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Present:

Joy park, Chair  
Andy bandit, President  
Chuck bender, Field Director  
Remy, Vice President  
Russel, Treasurer  
Grant Boyd, Youth Director  
Matthew Colchamiro, Beach Director  
Colin, League Director  
Jane, Women's Coordinator  
Chris Ludwig, Secretary

Absent:

Julia Johnson: Women's Coordinator

Minutes approved from last meeting

Pres: nothing to report

Vp: CUA has a website [calulti.org](http://calulti.org). This is to take the reins to run southwest regionals that Trevor is TD and spike is AsstTD. Nationals will be there next year. Sept 23-24 for regionals this year. Tell people to stay in a hotel because it helps out the ultimate community that set up the deal (stay to play). The hotels will kickback money to the organization if we get enough people to stay at the hotels. This will help the overall community get regionals being planned more effectively in the years to come.

Fields: Rancho coordinator retired so hopefully the new coordinator is friendly with us. Culver is getting hit up for winter league. Coco for Sepulveda and Santa Monica are both being talked to for winter league. Those will need to get booked as soon as possible. Chuck is working on getting them for winter. Also looking at getting one on the east side. Dan's going to run winter league again. We should get him here to talk to us about plans.

SCYU: talked to the CEO of after school program. They will look for funding with grant to get into more sites.

A)

Tyler Kotovsky:

Has the idea for all events and information to be send out 4 times a year. Using mail chimp it could be sent out with all pertinent information from that quarter. Could have a club team section where updates were sent out. Club teams all have tryouts at the same time so they could get a cutoff for when they have information sent in. Could be more than quarterly but that might be too much work to do beforehand. It might be fun to have some sort highlight player or pickup game each time. Maybe have 4 bigger newsletters and then some minor updates in between. We could use a mailing service to get the news letters out. Maybe we can just start with one and see how the first one is received. There are

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several events coming up soon that already could use a newsletter and would provide a good space to have a trial run for the newsletter. There are more complex designs that might be fun to work on but initially it would be easier to put the newsletter out in the more basic format presented. The real issue is that the board needs to commit to getting information to the layout designer. It needs to look good and have multiple articles that are meatier that get readers interested. We can possibly get it prepared by the next board meeting but there. Things like a recap of summer league can go in to add to the content. The question is who are we trying to reach? Is it for the community? Does the website already serve that same function? In marketing terms, it is better to tailor it to our members and show them what they are benefitting from. This will hopefully allow us to get new members. Layout wise the newsletter looks good but can use a few tweaks.

B)

Finance:

2k in PayPal

22k in the bank

600 in money market account

We got a surplus 2k profit from the summer league. There were two fewer weeks and the fields weren't in Pomona which helped save money relative to what has been spent. We don't quite qualify for 501c3 status. That's where the meeting is at. Last year we talked about financial goals. And planned some things to use it on and we have a lot of money that we can do things with. Top things from last year: use money to get better fields. To create an incentive program for volunteers, to buy a field, to comp women's registration if needed. Fund 3 social events. Annual budget for tents, cones, etc. Running a clinic for new players to help them out. We could be doing more new player clinics year-round and more social events. We should expect to make some money from the leagues. The LEIOUT money will always help us cover expenses but it isn't good to add money to the summer league because we don't want the price to become restrictive. There could be a way to help people out with money if they really need it. Treasurer: We should aim to make 1k back in the bank from the leagues. The summer league should feel like a place to be keeping prices lower so that it is the more inclusive event. Possibly we could have other events to raise money to go to the general funds. The money needs to come from other sources rather than from summer league. We probably need to table league money allocation until another meeting. Monthly financial goals could be done to help us hit those more regularly. Possibly make the clinics free for your first time and then 5 dollars the subsequent times. If we make a budget for clinics, we will be more likely to use it.

C)

Colin:

Got 144 responses about 1/3 of total players. Overall message was satisfied with how things went. Tournament subs and sub pool management got some feedback that they need work. Enjoyment and spirit were highly rated. The powers were very controversial both well liked and disliked and it was slightly more popular. Tournament bar food was very bad. Captains were big in terms of enjoyment or not enjoyment. Possibly establish protocol for captain behavior. Some captains didn't have a handle on strategy. Ultimate central is not getting info out. It's from LAOUT and captains. Beginners felt left behind but were the largest parts of growth potential. The data will go out to us. 83% players between 18-35.

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10% <2 years experience. 70% at least 6 years experience. 25% first time in summer league. <4% unsatisfied. Enjoyed competitiveness. Gender split complaints were mostly about wanting more women in the league. Possibly both captains need to be informed about subs. Fields were loved turf wise. Double bookings obviously an issue. Tournament spirit was great. Special powers needed to be more clarified. Sub issue was one of the big issues with the tournament. The people was the headline for peoples most important thing for making players happy. Spirit was the #1 outstanding issue and commute was 2. More effort could be made to help beginners especially from the captains. Somehow hopefully we can get the captain situation helped for the future. It is not easy to get the needed captains.

D) Matthew:

The price of the league hasn't gone up in 3 years. The last time it went up was in 2015. Some people in the A division may feel a price increase per person because we capped the number of players on the team, to try and create more teams/competition. So if they were on a team that had more than 14 players, and now the team only has 14, they would be paying more per person, but the over all team fee is still the same.

The league is the same length as it has been for the last few years, 9 weeks, including the tournament. The only difference this year is that we're starting a week earlier, hence, we ending a week earlier.

