

Location: 1151 Valota Road, Redwood City

Date: Thursday, March 5th 2020

Time: 7-9pm

Board Meeting Minutes - 3/5/2020

Members: Tracy, Joel, Gary, Scott, Ilana (over the phone), Priscilla

1. Call to Order - 7:16 pm
2. Open Forum
3. Approval of Minutes from Last Board Meeting - Approval
4. Committee Reports
 - a. Finances - Gary
 - i. Money in Bank
 1. Around 20,000 in Capital Campaign
 - a. Will lose about 12,000 for Odell
 2. 18,000 for Annual Expenses
 - ii. Proposed Revenue Sources for 2020
 - b. Marketing and Media - Joel and Tracy
 - i. Facebook
 1. Increased Facebook posting
 - a. The board should reshare the posts to generate awareness
 - b. The Facebook page is public
 - c. Posting the videos
 - d. Spent around \$300 in advertising out of \$750 budget
 - i. Scott suggests increased spending on social media advertising
 - e. The market of about 150,000 interested in services of the league (anyone who has shown interest in special needs)
 - i. Based on keywords
 - f. Board members do not click on ads or rewatch because gives incorrect data
 - g. Getting More Players vs. Raising Money with Ads
 - i. % of videos have just been introducing the Miracle League and have been more popular than the one that asked people to donate
 - ii. Do we get someone more professional to do the interviews?
 1. Joel has a potential friend who could make videos
 2. Tracy has a friend who can take action shots

- iii. Funding used for capital campaign - new video with the capital campaign design
 - 1. Do not ask for \$\$ until the end of the video
 - ii. Instagram
 - 1. One sample post
 - 2. Followed all the other Miracle Leagues to generate a good response
 - iii. Videos and Pictures
 - 1. Get someone as a volunteer position to take pictures and videos
 - 2. Priscella Costello can do it a first game (Tracy will reach out)
 - 3. Picture posted and tag parent
 - 4. Have banner made with information we want to put on a banner for the “Like and Share us on Social Media”
 - 5. Ask and reminding people is key
- c. Governance
 - i. Board Building - still need Treasurer
 - 1. Look at current construction of the board
 - a. 9 Board Members, 1 more Potential Member
 - b. Five Committees
 - c. Expectations of Paid Program Director (\$30,000)
 - d. Clifton wants to work on the capital campaign
 - e. Tracy’s Committee - Marketing
 - i. Gave fliers to most of the libraries in San Mateo County as well as Parks and Recs Department
 - 1. Need approval for posting
 - ii. Support for Families in SF - gave flier but they did not post
 - iii. San Francisco does not want to post because they support the Challenger League
 - f. Committees:
 - i. Gameday - Ilana and Scott
 - 1. Sumit helping on gameday
 - ii. Marketing and Media - Tracy and Joel
 - iii. Fundraising - Clifton
 - 1. Potentially Kevin
 - iv. Governance - Gary
 - v. Finances - Gary
 - 2. Challenger League

- a. Less organized
 - b. Scott Hetherington is on our side
 - c. Does Joel go poach people?
 - d. Challenger has no Fall League as well as no 18 and Older games so try to build a bridge
 - ii. Treasurer
 - 1. Desperately need
 - iii. New Events to Add to League Play
 - 1. Not Addressed
 - d. Operations - Scott and Ilana
 - i. Spring Season 2020
 - 1. Run pretty similarly to the Spring Season
 - ii. Registration and Background Check
 - 1. Around 20 youth so far, 21 young adults, 20 buddies
 - 2. Discussion about how to do the best Background Check and who should have to do it
 - a. Goal - By end of this season a background check completed for everyone
 - i. What is the line of who gets background check vs who does not need it
 - ii. Stanford Athletes + Santa Clara Athletes compromise with no background check
 - b. Motion:
 - i. Call Tal
 - ii. Aim to smooth out by end of season
- e. Fundraising - Gary and Cliff
 - i. Run league with about \$20,000
 - 1. Need about \$50-60 grand to get an executive plan
 - a. Gary and Priscella work together on annual expenses
 - b. Want people donating money consistently
 - ii. Clifton work on the capital campaign
- f. Ad-Hoc Committees
 - i. Miracle League Site Selection - Scott
 - 1. Conceptual Plan for Taft on Bay Rd Redwood City
 - a. School Board presentation on March 11th - 5 mins
 - i. Consider and approve Miracle Field Placement (this would just be our field)
 - ii. Initiate discussion with the city to redo the whole field

- iii. Our portion would be about ½ million
 - b. PAL runs the program
 - ii. Search for Program Director
 - 1. PAL - Do not have any \$\$
 - iii. New Events - Gary and Sumit
 - a. BTAC (Bridging Communities through Alternate Communication) Game June 6th at Coyote Points
 - i. Around 1-2 pm
 - ii. Small Game
 - b. Bridge School Game April 3rd
 - i. Try to make sure that they give fliers
5. Pending Business
 - a. Spring Season Registration
 - b. Fundraising
6. New Business
 - a. Priscella - potential board member
 - i. Gave background as Special Educator
 - ii. Motion to vote
 - iii. Priscella voted into the board
 - 1. 10 Board Members
 - b. Goals for 2020
 - i. Background Checks
 - ii. Joel knows someone that could do a platform for a year
 - 1. Set up a website, links to social media, “make running a nonprofit easy”
 - iii. Approval for the field at School Districts
 - iv. Raise funds for Capital Campaign
 - 1. Where does Facebook Money go - Network for Good
 - c. Other Similar Non-Profits Having a Table at Game
 - i. Nonprofit for adaptive equipment and programming and they want to table at all game
 - d. Sarah Hebeel at Santa Clara University - April?
 - i. Are we still going to get college players?
 - ii. Choose players to participate in the games
7. Adjournment - 8:45 pm