

In attendance:

Andy Bandit, President
Remy Schor, Vice President
Joy Park-Thomas, Secretary, Women's Director
Chuck Bender, Fields Director, Pickup Liaison
Grant Boyd, Youth Director
Matt Colchamiro, Beach Director
Jane Carlen, Women's Coordinator
Amy Lee, Marketing and Outreach Director
Charls Naurath, St. Pat's Hat TD

Absent:

Alison Regan, Chair
Russell Gaskamp, Treasurer, Web Liaison
Seth Gillum, League Director
Julia Johnson, Outreach Director, College Liaison

West Side Location: Treehouse Thai
Acting Chair: Joy

Agenda Items for discussion:

- St. Pat's Hat update
- Day of Service
- Aviator's proposed use of LAOUT's non-profit status
- Update on Membership numbers
- Discussion of beginner's clinics and summer league
- Other general updates

Call to Order: 8:00 pm

Minutes from December 2016 meeting approved.

ST. PAT'S HAT TOURNAMENT UPDATE – Charles Naurath

St. Pat's March 18th/19th. 46 people currently signed up. Looking to get the permit for Memorial Park field. The theme this year is Lucky Charms – teams are the different marshmallows. Jerseys will be ordered through Breakmark, as Sherry Jung has a relationship with them. Sherry has some donations, including with Dollar Shave Club. Aviators will be coming out again. They will sell some season tickets to help promote St. Pat's. Orders for pizza have to be finalized a week before the tournament. Concern raised that previously pizza order was from Papa Johns who supports Trump, but this year it will be a different pizza delivery service. Irelands 32 will be the party venue this year (near the Robin Hood). Budget for the tournament without jerseys: fields: \$400-500. Food from Costco - \$200. He would like to avoid bagels because peanut butter gets messy. Bagged chips are easier to clean up. \$500 for discs form

discraft. Rough expected budget = \$2000. Last year there were 169 participants. Soft close Feb 9th, could be extended later into Feb. Hard close would be with without jerseys. Sherry is working with Breakmark on expedited shipping in order to allow late registrants to still get jerseys.

Not enough kids to have their own youth group, but families have brought their kids in the past, eg Landesmans. However the drinking atmosphere of St. Pat's Hat is generally not kid-friendly enough to create a youth-division.

This year's registration fees: \$35 for members, \$15 add on for jerseys. Discussion of whether it should be structured as an opt-out of jerseys, in order to promote buying. The opt-in structure promotes signup for the lower price. Charles expects the total jerseys to reach 60 by the close of registration. We will not lose money on jerseys. Chuck B. says fields were \$1000 last year. Gender will be 5/2, new women have reduced registration. Coco from parks and rec permits responded to Chuck B for St. Pat's field. They haven't approved our field yet.

SUMMER LEAGUE - BEGINNERS' CLINICS DISCUSSION – tabled to end of meeting.

DAY OF SERVICE – Jane, Amy, Matthew

Food Forward can take a max of 10 volunteers on an existing donation run / fruit picking event on Saturday February 18th. (Incidentally also Kaimana weekend.) Jane plans to email just the LAOUT members.

Discussion of a different organization for each outing. The more LAOUT has visibility in the community, the better exposure LAOUT has to grow members.

AVIATORS' PROPOSAL TO USE LAOUT'S NON-PROFIT STATUS TO REDUCE THEIR COSTS (Tabled to next meeting) - brief outline of issue: Chuck B.

Many cities are raising field-rental prices for non non-profit groups. David Conlon, one of the owners of the Aviators, contacted Chuck B about the possibility of using LAOUT's non-profit status to rent fields for the Aviator's use in order to save their organization money. Although they are a struggling enterprise, the Aviator's use of LAOUT's non-profit status as a cost-saving measure doesn't benefit LAOUT, and strictly benefits the for-profit organization. Also, the Aviators have not been amenable to LAOUT's use of Aviator-rented fields for pickup games when not in use by the pro team. Motion to decline David Conlon's request seconded and passed.

Side discussion of whether LAOUT wants to align itself with AUDL, which is gender-biased by virtue of having no professional women's teams.

Side discussion of SCYU's involvement with Aviators in fundraising and mentorship.

UPDATE ON MEMBERSHIP NUMBERS – Grant

Currently there are 123 members since membership rolled out at the start of winter league. 237 people are registered for winter league. Hoping for 40% membership from winter league players – this is about 51.8%. Translated to \$1500 after discounted memberships, waived fees etc. If all players converted to membership, that would be \$3000 after discounted memberships and waived fees. Winter League participant number down from last year.

Grant suggests that swag gets printed with a bold LAOUT with smaller font “Founding Member 2016” Also presented bumper sticker options. Discussion of bumper stickers, and suggestion of license plate holder as a potential future swag item.

