



# Tony Wilkerson, Commissioner

September 25, 2016 to Present

This Board Member's Activity Report is for the 2019 Annual Meeting, September 22, 2019

**Service Period on the Board of Trustees:** September 25, 2016 to Present

**Elected by the Members:** Yes

**Appointed by the Board of Trustees:** No

## **Summary of Activities:**

☑ Maintained communications with NAGAAA, other member cities and our members. Served as the NAGAAA Governance Chairperson and as a member of the NAGAAA GSWS Protest Committee, saving the League \$2,511.07.

☑ Continued to be available and accessible to Members of the League beyond game days.

☑ Steadfast authentic even in the eye of adversity and maintaining professionalism and integrity.

☑ Other activities and actions are noted in the 2019 Board of Trustees and Committee Reports.

☑ The only negativity this year was to have the Board suspend a Member of the organization because of his conduct towards other Members.

☑ Recommendations / Advice for individuals who may serve in this position in the future:

As mention in previous annual reports, my recommendations remain unchanged. The responsibilities go well beyond the duties outlined in the MSLA Instruments of Governance. There are challenges and yes drama on and off the field and it doesn't have to be that way. A significant challenge is to be there for the members through the good and the bad. Not everyone will seek to understand the decisions you make as the senior leader or in the performance of your duties as a Trustee. Small steps in the right direction are better than enormous steps in the wrong avenue. Don't forget to have fun.

Respectfully Submitted,  
Tony Wilkerson  
Commissioner  
Montrose Softball League Association



## Brian Crumby, Assistant Commissioner

This Board Member's Activity Report is for the 2019 Annual Meeting, September 22, 2019

**Service Period on the Board of Trustees:** Elected to Board in 2017, re-elected for 2019-2021 term

**Elected by the Members:** Yes

**Appointed by the Board of Trustees:** No

### Summary of Activities:

- Overall focus of this past year of service
  - Continued focus on enhancing the member experience, while maintaining a dedicated commitment to the Managers Council. Also, while serving as board liaison for Recruitment Day, focused on growing a retaining league membership.
- Focus Point – Increase efficiency of Managers Council meetings by focusing on prompt and productive meetings
- Focus Point – Increase response time to Managers Council through email by responding to questions and inquiries on the same day
- Focus Point – Ensure thorough follow up with Managers Council post-meeting, to include action items and relevant recaps
- Focus Point – Assist Competition Coordinator with implementation and education of new NAGAAA Ratings Process
- New emphasis for the current or coming year – increase recruitment day opportunities, through both spring and all events. Also, work with Board to offer skills/developmental clinics (hitting, fielding, pitching, coaching and more) during the shoulder months of each season.
- Recommendations / Advice for individuals who may serve in this position for the coming year – stay available for the Managers Council and work diligently to keep them informed news, updates and deadlines.



## Nick Alvarado, Secretary

This Board Member's Activity Report is for the 2019 Annual Meeting, September 22, 2019

**Service Period on the Board of Trustees:** Elected in 2014, served as Fundraiser/ Sponsorship from 9/2018 to 2/2019 and appointed to current position as Secretary 2/2019.

**Elected by the Members:** Yes - Fundraising

**Appointed by the Board of Trustees:** Yes - Secretary

### Summary of Activities:

- Overall focus on member registration process and updating/ cleaning bylaws and rules of play.
- Also helped transition Fundraising position and continued to work with committee chairs of events to ensure successful events.
- Instrumental with advertising Beneficiaries and collecting info.
- Implemented Miss LSC 2019 which was fun and creative for Registration Night
- Ensure correct board and manager minutes were completed and available.
- Recommendations / Advice for individuals who may serve in this position for the coming year – being available is the first priority since keeping track of all league records and ensuring no documents get lost.



