

In attendance:

Andy Bandit- President

Remy Schor- Vice-president

Joy Park- Chair (incoming)

Chris Ludwig-Secretary

Colin Whitman - League Director

Chuck Bender- Field Director

Jane Carlen Women's Coordinator

In absentia:

Julia Johnson- College Liaison

Grant Boyd- Youth Director

Matthew Colchamiro- Beach Director

Amy Lee - Marketing and Outreach Director

Russell Gaskamp Treasurer

Alison Regan- Chair (outgoing)

Minutes approved from last meeting

President- Andy brought up Summer league and it was discussed at length. Different ideas were pitched for different ways to structure summer league. One was that we might have one league this year. For ensuring enough women were playing some were: Women playing on multiple teams, having primary and secondary teams. This led to the discussion that some men want to play in mens rather than having one big co-ed league. Ideas of incentive to bring more women like imposing a cutoff date for signups where after you needed to bring a woman into the league. Another idea was letting men baggage with women if they are a couple get in without a lotto. This would stop some of the couples getting split up from dropping from the league and lowering the overall lady pool of players. Having separate leagues for beginners was also discussed. Having an A and B league so that beginners felt more welcome was a possibility. The way to make that happen might be to have A league be the first set of picks in the draft and after a certain amount of rounds, the B league teams would be picked. It would also be difficult to find sets of players who wanted to play in B that also wanted to captain the teams and help the newer players learn. Another issue was that it can be frustrating to be on a team with so few experienced players because it ends up being difficult to string together catches and makes points feel short and the losing team feel bad. The flipside was that newer players have a hard time getting passed to and get bored and don't come back. The issue is how to balance the two problems when making teams. A point for keeping the leagues together is that mixing skill levels can help all skill lever players. Some can learn to be more competitive and some can learn to take things easier. The draft is one of the places where issues can arise if captains are not equally skilled at picking teams.

Another issue discussed was the direction of the league in terms of adding other ways to get people involved that didn't directly relate to skill on the field. Things like spirit points, bar points, costume points were possible items to look at for furthering the community and getting people feeling like they can contribute even if they aren't the best player on the team. The conversation also focused on the fact that new players can end up feeling pressure to perform because in ultimate the action is all on you during a catch or throw. There were a few ideas for special rules for newer people like new person to new person being 2 points.

One thing that was discussed was how LAOUT was perceived vs. other cities leagues. There was talk about what could be done that other leagues did well and what did the LA league do well. LAOUT has a good rep with people who have been to other cities but there are always ways to improve. One thing was the pickup scene is often the best place to get players to join league from but many people don't know teams and are unsure about joining anything but summer league because the other leagues need players to have a team they can be a part of. Pickup also lets new players get an idea of some of the rules without the pressure of letting a team down. It was discussed that we need a way to get some of those players to join to help expand the leagues. One big thing at the end of the discussion was that the league draft might need split gender draft to help with balancing the teams.

VP- Remy let the board know that she talked to Habitat and that it might not work out. She is checking it out to see if it is going to be viable. Habitat needs money and it will be more than feasible. Another idea is handicapped ultimate (texas guy might help organize).

Chairman- Joy let us know about the day of service picking for charity to give the fruit to people who need food. We talked about how we can get more people going to those events? Do we have business cards we can hand out? The Southwest womens grandmasters is happening and can we put a bid together if there are enough teams to play? Can we put the word out?

FIELDS- Chuck let us know the state of the field. We have 6 fields. 2 at sepulvada basin, 4 at Rancho. Rancho dates we have: Aug 8 10 15 17 22 29 we are going to pay for it by august 3rd. Some of the ideas for what to do with the field space were : Midweek fundraiser, over 40 tournament, club team practice spaces, and a beginners clinic like level up- paid but not much to get people involved. The clinic would be for beginners. The club teams are going to be contacted about the field space dates to see if they want to rent them out. Santa Monica field application went in and now we just have to wait and see what they say. Culver City is still a possibility.

CHAIR-

Chuck put together details for reimbursement and is still waiting for them

League director- what makes LAOUT league what they are?

Branding important for sign-ups so people know what they are getting themselves into
Beginners are afterthoughts. Attendance is dropping. Standardization of when events happen
will help people figure out when it's time to sign up. Get the word out to a larger group of
people not just people at pickup.

Leagues have a marketing plan: signup blast, registration blast, getting email lists so we can
blast out to get people aware of when leagues are happening. List what the different leagues
are there for (beginners should do that) Once both websites are integrated it will be better.
Beginners league (midseason boot camp)? Player retention. Age minimum is 14. Philanthropy:
do our leagues have a component for that? What can we build there? Fundraisers that are
league based. Should we have swag baked into leagues? What kind of spirit component should
be involved? Was it possible to have a second in command who is responsible for doing these
other things. Too many things that are mandatory will make it difficult for a person to come
back. Get feedback from people who ran the leagues and find out what they think of what
worked and what didn't. Getting more feedback could be good. Feedback from all the leagues
when things happen. It might be good for the TD to have to have a second for the purpose of
adding responsibilities.

May 15 next board meeting on the westside