

CWBL League Committee Meeting 1 – January 31, 2009, 10 a.m.

Attendees: CWBL Officers Christine, Dana, Elizabeth, and Kristen; and CWBL Committee Members Ernie, Megan, Missy, and Shannon.

CWBL President Christine ran the meeting.

Agenda:

- I) Introduction, General matters – Each person spoke briefly about her role on the Committee and her goals for both that role and the league. After each person spoke, the floor opened up to the Committee for discussion. Major topics that were covered:
 - a. Recruitment – The Committee agreed that the focus should be on getting the word out/increasing awareness and brainstormed ways to do this. The Committee also discussed recruitment goals and the possibility of expansion. **We decided that the recruiting goal for this year is 30 new people.** This would give the league four teams with approximately 20 players per team in 2009.

Action items:

- Ernie and Elizabeth will send out an email to determine how many players from last year will be coming back
- Kristen will begin posting an ad on Craigslist every week to look for new players
- Ernie, Megan, and Elizabeth will work on designing a flyer or finding someone who could do that for us
- Anyone who knows graphics people should ask if they can help with the CWBL logo
- Shannon will talk to someone she knows about getting us in the Red Eye
- Christine will look into paid ads on Google
- Missy will ask a friend about setting up something to track recruit numbers on the website
- Christine (and Joelle) will talk to marketing directors for the Cubs/Sox/Kane County Cougars about possible exposure (e.g., throwing a first pitch). Elizabeth will do the same for the Schaumburg Flyers.
- Dana will make a list of colleges where we can put up flyers
- Megan will research costs of having a booth at upcoming fests in Chicago
- Everyone should ask their gyms/other frequented sporty places about putting up flyers
- Ernie will ask Amy if she has video footage for a possible Youtube video advertisement
- Dana needs to get the forms from Amy to give to new people (e.g. Waiver, player info form)

- b. Communication – The Committee agreed that we need to increase transparency of the decision-making process and increase player access to information covered in league meetings. **We decided that future meetings will be held in public locations and will be open to anyone who wants to attend.** Additionally, there will be a Yahoo! board set up where meeting minutes will be posted along with other announcements and info for players. The Committee also discussed alternate ways to communicate with players (e.g., the listhosts), and some responsibilities were designated from Gems Board members to Committee members.

Action items:

- Kristen will help Megan with setting up the Yahoo! board and getting the link sent to everyone in the League
 - Christine will ask Amy to send the Committee an explanation of the existing listhosts (who they reach and who may post)
 - Kristen will be added to the info@ account to answer inquiries from prospective new players
 - Christine will share the canned response used to help manage online inquiries
 - Kristen will email Joelle for a list of Pitch and Hit Club attendees so that contact info for contacts made there can be added to the Friends listhost
 - Ernie is now in charge of the Gems Facebook group. Committee members who are on Facebook who haven't yet joined should do so.
 - Ernie and Kristen will help Amy with the website as appropriate
- c. Treasury/Fundraising – Elizabeth handed out a summary of League finances. The Committee discussed the League's financial status as well as goals for the upcoming season and the future. We agreed to increase our fundraising efforts this year and brainstormed fundraising ideas.

Action items:

- Elizabeth will work with Amy to determine the amount of money owed to her

- d. Practices and Conditioning – The Committee discussed practice expectations and ways to improve over last year. We agreed expectations should be league-wide instead of team-wide. **The Committee will have a meeting with coaches and managers to discuss these expectations.** Particularly well-received was the idea of practices based on location instead of team.

Action items:

- Shannon will create a try-out form asking players for their contact info, address, and general availability
- e. Social – The Committee agreed we need to have more social events. We discussed ideas and possible venues. We also discussed the need for fan- and rookie-oriented events and outreach.

- f. Logistics and Miscellaneous Items – The Committee discussed how logistics will be handled in the absence of a Logistics Coordinator. **Ernie and Megan agreed to split the duties—Ernie will take Fields, and Megan will take Umpires.**

Action items:

--Megan will talk to Joelle about the umps from last year

- g. Miscellaneous Items - The Committee discussed its role in the League and the responsibilities and expectations for its members. We agreed that our goals are to run a competitive league, to encourage player development, and to manage sustainable growth. **Shannon accepted a Rookie Coordinator role designed to foster relationships with new players.**

II.) Other Matters

- a. Winter Practices – The Committee discussed goals, possible locations, and scheduling for Winter Practices. **The first Winter Practice will be held Friday, March 13.**

Action items:

--Dana will investigate places we could have indoor practices

- b. Team Composition – The Committee began to discuss how the teams will be formed for the 2009 season. **Although no decisions have been reached, the Committee unanimously favors splitting up the teams and doing a complete re-draft.** This issue will be revisited once we have determined how many players will be returning.

Action items:

--All Committee members should ask their teammates for input on how the teams should be formed.

III.) Next Meetings – **The next League Committee will be held Sunday, February 22 at 10am.** The Committee also tentatively scheduled a meeting for Saturday, March 7 at 10am.