## CORBIN STRONG, Public Relations Coordinator

[Insert Period of dates of Service]

This Board Member's Activity Report is for the 2019 Annual Meeting, September 22, 2019

**Service Period on the Board of Trustees:** May 3, 2018 to current

**Elected by the Members:** Yes

**Appointed by the Board of Trustees:** Yes

**Summary of Activities:** In August 2018, I introduced the MSLA to Sports Engine as it's new league management software. I setup all the functionality and rollout for Fall Ball 2018 registration. Introduced the Sports Engine Team App to the league and coordinated deployment. The SE App offers a team webpage, calendar, schedule, RSVP, Chat, online stats and standings that were never before offered to the membership. Complete new website designed and roll-out by November 2018.

Recommended the formation of an Anniversary Committee to develop a plan for recognition and celebration. Served as Board Liaison to the committee. Designed a 40th Anniversary Logo and issued iron-on patches with the logo to all members at Opening Ceremonies. Assisted in the coordination of Throw Back Jersey Day where past jerseys were hung on the fence line around Sports Plex commemorating 40 years. Birthday celebration planned for October.

I attended the 2018 GSWS in Tampa, Florida. I took photos and posted tournament news, team standings and play times. I coordinated the design of the 2018 Houston GSWS tshirt and managed the order and distribution to GSWS teams.

I served as the technical member of the Lone Star Classic committee. I designed and implemented the new tournament logo and promotional materials that were distributed nationally at NAGAAA tournaments. I designed the tournament website and deployed online team registration. Setup and deployed Tourney Machine tournament app. I managed the tournament for all Missouri City games on both Saturday and Sunday. Tourney Machine was a huge success in managing the tournament, coordinating games, composing stats, and communications.

Assisted the Recruitment Committee in designing promotional materials for print and online publications. Setup and managed electronic registration of new recruits. I took photos of the event and posted for social media and website.

I contracted with John Cox, a local LGBT photographer, to capture league functions and publish them online. John took photos every day of league play, the entire Lone Star Classic tournament as well as Opening and Closing Ceremonies. John also assisted in posting links to the photos on the MSLA Facebook page. Team photos of every team were captured and posted on the league website for the first time in history. The league newsletter was resurrected and branded as "Extra Innings". The newsletter is typically a monthly or bi-monthly communication of current and future events and promotion of community and LGBT functions. A total of 14 newsletters were distributed last year to an audience of approximately 650. In the past year the audience has grown to over 1000 separate email recipients that have either subscribed on our website or were collected through league registration.

I managed the MSLA Facebook page with current news, events, promotions, and communications. I coordinated with other LGBT sports associations to cross-promote league info and events. Coordinated with other NAGAAA member associations in promotion of tournaments, NAGAAA news and announcements. Sadly, I coordinated multiple memorials, designed and published memorial slide-shows and videos of our loss.

In my position as PRC I attended several meetings with the FRC to raise league sponsorship. Worked with the FRC to develop and league sponsorship packet to solicit new sponsors. I also attended various league and LGBT fund raising events on behalf of the MSLA.

Maintained league management software, GSuite account, email accounts, domain names, and social media accounts.



# Cassidy Cryer

## Competition Coordinator

### 2019 Annual Report

This Board Member's Activity Report is for the 2019 Annual Meeting, September 22, 2019

**Service Period on the Board of Trustees:** February 2017-Present

**Elected by the Members:** Yes

**Appointed by the Board of Trustees:** Yes – originally into D-Division Coordinator

#### Summary of Activities:

- Overall focus of this past year of service: Fair play across all divisions and to try a different schedule format.
- Accomplishment: Ratings Guidance. This year with new changes, it was important that everyone was on the same page in-regards to ratings. NAGAAA's report based on ratings from 2018 compared to 2019, that our assessment of ratings was comparable to 90% of the other member cities.
- Accomplishment: NAGAAA Fundraising/Sponsorship Committee: Continued making connections/friendships within NAGAAA as a 2019 GSWS Delegate, and also Vice Chair of the Sponsorship/Marketing Committee, whose purpose is to help all member cities brand NAGAAA the same and to help create better ways for leagues to find sponsors and make the most out of fundraising.
- Schedule: Tried a different scheduling format. Pros and Cons to this type of format, but for me personally, this was definitely not something I would recommend for two main reasons.
  - League Sociability – This year saw a dramatic decrease in players at the fields, just hanging out before/after games.
  - Ratings – C teams were at a disadvantage for watching other teams since they all played at the same time, except the team playing the Revolution that week (this was not always consistent, due to the Revolution schedule)
- New emphasis for the current or coming year: Ratings
  - Based on the NAGAAA Report, we are in a great place ratings wise, but we need to continue the ratings knowledge to player/coaches/managers and ensure continues fair play.
- Recommendations / Advice for individuals who may serve in this position for the coming year (Advice for the Board or self-advice if it's you serving. How to make it better?)
  - Listen to feed back from players/managers to help create the best experience for everyone in the league.



