

**Mesa American Little League
Board Meeting
November 4, 2019**

Attendance:

Nicole Lopez - President
Ruth Meyers- Member
Jason Behnke - Treasurer/Safety
Derek Hernden - Sponsorship
Mark Herera - Coaching Coordinator
Katie Canty - Player Agent

Meeting was called to order at 7:42pm

Approval of last meetings minutes

Jason - motion to approve last meetings minutes
Ruth - seconded motion
All in favor - motion passed

Re-Mapping of D7

Waiting to hear back from Mark

We would like to finalize this in order to begin advertising/registration for the upcoming season. Mesa Southern hasn't had a board meeting yet. Andrea will email Mark Y again to set this up. Derek will also call.

In Person Registration

Peter Piper Pizza

Maria called and we can set this up as a fundraiser where MALL would get a portion of proceeds for everyone that orders and mentions MALL. Event would be on Monday or Wednesday. Concerns raised that we may only get current MALL families and that this would count as our 1 fundraiser for the year. It was decided to see how the Fall Festival goes and then decide on future events.

Registration Day at Rhodes (Possibly During Christmas Break)

Can we put up advertising at Rhodes since fields are being used by the Jr. High?

Marketing

Dobson Ranch Round-Up

Done, Thanks Jason

We have a quarter page ad using our flier that will run December, January, and February. We have looked into advertising with St. Tim's - cost is \$450 for 4 weeks

Peachjar

Do we want to use the same flier as the Round Up?

One distribution \$300/ 2 Distributions is \$540. We can select how many times we want to send this out and what schools we would like (additional schools changes the price). Registration is open and will close out mid February (after tryouts) Do we want to send out one now with early registration and one before tryouts, or only one?

Our Marketing Budget is \$1000. We have already spent \$400 on the Dobson Round Up.

Yard Signs - cost was \$230 for 50 yard signs. We have some left from last year. Do we want to order more?

Online - Last year, Lillian Ohep was going to help with marketing and social media marketing. Did we advertise on Google? What was the cost? We did use Facebook and did pay to Boost the advertising within the area. Cost was minimal. Will look into prices and see about doing this again

It was decided that we will continue to advertise on Facebook and Emails. We are having a raffle with the Fall Festival and will also use that information to reach out to new members.

We will send out one Peachjar ad after the first of the year, closer to tryout dates.

Fall Festival

Jason has set this up. Katie, Jake, and Mary will be at the event. Dobson Ranch will provide 1 table and 2 chairs. Jake will bring a pop up canopy as well. We can set up at 11am. We have small baseballs to give away and will give away Diamondbacks Hats to those that register. We will have a general MALL banner and our All Star banners displayed (if possible). Andrea will print paper registration forms and we will be able to take checks at the event. If someone wants to pay with a credit card or payment plan, they will fill out a paper form and we will input it into the system and they will receive an invoice. Andrea will look into setting up a Venmo account for payments. (We were unable to do this, but did set up our PayPal Account to be able to do this with a QR code.) There is \$20 off regular price registration for this event only. The goal is to get new members, but we will not turn down returning members at this price.

Raffle Basket - previous emails about creating a raffle basket. It was decided to do something more local. Andrea had reached out to Great Wolf Lodge but hasn't heard anything back. Jason suggested a \$50 gift card from Goody's. We will purchase this and reach out to Peter about having him hold the drawing after the event (Facebook Live). Katie will get the gift card and create a basket. A name and email must be listed for the raffle - winner will be notified by mail.

Try- Outs / Opening Day / Draft

Would like to start practices February 24. The season will end May 16 so that everyone is done before the last week of school.

Tryouts - February 5 (Wednesday) and February 8 (Saturday)

Draft - February 10

Notify Players and Coaches of Teams - February 17 - 21

Practices Start - February 24

Opening Day - March 21

All Games Completed - May 16

We must have 12 games for players to be eligible for All Stars. We would like to have 15 scheduled in case there is a cancelled game or for players to miss in necessary.

Other Business

Concessions - MALL is responsible for concessions. We will not be able to contract this out. The Board will look at our options for staffing and will coordinate it with game schedules.

Dick's Sports and Online Website - paperwork was submitted 11/4/19

Diamondbacks Event - Andrea has been in contact with the representative from the AZ Diamondbacks about their Little League events. The ticket prices for parents will remain the same for all event dates this season. Offered games include May 2 and May 3 when they play the Cubs. The board decided to select May 2 (5:10 start time) as our event day. Andrea will reach out to the Diamondbacks to finalize this.

Meeting Adjourned at 9:54pm.