SUMMER LEAGUE - BEGINNERS’ CLINICS – Joy, general discussion

From subcommittee meetings and discussions with women in the past year, there are plenty of women in the community who are willing to volunteer time and effort to participate in beginners clinics and other teaching opportunities. However, reaching the intended target group: women who are not currently in the ultimate community or play in leagues is challenging for several reasons: Up-front cost of cleats in order to participate in a learning clinic is a deterrent. The general low tolerance for mistakes at pickup games by players fosters a high-pressure perception that makes the sport seem unfriendly. A monthly beginner's pickup game was perceived as too much of a commitment. Beginner's clinics in the weekend or two prior to each league seems like a good segue to joining that league. Providing cleats to new players would also help overcome the up-front cost of investing in equipment. Collection of used cleats and fundraising for cleats for beginners would help in the future.

Amy points out there are two target groups: new women who are not yet in any leagues, and women who are in leagues, so there should be both beginner clinics and more intermediate skills clinics.

Discussion of a recreational league before regular summer league aimed at beginners. However since there were only about ten “beginner” players in summer league this past year, a separate league for new players would be too small to be feasible. Having a micro-league for competitive players would be only slightly more feasible, as overall low number of players in summer league would be too low to split at all.

Discussion about the possibility of advertising more broadly to people outside the community; Issue press release in local papers, etc. A “Corporate” league could create sponsorship opportunities, especially from entertainment studios.

Would an outside TD or league director for for-profit leagues to run LAOUT-sponsored events / -endorsed events be good for LAOUT? Alex Carey might be amenable to taking up that position. Could this be a position compensated with a stipend? Certain board members would not be able to be paid, in accordance with LAOUT bylaws. Currently board members cannot be paid, so this position would not be a board member if compensated.

Chuck B – would like to bring in an attorney who is knowledgeable about board by-laws to talk about situations in which board members can or can't be compensated.

UPDATE ON BEACH OF DREAMS – Grant

Youth beach event Jan. 14th & 15th. Two teams came from Colorado. Four people in the ultimate community hosted those two teams. Also an adult hat league. Five teams of 8-9 people. \$5 for on-members, free for members. Successful tournament, also in terms of raising about \$400 for SCYU.

WINTER LEAGUE FIELD UPDATE – CHUCK B.

Jackie Robinson field had two teams last week (Dumbledore's Army makeup game) along with the regular game.

A poll on the web site voted down 32-yd-wide fields, which would allow for 2 fields at Jackie Robinson.

Santa Clarita will be the fields for the Winter League tournament on Saturday March 4th. Andy believes 10 am – 5 pm: 12 teams, 4 rounds is enough time for the tournament. Carpooling would be good because of limited parking due to softball / football events happening on other fields on that same day.

Because individuals can't accept gifts, Chuck would like to send Gourmet Cupcakes as a thank-you to the three parks and rec departments who helped get permits for Winter League, specifically Tracy Goldberg. Motion for \$150 for this purpose approved.

Santa Monica could possibly offer the John Adams field for this winter league as an alternative to Balboa. However, many east side players requested to play at Balboa, presumably because driving even farther west to Santa Monica is the less favorable alternative. However, if the Santa Monica permit goes through, a \$5/person pickup game would be a feasible way to use the field without losing money.

Side discussion of the lack of a link to the tournament page from the Winter League page. There is a link from the calendar page.

YOUTH UPDATE – Grant

Glendale Sports Complex 3 Saturdays in April \$85/hr. for youth league. Two games each Saturday, every other Saturday. Chuck could look into this location as a possible east side field for leagues in the future. There is one grass and one turf field.

OTHER TOPICS

5% of Lei Out profit from Brian Calle is in a bank account overseen by Russell and Jeff Chai, who still does our taxes. Discussion of whether those funds should be moved into an account that could accrue interest.

Matthew's relationship with the City of Santa Monica. Discussion of how LAOUT could get away from using Santa Monica's registration web site for beach leagues. Matthew says if we didn't Santa Monica would otherwise ask each player to personally turn in signed waiver at their office. Matthew has talked to Danny in the Santa Monica parks and rec office. Danny has delegated requests to someone else and nothing has happened since then.

Spring league should be on LAOUT's system; Should include Adair as well.

Beach league, including a clinic / hat tournament day. All Saturdays, beginning Feb 25 for six weeks. Men's league is a live draft. April 15th is the beach league tournament date.

Discussion if Laout can use the Northridge field a few miles west of Balboa in the future.

Logo submission to community.

Discussion of replacing Seth as League Director, factors of Seth's resignation and finding another person in the community who is as much an advocate for the recreational, non-club segment of the community as Seth had been. Discussion of Alex Carey and Colin Whitman as potential replacements.

Next meeting: east side, Monday Feb. 20. Several people will be in Kaimana.

Meeting Adjourned: 10:11 pm.