## Brian Smith, Member at Large

September 2017- September 2019

This Board Member's Activity Report is for the 2019 Annual Meeting, September 22, 2019

**Service Period on the Board of Trustees: September 2017 – September 2019**

**Elected by the Members:** Yes

**Appointed by the Board of Trustees:** No

**Summary of Activities:**

Was the liaison for Opening Ceremonies for 2019 and Closing Ceremonies 2019, with Roy Delariva as the Chair for both events.



# Christopher Hunckler

## Member at Large

This Board Member's Activity Report is for the 2019 Annual Meeting, September 22, 2019

**Service Period on the Board of Trustees: Jan 2018, board appointed. Position up for election 9/2020**

**Elected by the Members: No**

**Appointed by the Board of Trustees: Yes**

### **Summary of Activities:**

- Overall focus of this past year of service – served as a liaison between assigned teams and the board throughout the year largely focused on the spring season. Assisted other board members when needed along with providing assistance at any MSLA designated functions.
- New emphasis for the current or coming year – I would like to form a committee or unofficial group of upper division players and or coaches to provide skills clinics to MSLA members. As a board we focus on the big picture, providing leadership to the league and overseeing it throughout the year. However, I think we also need to help our members improve.
- Recommendations / Advice for individuals who may serve in this position for the coming year (Advice for the Board or self-advice if it's you serving. How to make it better?) – As a Member at Large I think communication is important. Make sure you get involved and be visible to the members.



## [Recruitment Day]

[January 12<sup>th</sup> and September 14<sup>th</sup>, 2019]

This Report is for the 2019 Annual Meeting, September 22, 2019

**Committee Members:**

[Clay Zakarian]

[Julie Tyree, Garwin Brown, Steve Brown, Mike Bridges, Rita Guzman] Board Help: Brian Crumby, Tyler Neal and Cassidy Cryer

**Meeting Dates:** [Conversation held via Facebook messenger, no in person needed]

**Narrative:** [Our work was to recruit new faces to the league and provide a supportive environment for current players looking for a new team. We also worked to get managers engaged to attend both recruitment days. Sportsengine worked very well to communicate with the recruits. What would be helpful would be for the chair for next year to have a quicker lead to know when a player whom attended recruitment day were added to a team and removed from the free agent list. I sent unnecessary emails to players to see if they had joined a team because I did not have that information.]

**Vendors Used:** [Murphy Express – bottled water and ice]

**Starting Budget:** [\$100]

**Actual Expenses:** [\$12.39 Sept 22<sup>nd</sup> RD]

**Concerns/ Issues:** [In bullet format, identify what the committee focused on in the agenda meeting and what the committee accomplished in this past year. Also note what you did not accomplish that you had hoped to have done.]

Agenda Meeting Focus/Goals/Objectives:

- Finding New Recruits
- Ensuring current players were joining correct division team
- Finding a team for paid free agents
- Divide into 2 areas during Recruitment Day to see skills of players
- Post flyers around Montrose and on social media

Accomplishments/Goals/Objectives Met or Exceeded:

- Goal of having RD before Fall Ball happened – with 55 registrants and 24 showed up

Goals Not Met:

- All goals met
- Get better social media push with updates on MSLA website in advance

**Requests of the Board of Trustees:** [This year seemed to go well. The 1<sup>st</sup> RD held in early January before the spring season was well attended and we did our best to find everyone a team. I believe that 3 people were refunded their paid dues because we could not find them a team.

