



Minutes of the January 25, 2017 Annual Meeting

The annual meeting of the SaddleBrooke Senior Softball Association was held Wednesday, January 25, 2017, at the Mountain View Ball Room West and was called to order by President Stu Kraft at 6:30 PM.

Board members present: Stu Kraft, President, George Corrick, Vice President, Ken Crossman, Treasurer, and Directors Bob Lenihan, Janice Mihora, Fran Weinberg and Jack Graef.

The meeting agenda along with the briefing charts are shown at Attachment 1 to these minutes.

A list of meeting attendees is shown at Attachment 2.

- Stu Kraft began with welcome remarks followed by a review and summary of 2016 SSSA activity, accomplishments and goals for the future.
 - The softball field was in great condition this past year, but he identified a need for volunteers to satisfy a goal of weekly infield scarification.
 - SSSA Rules of Play were updated to address redundancies and address rules shortfalls and more changes as needed will continue to be made to be consistent with SSSA policy, practice and procedures.
 - Communications were improved owing to the work of Denise Norgard, and others including Carol Chiarello and Jonathan Greene. Stu specifically cited improved tournament participation, Rules-gram notifications by the head umpire (Steve Garceau) and a new website (George Corrick) as examples of improvement.
 - Tournament participation by players held steady, but spectator participation grew substantially, with a potential requirement for additional spectator seating.
 - Jim Smith was commended for his "pitching clinic" leadership and the improvement in quality and quantity of pitchers.
 - Ken Crossman was commended for effective budget management ensuring the SSSA is in good shape financially for 2017.
 - Denise Norgard was commended for outstanding sponsorship management, including complete and timely paid up sponsors.
 - Stu reviewed historical membership in the SSSA, ad hoc recruitment activity, and SSSA participation in the SaddleBrooke HOA2 Activity Fair.
 - Stu commended all volunteers and displayed charts showing the outgoing (2016) and incoming (2017) Board of Directors, the 2017 League Commissioners and umpire, field maintenance and scorekeeping participants.

- Ken Crossman presented a budget summary for 2016 and a proposed budget for 2017 (see Attachment 1 for details). All in all, the association remains in excellent financial condition, with \$56,166 in the bank at year end, 2016, and projected to be about \$47,357 at year end 2017.

Denise Norgard motioned to approve the proposed budget to include the annual dues of \$120 per player, seconded by Bill Rowe, and approved unanimously by a show of hands.

- Stu briefly discussed the By-law financial review process, and identified five volunteers who will serve on the review committee: Tim Benjamin, Ed Cussick, Dave Diericks, Jeff Stolze and Doug Sweetland.

- Denise Norgard reviewed the current and prospective sponsorship status. (See Attachment 1 for details.) Among the highlights of her report: current sponsors are paid in full (one provides payment in kind with services); revenue from the outfield sign sponsors makes up about thirty-five percent of SSSA's annual budget. Denise emphasized the need for leads for prospective sponsors to replace those that periodically drop out, and the value/good will generated by members patronizing and thanking sponsors for their sponsorship.

- Stu discussed certain key issues facing SSSA in the coming year. These include "succession plans" to replace Denise Norgard with coordinating sponsorship activity, and a volunteer to assist George Corrick with management of our website, as well as to protect the SSSA from loss of the website such as occurred in 2016.

- Stu reviewed the 2016 Board recommended By-law changes. The changes will be circulated to the membership by e-mail, followed by an electronic vote for approval.

- Jim Smith asked about increasing membership to residents of SaddleBrooke Ranch. It was noted that this is within the geographic area open to SSSA membership. Discussion included the possibility of "outsiders" becoming members by petition to the Board. Discussion followed regarding the relationship of SSSA to HOA#2, and the desirability of "distancing" ourselves, to the extent permitted by HOA rules.

- Stu discussed initiatives (goals) for 2017. These include:

- A storage shed for maintenance equipment to relieve the crowding and clutter in the clubhouse storage areas.
- Repairing the right field "ponding" low spot.
- Increasing membership and participation by SaddleBrooke Ranch residents.
- Continuing the "skills" and pitcher training clinics conducted by Bob Chiarello and Jim Smith.
- Installing an improved audio system for the benefit of spectators in the seating pavilion.
- Improving the visibility of the scoreboard, particularly in bright sunlight, including the possibility of adding a satellite scoreboard in the seating pavilion.
- Exploring opportunities for SSSA teams to compete against outside teams in a home-and-away format.

- General discussion of other items of interest or concern followed:

- The need for players to behave with "good sportsmanship" to refrain from verbal abuse of other players (as spelled out in the SSSA "Code of Conduct").

