our own league at baseball. I would love to have enough to have 4 or more, 12-player teams AAA, Coast, Majors at baseball and softball.

- Physical – put any remaining signs out NOW!

- Posters – for community boards are out
- 228th Banner – was supposed to be out in Oct. Will go up late Jan instead for this year. Targeting hanging it in November next year. Nate will confirm with the city. Banners cost \$1250/ea. Desire is to have 2 – one in each direction on 228th. Nate, Ryan and Justin and Adam will work on designing the new banners.
- Desire to do one more Peachjar push.
- Nicole will send one more email emphasizing registration and highlighting evaluation date.

Sponsorships

- Dick's again this year. They provide nets, balls etc. Requesting additional equip for catchers and 12 and under...and the buckets.
- Five other sponsorships from last year. Dickies BBQ \$2500 (asking if they can do BBQ at playoffs), Lakeside Montessori School,
- Lots more ideas – send any contacts at local businesses to Nate and he will do the rest!

Competitive Evaluations Planning

Ryan/Tyler and Todd

Both start at 9am at Eastlake HS

- Email to parents
- Reviewed new evaluation field set up and how evaluation scores and rankings will work.
-

Umpire contract

Kam

Board support for keeping paid umps at the AAA level for the 2020 season.

Softball AAA does not hire paid umps – they rely on parent umps. Its modified AA coach pitch

Parent's Night Plans

VP's

- Softball: **Todd - Feb 24th 7pm Inglewood** – 12 teams
- Competitive Baseball: **Tyler - Feb 18th - Inglewood 7pm**
- Instructional Baseball: **Justin March 3 – Inglewood**

Decision to hold an evaluations info night prior to evaluations to help parents whose kids will be going through competitive evaluations for the first time so parents and kids can feel prepared. Toby to take the lead.