The RD before Fall Ball which just happened was a desire of ours to find new faces for Fall Ball and better integrate them into the league prior to the spring season.]

Respectfully Submitted,

[Clay Zakarian]



# Opening Ceremonies Committee

February 23, 2019

This Report is for the April 4, 2019 Monthly Meeting

**Committee Members:** Roy Delariva, Chair

**Meeting Dates:** February 2019

**Narrative:** As chair of the committee I coordinated with several vendors to prepare for the event. Julie with Pearl Bar was very generous in donating all food, food sales, raffle items and 10% of alcohol beverage sales to MSLA. Julie asked Skyy Vodka to be present providing the venue with free shots and giveaway items. The balloon vendor donated her services and all I had to do was provide materials for the decorations. This committee is beneficial to the league as our board members do not have to take additional responsibility in coordinating the events.

**Vendors Used:** Pearl Bar Houston, Arne's, Kathy Martinez Decorations, Skyy Vodka, John Cox Photography

**Starting Budget:** \$1,000.00

**Actual Budget:** \$598.52

**Concerns/ Issues:** My only issue was the people who volunteered to participate did not show up nor respond to my communication about the event. I would have liked to have had a 50/50 raffle as well as raffle some of the large items that were donated. We were able to keep these items and use them for the Lone Star Classic events.

**Requests of the Board of Trustees:** None at the moment

Respectfully Submitted,  
Roy Delariva, Chair



# Closing Ceremonies Committee

September 22, 2019

This Report is for the Annual Meeting

**Committee Members:**

Roy Delariva, Chair

Brian Smith, Member at Large

**Meeting Dates:** May 2019

**Narrative:** Overall the event was a success and received positive feedback from several members. Some comments were, "it was nice hosting closing ceremonies at a nice venue, glad the league was able to host the event indoors and early in the day."

We were able to get several items donated which was a savings for our event. In planning the event I reached out to a family member who works at 5226 Elm and he was able to have the owner donate the venue to the league. The only expenses we incurred were to open the venue, security and lighting. When searching for other venues outside of any bars or clubs we received quotes of \$15k plus. I proceeded to host the event at the donated venue.

When selecting our food options we chose Otto's BBQ, which one of our league members is employed, and they provided us a discount on the food. The cake for the ceremony was donated by Della Delariva. Photography was donated by John Cox for the entire event.

When we hosted our meeting towards the end of the season I was provided a budget for expenses. During the planning stage I found that the budget was not enough to cover all of the expenses for the event. In our June meeting I submitted a request from the board members to increase the budget. All board members agreed and approved the increase.

**Vendors Used:** 5226 Elm (venue, lighting, cleaning company), What's the Occasion (tables, chairs, linens), Neon Boots – Bar, Otto's BBQ, HPD, DJ Kittie, Academy Adv Awards, Stacy Velasco (Cups for Awards)

**Starting Budget:** \$6,600.00

**Actual Budget:** \$7,709.19

**Concerns/ Issues:** My only concern was parking at the venue but most guests seem to have followed our request for Uber/Lyft transportation. Other than that I received great feedback from guests that they loved the event.

**Requests of the Board of Trustees:** To consider increasing the budget for future closing ceremony events.

Respectfully Submitted,

Roy Delariva, Chair



# 40<sup>th</sup> Anniversary Committee

Spring Season 2019

This Report is for the 2019 Annual Meeting, September 22, 2019

## Committee Members:

Chair - Julie Tyree/Paula Metz  
Steven Amedeo  
Roy DeLeon  
Jerry DeSale  
Mark Dominey  
Rita Guzman  
Bobby Lockett  
Bill Sansom  
Cindy Schaeffer  
Corbin Strong (Board Liaison)  
Aliza Rudy  
Clay Zakarian

**Meeting Dates:** January 22, 2019

**Narrative:** Committee was formed to celebrate the 40<sup>th</sup> Season of the Montrose Softball League Association. The committee focused on ways to promote the history of the league within the organization. With 40 seasons under our belt, the goals of the committee were to highlight the accomplishments of the league over the past 40 years. Future plans include continuing the committee for the upcoming 40<sup>th</sup> Birthday of the league.

