

Benton Brigade Board Meeting
October 28th, 2014

Start time: 6:21 pm

Board members present:

Joe Neelands
Scott Venables
Daniel Sharp
Nick McKee

Absent:

Jeremy Cole
Andy Cadotte
Amy O'Brien

Item: Non-profit status update

Joe Neelands updated the new board on the non profit process. Currently Joe Elwood is prepared to submit documents to attain non profit status. He needs the board to confirm which subsection 501 c7 or c3 we would like to pursue. He can have documents ready to sign by the November board meeting next month.

Item: Focus on team improvement

Joe Neelands discussed his vision for the upcoming season. He would like to continue with the same plan as last year with efforts towards continued public awareness and engagement in the sport of hurling. He also identified that it would benefit the team enormously to create a culture of increased participation and strive to get members to attain physical fitness standard. Nick McKee agreed but suggested continual encouragement in fitness training rather than a consequence based regime. Joe Neelands also identified Columbia Red Branch as the team to beat in the 2015 season and numerous strategies were discussed.

Item: Board vote

The Board voted unanimously to elect Andy Cadotte to the board as Head Rules Official.

Item: Marketing Strategies

Daniel Sharp stated new ideas he had for altering the marketing plan in terms of when and where to place printed ads. He also suggested the club continue to participate in community events and requested to get the team banner back to display.

Item: Recruitment/Retention Strategies

Nick McKee stated he would like a full season schedule to be posted and distributed by January first. The schedule would include both on field and off field events. He also mentioned that having a split season in which fall and spring had a full schedule of events would benefit retention and recruitment of members. Nick suggested that given the shortened game length during tournaments and the likelihood of larger numbers next season that the Brigade create two teams to ensure fair playing time and assure retention and further recruitment of new players. Joe Neelands agreed and suggested a “B” and “C” squad when applicable. Nick will present a full recruitment plan at the next board meeting.

Item: Board Vote

The board voted unanimously to keep dues at the present level of \$50 for returning members and \$30 for new players.

Item: Equipment bag

Nick McKee stated he would take charge of the team equipment bag. The board confirmed it may need to restock the team bag to the pre-approved inventory of 6 hurling helmets and 6 cultec hurleys.

Item: Merchandise

Joe Neelands notified the board that we have an excess of the old grey block 15 t shirts. The concensus was to distribute the t shirts to new players when their dues are paid. It was also determined that merchandise managing would be the responsibility of the team treasurer.

Item: Sponsorship and new Jerseys

Nick McKee volunteered to create options for a prototype secondary jersey that could be used for a two team club. Note, that a secondary jersey is conditional upon attaining another high end sponsorship. Gerding Construction being the possible candidate.

Action Items

Joe Neelands:

- 1) Will continue to consult with Joe Elwood to prepare the paperwork for non profit status. To be ready for signing at the November board meeting.
- 2) Will notify Amy of her exact duties including merchandise responsibilities.
- 3) Will contact Rogue to confirm 2-3 team participation dates for the 2015 season
- 4) Will contact and set up a face to face meeting with Jeremy, Nick McKee to attend.
- 5) Will oversee the purchasing necessary to restock the team bag.

Nick McKee:

- 1) Will contact Michael Perdue about possible Gerding Sponsorship.
- 2) Will Prepare prototype secondary jersey mock up
- 3) Will attend meeting with Jeremy and Joe to discuss two teams in 2015.
- 4) Will organize off season conditioning and monthly pick up games.

Daniel Sharp:

- 1) Will work with Nick McKee to schedule dates for marketing opportunities next season.
- 2) Will look into and possibly purchase another order of 500 business cards
- 3) Will talk with Parks and Rec about advertising in their seasonal mailer

Meeting Adjourned at 7:40pm