

3/19/18 board minutes

Present:

Andy Bandit- President  
Chris Ludwig- Secretary  
Grant Boyd- Youth Director  
Chuck Bender- Field Director  
Colin Whitman - League Director  
Tyler Kotovsky- Marketing Director  
Remy Schor- Vice-president  
Russell Gaskamp- Treasurer/chair  
Jane Carlen- Women's Coordinator

Absent:

Julia Johnson- college liaison  
Matthew Colchamiro- Beach Director

Connie Chan- women's team proposal

### **February Minutes approved**

**President report-** winter league made 2500\$. 2000 \$ of that will go to insurance. St. Pat's Hat went well yesterday. Summer league is starting in June. Chuck and Andy are getting fields ready. 6/8 fields are ready. The exact dates are still being locked down.

**Proposal for new women's team-** There is a new women's team who want to have a club team and would like help being subsidized. They have a proposal to the board for help getting field space and other issues. For fields they want to use space that could be shared by teams or pick up players also. Their fundraiser is to help the team get a name and it will involve paying money to get their team names in the running. Club teams are generally not sponsored by LAOUT and this would be new there would need to be parameters met that helped ensure the community was given back to.

**VP report- nothing**

**Fields-** we would like to send out another poll for players to get better tracking data. The

**SCYU-** Ides of march had 7 teams. Mostly local HSs. Newberry park won over La Canada. King Middle school and La Canada middle school will play April 11<sup>th</sup> 4:30-6. April 7-8 SCYU partnering with Beach Westerns. Local Santa Monica youth team will run the clinic. April 21<sup>st</sup> girl's clinic. March 29 first meeting of the LA prom committee.

**Update on leagues-** mini league will be moved to the fall pending finding fields. Possibly could do indoor. Also want to do a one-off day for a Sadie Hawkins tournament where women ask guys to play. Hopefully tournaments like St. Pats can go to 4/3 in the future.

**Women's beach** - starts this Saturday- there will be 4 teams of 12 players each. There will be skills clinics at the start to help the newer players.

**Women's team-** we could help them with things where money is fronted. Giving money to one team would be difficult to do with the level of money LAOUT has. A blanket donation is not something the org is going to be able to do. It should be something where LAOUT can help sponsor a fundraiser.

### **Business-**

- a) **Elections-** will happen in June. May will be when the process begins with an email out to the community. We are down members because Joy left.
- b) **Concussion protocol-** Remy talked to a doctor about concussion protocol. Captains are being sent info about protocol every time there is an event. Make sure players know that they can be sat down if they are injured. Reiterate it in person in these leagues and let them know that captains can sit players who are hurt. Can't drive yourself go to the ER any symptoms after 15 mins you need to be evaluated. Pay to have a trainer at the tournaments like St. Pats. There need to be ways for us to have captains and players feel more empowered when dealing with these situations. Hiring a person to be at the fields
- c) **6 on 6** update- the fields can mostly be kept the same size. Shrinking them too much won't work well.
- d) **GE recap-** There was discussion about the survey regarding GE. Many players who went were not informed about many of the things that were involved. GE meeting April 11<sup>th</sup> is going to be to formalize the committee and discuss their role in relationship to LAOUT.
- e) **Women's clinic-** the clinic is not happening anymore with Joy's departure and will be women's pickup for the women who are interested.
- f) **Community involvement-** For members of the board who are not a core member, think about possible committees you could form. We have more we can be discussing and forming committees helps with formalizing things. If we can get more people involved outside of board meetings it will help the board run more efficiently.
- g) **Marketing/outreach-** the website is the focal point for making communication better. The two sites with overlap are hurting our communication. LAOUT.org would be the main site and ultimate central would be just for registration. Google ad words can apply for non-profit grants for free advertising. Possibly we could go through SCYU. Clean up LAOUT page by having a main page for events and another for more daily activities like recaps. Facebook ads are another avenue for targeting players in the community and other communities. The branding of our community is lacking. Our logo could be more uniform and focused. Having LAOUT merch or jerseys would help visibility. Having merch to hand out at events also good. Sponsorships on a more long-term basis is another great avenue. Corporate sponsors to tap for all events. Discounts from sponsors for things like apparel. Savage is a good example of a place to work with to get better discounts. Possibly talking to the parks department in LA you might be able to get them to help with ads and possibly field space. Targeting things like farmers markets or

events where PE teachers are involved. Possibly pick-up events where there are free discs etc. to give to possible new players.

**h) Website proposal-** a new one needs to be built

**i) Aviator proposal-** The board discussed the potential for partnering with the Aviators. There needs to be more action from the aviators for the board to support them.

**Vote: does the LAOUT board vote to partner with the aviators based on the current standards**

**Vote does not pass**