**Vendors Used:** Promo Print Group

**Starting Budget:** \$1,000

**Actual Budget:** \$1,000 (patches)

## Concerns/ Issues:

Agenda Meeting Focus/Goals/Objectives:

- Create Timeline of 5-year increments highlighting historical & important moments in league history
- Anniversary Patches
- Hang jerseys from past teams on Opening Day
- Create a Yearbook
- Decade Socials either at the fields or host bars

Accomplishments/Goals/Objectives Met or Exceeded:

- With guidance and input from Jerry DeSale and Bill Sansom, a decade recap of league accomplishments was generated and shared at the Opening Ceremonies at Pearl Bar on
- Anniversary Patches given out prior to season starting
- Hang jerseys from past teams on Opening Day

Goals Not Met:

- Create a Yearbook – very time consuming and could not be accomplished
- Decade Socials either at the fields or host bars – little to no interest

**Requests of the Board of Trustees:** Continue sharing the history of the league with the upcoming 40<sup>th</sup> Birthday in October with online promotions and use material collected for yearbook and share with the league.

Respectfully Submitted,

Paula Metz, Chair



# Lone Star Classic Committee

March 16-17, 2019

This Report is for the 2019 Annual Meeting

## Committee Members:

Matt McGary, Chair

Henry Gonzales, Corbin Strong, Cedrick Hagans, Nick Alvarado, Cassidy Cryer (Board Liaison)

**Meeting Dates:** 10/09/18, 01/04/19, 01/15/19

**Narrative:** The 2019 LSC Committee was focused on building a bigger footprint for the tournament and successfully adding the E division into the fold. Our successes can be measured by the fact we had 7 states represented across 9 different cities. Additionally, the first E division tournament brought in 8 teams. In terms of our ability to raise funds for the MSLA beneficiaries we will be donating a record amount back to the league. Finally, we introduced the first ever Miss LSC which was a huge success in raising additional funds and for making registration memorable.

**Vendors Used:** Primary vendors were Houston Sports Plex, Missouri City, Promo Print (awards), Right Choice Promotions (Merchandiser), Lotus Designs (Banners, wristbands, koozies) and Sugar and Iced (Guest Cookies). We wanted to partner with local vendors as much as possible to ensure the money stayed in the community.

**Starting Budget:** \$23,000.00

**Actual Budget:** \$23,594.81

**Cash Revenues:** \$34,001.16   **In Kind Revenues:** \$1,349.00   **Total Revenues:** \$35,350.16

**Net Proceeds:** \$10,330.57

## Concerns/ Issues:

Agenda Meeting Focus/Goals/Objectives:

- Identify the tournament parameters and assign responsibilities
- Develop and work on Communications Plan
- “Fill in the gaps” planning session and assignments

Accomplishments/Goals/Objectives Met or Exceeded:

- Build The # of Teams from 2018. While we registered more teams 2 withdrew so came up 1 team short. Considering the new ratings I feel we succeeded in our goal while not numerically surpassing 2018.
- Bring in more out of town teams. This was a success as we brought in more out of state teams than in the past. Additionally, most said they would definitely return.
- Incorporate E division into the Fold. This was a success but would have liked to have had more teams.
- Donate significant amount to the MSLA beneficiaries. This was a success as we expect to donate over 7k
- Tourney Machine was a great success and we feel like we’ve only really scratched the tip of its functionality.

Goals Not Met:

- Wanted to do some live streaming of games which we will do next year
- Become completely paperless
- Move toward electronic “wrist banding” – May investigate for next year in addition to the standard banding.

**Requests of the Board of Trustees:** I would recommend keeping the committee together for another year and allow us to build on the success from this year. We worked extremely well as a team and lines of communication were outstanding.

Respectfully Submitted,

Matt McGary