

## Goals for next meeting

1. YD&I: Identify youth teams in Houston by next meeting
2. All members: How do we communicate better with the community? (literal communication, the web of groupmes, social media, email lists...)
3. All members: How do we incentivize participation (In both skill directions. More experienced players willing to mentor/participate in less competitive leagues, and less experienced players willing to come out to more serious events)

## Meeting Agenda / Minutes

### 1. Leadership update

#### a. Action items (Blue = Board; Orange = Leadership)

##### ■ Completed:

- Appointments: President, Vice Presidents, Organizers
- Add President to Board

##### ■ Ongoing:

- Appoint legal, marketing, and accounting experts to board
- Renew 501c3 status
- Create organization event calendar with event checkpoints
- New website with expanded functionality

##### ■ Needed:

- Form committees among board members in conjunction with relevant leadership members
- Succession planning by-laws for board and leadership
- Release board minutes, financials, and community updates through website
- 2022 full implementation of participation and fundraising goals
- Set annual Key Performance Indicators
- Secure 2-5 financial sponsors
- 2023 growth goals

- #### b. Website: Mock-up for internal testing/review ready in 1-2 weeks. Aim to have new live website by winter league. See LAOUT website for example of end goal.

### 2. 501c3

- a. Should be licensed non-profit by end of month
- b. Can file 501c3 in Sept, hope to be reinstated in 6-12 mos
- c. Set aside \$15,000 for IRS penalty (back taxes + interest + fees, it piles up)

### 3. Budget

- a. 2021 budget will operate at a loss: investing in new website, paying IRS fees, using surplus of last few conservative years to really invest in future
- b. 2022 budget set to aim for 12% operating margin
- c. Ops, Sponsorships, and Fundraising: KPI set based on budget
- d. Based off median assumption, adjust as real costs roll in

### 4. Operations

- a. Fall Leagues:

- Fields:
  - Fall league - 1 field set aside at HSP
  - Campbell sports park is a potential 2nd field
  - COH parks - could be 2nd field, can't rent until 1 mo out
- Teams
  - 6 vs 8 teams: 8 teams means minimum 40 women
- b. Goalty league
  - HTX sports creek: Turf w/ bar and private space. Loose turf but prob equiv risk to goalty at lawrence
- c. Indoor tournament
  - potential TD (Cal or Squeaks?)
  - 1st choice for field: West Houston Indoor Soccer
  - Backup fields: Sports59 (will have to bump bid fees)
- d. Disc Golf tournament
  - Confirm if Joyce can still TD
  - Shiru has a potential vendor
  - Don't have to reserve courses, use \$1000 budget for prize if we get enough sign ups
- e. Sand tournament and college sectionals, need input from Ames

## 5. Fundraising

- a. Raffles at every league party / tournament.
  - Raffle off nice/high level player jerseys?
- b. Sept happy hour
  - Rudyard's (?)
  - Weekend before regionals
  - Cover charge only if we provide additional activities
  - Fundraise from a % of the tab if we can get that deal
  - We make a special cocktail and get the proceeds?

## 6. Sponsorships

- a. For the future:
  - Collect as much data as possible
  - Value we have as a community
    - Numbers at events
    - Amt we raise
    - Diversity & Inclusion
  - May have to collect data through league sign ups w/ disclaimer that it's for data to show potential sponsors
  - Find out where people work - find key contacts
  - Identify brands that like to be active
- b. In meantime:
  - Breweries / food can donate items to offset cost

## 7. YD&I

- a. Mission: members with diff perspectives and entrance points into ultimate trying to bring the diversity of Houston into the ultimate community.

- b. Health equity / covid policy: it's a touchy topic, setting clear policies will hopefully preempt many issues.
  - c. Establish a code of conduct
    - Captain training to help enforce/implement make CoC a reality.
    - Option to escalate CoC issues to YD&I
  - d. Mentor position: a go-to for establishing relationships with new people
  - e. Add option in league sign up to add cost to sponsor new player/scholarship/donate - aim for pay what you can
  - f. Laura Landis leading committee for regular womens mini camps
  - g. Jersey/disc drive
  - h. Youth is WIP, separate youth committee, need the 501c3 to really get it going.
  - i. First time discount, college discount
- 8. Move online management to eleo (instead of ultimate central)**
- a. Centralize financials/sponsor info etc
  - b. Lose some league/tournament functionality but no one really takes advantage of it anyway
- 9. Communication:**
- a. We should take more advantage of Twitter, Facebook, Insta
  - b. Consolidate / more efficiencies in groupmes, is that possible?
  - c. Make pickupultimate more reliable, a leadership member will have to take responsibility for updating it. Pickup leaders will not follow through
  - d. Academy has in store registration for leagues/pickups

**Notes, not on the agenda but discussed for funsies**

- 10. Some companies run sports leagues for employees or pay league fees through health insurance. We could run a league for those companies to garner interest.
  - a. Oil and gas tournament??