- Excessive use of courtesy runners when not needed by reason of health, infirmity or injury as compared to a tactical need to improve scoring opportunity.
 - Possibility or desirability of increasing baselines from 65 ft. to 70 ft. for the competitive league to conform to SS-USA standards.
 - Possibility or desirability of replacing the Thanksgiving Tournament with a Veterans Day Tournament.
 - Jim Smith emphasized the need to refrain from verbal abuse of new pitchers or others simply having a "bad day." In this regard, managers might consider not using new pitchers in the last inning, particularly in "close" games.
 - The need for the CTS to consider or ensure that team rosters include back-up pitchers.
- Stu offered closing comments, highlighting the high quality of our SSSA, commending the volunteers, without whom the association could not function, and thanking members for their participation in the organization.

Jim Smith motioned for meeting adjournment; seconded by Mark Schauer. The meeting was adjourned at approximately 20:07.

Respectfully submitted,

Jack Graef, Director

Atchs

1. Meeting Agenda and Briefing
2. Attendee List



General Membership Meeting

January 25, 2017



-- 2016 SSSA General Membership Meeting --

AGENDA

- Welcome & 2016 Review – Stu Kraft
- Recognition of 2016 Board & 2017 Board – Stu Kraft
- SSSA Volunteers – Stu Kraft
- 2016 Budget Report – Ken Crossman
- 2017 Budget Review & Vote – Ken Crossman
- 2017 Sponsorship Program Review – Denise Norgard
- Key Issues – Stu Kraft
 - Sponsorship Coordinator
 - Web Site Manager
 - Bylaw Changes
 - 2017 Initiatives
 - Other Issues
- Questions & Answers Session
- Adjournment