In terms of registration, we have 5 A teams, with at least 1 more coming (which is up from only 5 last year), and B has 8, with at least 1 more coming, maybe 2, hopefully more (which is down from last year, when we had 13). No idea where these people went, maybe they're planning on signing up this week. I hope so.

Everything with the City of Santa Monica seems to be moving along fine.

E) Joy:

Here's the clinic & survey information I would have summarized at the meeting last night.

Basically, there were 58 people who registered for the event, a little over 40 of whom attended. 25 players from the community signed up to coach and/or volunteer, a little over 20 of whom attended. A few who didn't register showed up on the day, but didn't necessarily volunteer to do any tasks. I count them as general community support.

Super big shout-outs to Don, who drove traffic to the FB event page and was fantastic about getting the word out to participants and relaying coaches' needs during the event, and Theis who printed a bunch of stuff, then helped me run around town to pick up equipment at my and Andy's houses, set up at the field, take it down and drive it back. If we get a volunteer point system in place toward registration discounts, they get points! If nothing else, I will buy them pizza and beer sometime.

I need to do another push to get survey responses, but here is the gist of the preliminary survey results.

Beginner & Intermediate Clinic Survey Results

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**Coaches & Volunteers:** 8 responses of 20+ attendees (1/3 or 30% response rate)

- Most were Satisfied or Very Satisfied overall.
- Mixed response from coaches on satisfaction of ratio of coaches to participants. Some were happy, some felt there could have been a more structured hierarchy to prevent different points of view among coaches.
- No one seemed bothered by the presence of club-level players at a “Beginner & Intermediate” clinic; a few coaches reported some intermediates should have been in the beginner group.
- Biggest comment was coaches wishing the drills had built on, or incorporated, the previous drills.
- One person suggested reversible pinnies as equipment they'd like to have in the future. (I'd have to look into the cost of these, or ask the community if they have any they want to donate.)

**Participants:** 8 responses of 40+ participants (1/5<sup>th</sup> or 20% response rate)

- Most were Very Satisfied overall.
- At least one person understood why cleats were so necessary by the end of the clinic; he recalled a coach emphasizing control over speed.
- One of the Beginners said: **“I can't remember which coach taught what, but Colin was amazing. He offered pointers and cheered us on the entire time. THANK YOU!!”**
- Most were happy with the ratio of coaches to participants, as it facilitated asking questions without disrupting drills, or getting extra tips or practice on the side.
- Of the 8 respondents, most would attend another clinic, but only if it were free. 4 would attend for a reasonable price that covered operational cost, almost everyone would be interested in a multi-day clinic.
- Several participants, both at the end of the clinic and over email afterwards, were eager to know when the next clinic would be!

I'm very grateful to all the coaches and volunteers for their time and expertise in making the clinic successful! More coach survey results will help me figure out who would like to help teach in future clinics, and more participant survey results will help me gauge interest in the next clinic, which I plan to be a four-part women's clinic, to hopefully get them interested in signing up for leagues.

F) Grant:

About \$1,200 in revenue after Ultimate Central fees. Over 80 participants: 6 men's teams, 4 women's teams. In total, these players paid \$3.75-\$5.00/hr to have fun...that's pretty darn good...and it's not a bad way of talking to players about league/tourney fees either.

After snacks, trophies, and fields I believe we made about \$700 for SCYU...not bad for only 3 days of open registration.

Take-aways:

- **A short, week-night event was appreciated according to several people who came up to me personally.**
- **People liked playing mini on grass instead of full-field for a change.**

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- We only used 5 mini fields setup at Rancho, a 6th field easily fit (8-9 could actually work if field shortened to 25yd) meaning 12-20 teams could easily play at each big football field site.
- **Timing/scoring format needs to be ironed out for more consistent game times; in other words, to make a league from this we'd just have to put in time caps.**
  - Played games to 5; first to 2 games wins the set; first to 2 sets wins the match. Stall @ 5.
    - More thoughts on format available from me upon further inquiry.
  - With football stragglers, we got started late each night but got 3 rounds in.
- **This was a bunch of fun and could be a good model for beginners *or* advanced leagues!**
  - One fun idea: run 4 separate mini leagues (Valley, Long Beach, Eastside, Westside) on 3 consecutive Fridays for example; first two are pool play and last one is a straight playoff bracket; top 2 men's and women's teams advance to the LAOUT Mini Championship (with a community social after to encourage fans) on the last Friday...whole league and tourney run in 1 month!

Thanks everybody - especially Chuck, Andy & Russel - for your support on this project. I think our members really appreciated us running a new and creative event.

g)

Russel: Dave asked if throwback could get promoted on LAOUT.org the same way that LEIOUT was promoted. This needs to be discussed as a board. LEIOUT gives us 5% as a marketing expense for the help for the tournament. LEIOUT has benefit to both the community but also to LAOUT and we have a vested interest in it. This group has specifically put a tournament together to challenge the status quo of LEIOUT. On one side they are supporting ultimate frisbee and part of our goal is to help grow LA ultimate. This tournament is a new experience because it is literally trying to upend the other tournament. This causes it to be a different situation than most other tournaments. Does the throwback tournament align more with the mission statement of LAOUT than LEIOUT? Does it matter that it is like that? Is it okay to promote a tournament that is calling out a certain person who doesn't go along with their ideas? For other organizations who report on things, they sometimes must deal with similar situations. Possibly Dave needs to remove the negative information on his site if he is going to have it promoted on the tournament page.