

HUC Leadership Meeting May 7, 2023

- Meeting started at 6:35pm
- **Attendance:**
 - AJ Beard
 - Michael Conlin
 - Emilie Garnier
 - Chris Dawkins
 - CJ
 - Jimmy Zuraw
 - Andrew Robbins
- **TBUF:**
 - Potential goal is to double for next year
 - Encourage teams to spread the word
 - Overall moral seemed higher on South Padre
 - Need more hands for help.
 - Is it possible to reserve? Likely not as it is county land.
 - Captains Expectations for teams to walk the fields
 - Ratio for teams important.
 - Potential 3:1 and 2:2 next year.
 - EG: may be difficult to have both. Worries on cannibalizing the 2:2 division
 - Unsure if women's division is current viable
 - Quality of sand better on Sunday as compared to Saturday. Potential for raking sand on Friday.
 - Unable to rake the entire beach on day one.
 - Unsure communication was sound with County.
 - Party:
 - Exceeded event revenue
 - Probably can't have it at hotel again
 - Set up like a wedding reception
 - Food did not match
 - Had a minimum dollar amount to spend per hotel
 - San Antonio org was thrilled with having it at South Padre
 - Post event report for South Padre
 - South Padre needs HUC to fill out document stating how the tourney was a success and how they could help make it better. Please give responses to CJ
- **Youth:**
 - 3 Summer Camps

- July and August Havoc. Must have enough participation.
 - June St. Johns through Elliot Sackash
 - Clinic at Bendwood today
 - Encourage to have clinic at pick up as way to show what it looks like
 - Marketing is tough, unsure how to better market to the Houston area.
 - Need help marketing youth.
 - Better success with events that have registration
 - Youth Tournament April 15
 - 70 Participants
 - Working with City can be a challenge to ensure access to parks.
 - Goal: If you know a staff member at a school (principal or PTO teacher) then see if we can work directly with them.
 - Need more youth volunteers. Specifically planners or directors.
 - Look at ways to log hours and have people register on page. Volunteer points for league entries.
 - How to engage college students.
 - HUC baseline support, then additional incentive for volunteer hours.
 - Need more safe sport trained individuals
 - Need one USAU trained coach.
 - Focus on middle school and high school
 - CJ: Believes Pershing middle school would support some youth. Field space for youth at Godwin.
 - **AJ and Emilie to draft volunteer blurb to club players**
- **League**
 - Corporate League next year
 - Need 501(c)(3)
 - 20 of 45 spaces signed up for Summer
 - Chris to send out newsletter for final push
- **HFL Thoughts**
 - Shelved for later
- **Club**
 - Open have done their closed tryouts
 - Mixed will do closed tryouts May 12
 - Should have established rosters hopefully by 17th.
- **Misc.**
 - Hiring marketing person to assist \$20 per hour 10-20 hours a week.
 - **Anyone know resources?**

- Advertising for Havoc
- Hire someone for 501(c)(3)