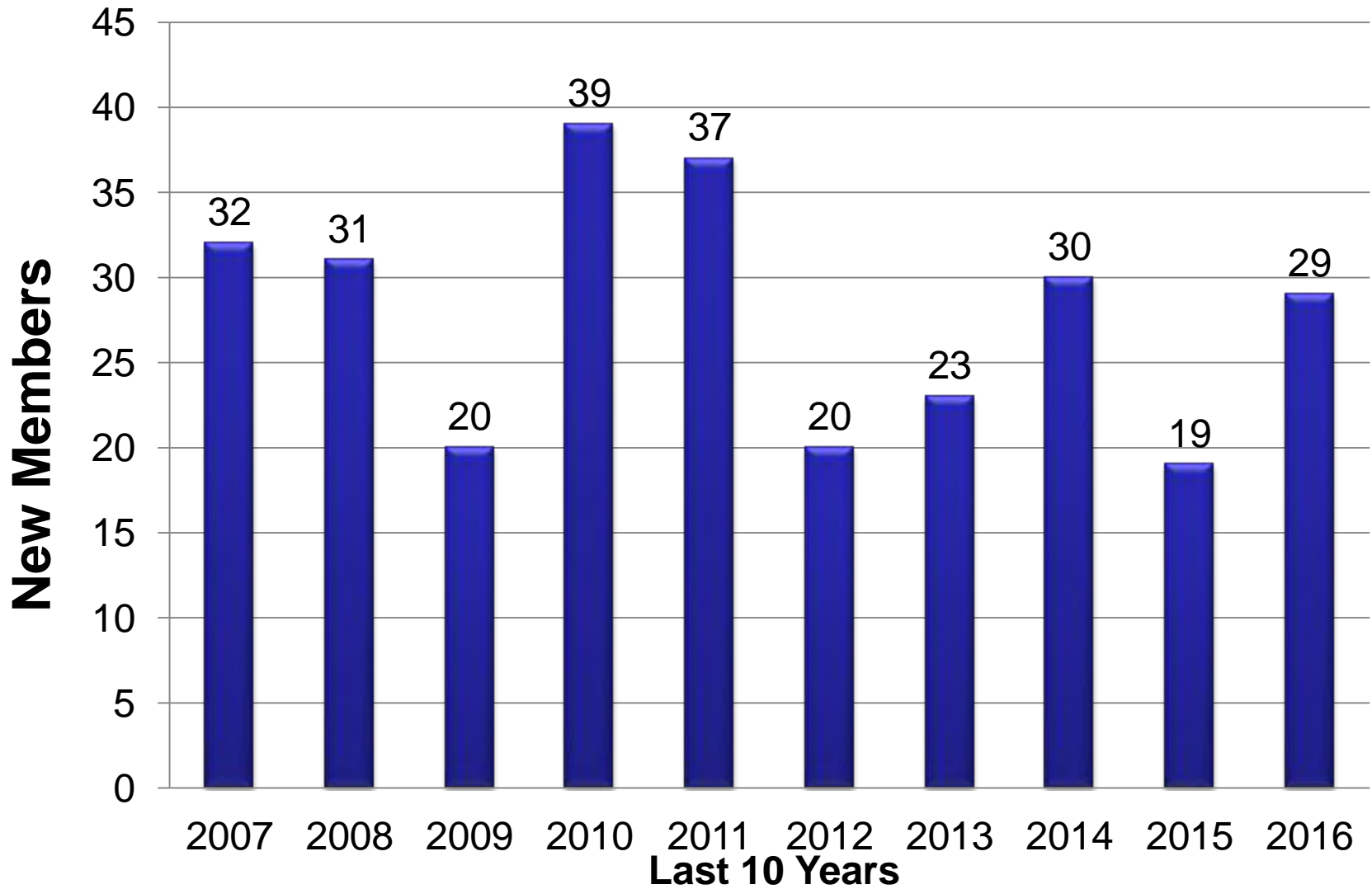
SSSA 2016 Review

Stu Kraft



- **Improved Field Conditions**
- **Revised Rules of Play**
- **Better Communication**
 - News Articles
 - Umpire Rules-Gram
 - Website
- **Increased Tournament Participation**
- **Improved Pitcher Training**
- **Strong Budget Management**
- **Superb Sponsorship Management**
- **Steady Membership**

New Members by Year





2016 SSSA Board

President	-----	Stu Kraft
Vice President	-----	Charlie LaNeve
Treasurer	-----	Ken Crossman
Directors	-----	Mark Foster
		Steve Garceau
		Jack Graef
		Debbie Seguin



2017 SSSA Board

President	-----	Stu Kraft
Vice President	-----	George Corrick
Treasurer	-----	Ken Crossman
Directors	-----	Jack Graef
		Bob Lenihan
		Janice Mihora
		Fran Weinberg



2017 SSSA Commissioners

Recreation League-----

Community League ----

Coyote League -----

Competitive League ---

Janice Mihora

Terry Mihora

Ron Quarantino

Leonard Gann



SSSA Volunteers

Managers
Scorekeepers
Sponsor Relations
Tournaments
Skills/Rookie Camp

Umpires
Communications
Field Maintenance
Special Projects
Pitcher Training





SSSA Volunteer Umpires

- Steve Grabell, Scheduler
- Steve Garceau, Head Umpire
- Paul Butler
- Ken Crossman
- George Corrick
- Mark Forsch
- Ron Quarantino
- John Lauder
- Jeff Stolze
- Jake Jacobson
- Brad Adair
- Alan Stein
- Pat Brennan
- Orval Brown
- Bobby Carbone
- Mark Magdanz
- John Sentowski
- Gene Bovee
- Paul Greenberg
- Stu Kraft
- Dave Stevens
- Joe Passoni
- Brian Komar
- Rich Battagello
- Mike Hamm
- Richard Furash
- Paul Schwin
- John Nola
- Mark Schauer
- John Reingruber



SSSA Volunteer Field Maintenance/Mowing and Game Setup Teams

- Harry Adams, Team Leader
- Tim Benjamin, Team Leader
- Al Cangeme
- George Corrick
- Jim Smith
- Joe Oczk
- Paul Butler
- Rich Battagello
- Tom Klein
- Roger Mastro
- Jim Dunlap
- Mike Romano
- Ron Romac
- Jack Graef
- Dennius Skoneczka
- Mary Schneck
- Steve Schneck



SSSA Volunteer Scorekeepers

- John Sentowski, Team Leader
- Dave Arffa
- Al Cangeme
- Don Colen
- Rick Ervin
- Mark Foster
- Len Gann
- Rob Gish
- Steve Grabell
- Hedy Gryszan
- Charles Hendryx
- Paul Jarzembinski
- Rick Keagy
- Tom Klein
- KenMeinhart
- Terry Mihora
- Jason Noffsinger
- Steve Overhaug
- Ron Quarantino
- Ron Romac
- Marilyn Sentowski
- Jerry Smith
- John Vaaler
- Ellen Victor
- Ron Victor
- Fran Weinberg
- John Wright
- Irene Zidek



2016 Financials & 2017 Budget

Ken Crossman



2016 Financial Summary

Income:

Membership Dues (dues at \$120)	\$18,000
Registration Fees	\$ 550
Refreshments	\$ 700
Dog Park Water	\$ 3,100
Tournaments	\$ 3,500
Sponsorships	\$15,000

Totals: \$40,850



2016 Financial Summary

Major Expenses:

Water & Sewer	\$11,500
Fertilizer & Spraying	\$ 1,100
Field Equipment & Rentals	\$ 3,000
Utilities (garbage, restroom, etc.)	\$ 400
Infield/Outfield Maintenance & Repairs	\$ 3,500
Tractor Repair/Expenses	\$ 600
Playing Equipment	\$ 1,000
Insurance	\$ 2,050
Tournaments	\$ 2,500
Sponsorship Expenses	\$ 2,000
Uniforms (New & Replacement Jerseys)	\$ 3,300
Other	\$ 2,100

Totals: \$33,050



2016 Financial Summary

Operating Fund

Jan. 1, 2016 Account Balance	\$ 37,447
Dec. 31, 2016 Account Balance	\$ 46,409

Reserve Fund

Jan. 1, 2016 Account Balance	\$ 8,757
Dec. 31, 2016 Account Balance	\$ 8,757

Funds Available as of Dec. 31, 2016 **\$ 55,166**



2017 Budget Proposal

Major Income:

Membership Dues (assumes dues at \$120)	\$17,300
Registration Fees	\$ 525
Dog Park Water	\$ 2,500
Refreshments	\$ 200
Tournaments	\$ 3,200
Sign Sponsorships	\$15,650

Totals: \$39,375



2017 Budget Proposal

Major Expenses:

Water & Sewer	\$ 10,000
Fertilizer & Spraying & Overseeding	\$ 2,000
Overseeding	\$ 2,000
Field Equipment & Rentals	\$ 2,600
Utilities (garbage, restroom, etc.)	\$ 700
Infield/Outfield Maintenance & Repairs	\$ 9,000
Tractor Expenses (maint/sharpening/fuel)	\$ 1,650
Playing Equipment	\$ 1,200
Insurance	\$ 2,050
Tournaments	\$ 2,600
Sponsorship Expenses	\$ 4,000
Uniforms (New Jerseys)	\$ 3,500
Special Projects (Storage Bldg, Sound, etc.)	\$ 5,600

Totals: \$46,900



2017 Budget Proposal

Operating Fund

Jan. 1, 2017 Account Balance	\$ 46,409
Dec. 31, 2017 Account Balance	\$ 38,600

Reserve Fund

Jan. 1, 2017 Account Balance	\$ 8,757
Dec. 31, 2017 Account Balance	\$ 8,757

Funds Available as of Dec. 31, 2017 **\$ 47,357**



-- 2017 BUDGET PROCESS --

Next Step -- Budget Approval

- Discussion

***- Membership at Annual Meeting to Vote
on 2017 Budget***

- Dues Paying Members Eligible to Vote***
- Each Member allowed one Vote***



2017 Sponsorship Program Review

Denise Norgard



- **Why Do We Have a Sponsorship Program?**
 - Great source of revenue – Sponsorship year July 1st thru June 30th
 - Revenue from Tournament Sponsors \$ 1,400
 - Revenue from Sign Sponsors \$ 14,412
 - New Sign Revenue \$ 800
 - Total \$ 16,612
 - That is more than 35% of SSSA income
 - Without this income, we would each need to contribute \$220 or more to play each year!
- **What is Sponsorship: more than a sign on the field**
 - Advertising/Public Relations/Recruiting
 - We are the best place in SaddleBrooke to advertise
 - Our goal is a partnership with these sponsors.
 - They want to provide you with the best because you are their primary customers



- **Current Sponsorship Status**

- 4 Tournament Sponsors
- 54 Paid Sign Sponsorships/1 Sponsor who pays with his services

- **Sponsors Receive**

- Outfield fence sign/office plaque/rotating team sponsor
- Web site access/quarterly email to SSSA members
- Publicity/tournament announcements

- **Member Responsibilities**

- “Thank you” at every opportunity
- Please give sponsors chance to be on your “potential sponsor list”
 - Need 5 or 6 new sponsors every year
 - Ask your vendors if they have considered being an SSSA sponsor (house painter/landscaper/pest prevention provider/favorite restaurant/pool or hot tub service/vehicle maintenance provider)



- **Your SSSA Sponsorship Team**
 - Aleta Rosenthal -- Sponsor Plaques and Sponsorship Plates
 - Ken Crossman ---- Sign Design and Money Man
 - Claude DuVall ---- Invoicing and Sign Placement
 - Denise Norgard --- Sponsorship Coordinator (Marketing/Data Base Management/ Event Publicity/ Communications Coordinator)
- **How can you make a difference?**
 - Event Publicity – Notify HOAs about special events, send invitations to sponsors, and deliver advertising material to fitness centers
 - Communications Coordination – Coordinate articles with the Board and our writers (Carol Chiarello and Jonathan Green) and current or potential sponsors throughout the year, and send copies of articles to sponsors
 - Marketing and data base management – talking with sponsors and potential sponsors



KEEP THOSE LEADS COMING!



Key Issues

- Sponsorship Coordinator
- Web Site Manager
- Bylaw Changes
- 2017 Initiatives
- Other Issues



Questions & Answers

SSSA Board



Closing Comments



**Thank You
For Coming!**