



General Membership Meeting

January 28, 2019



-- 2019 SSSA General Membership Meeting --

AGENDA

- Welcome – Mark Hojnacki
- Recognition of 2018 Board and 2019 Board – Mark Hojnacki
- 2018 Review - Mark Hojnacki
- 2018 Budget Report – Ken Crossman
- 2019 Budget Review & Vote – Ken Crossman
- 2018/19 Sponsorship Program Review – Ken Crossman
- Questions & Answers Session
- Adjournment



2018 SSSA Board

President	-----	Mark Hojnacki
Vice President	-----	George Corrick
Treasurer	-----	Ken Crossman
Directors	-----	Mary Schneck
		Ken Beals
		Bobby Carbone
		Janice Mihora



2019 SSSA Board

President	-----	Mark Hojnacki
Vice President	-----	George Corrick
Treasurer	-----	Ken Crossman
Directors	-----	Mary Schneck
		Ken Beals
		Bobby Carbone
		Jeff Stolze



SSSA 2018 Review

Mark Hojnacki



2018 Review

- New HOA2 Agreement
- Painting of Facility
- Fieldwork / HOA2 Work
- Rules of Play
- Sidewinder League

**KEEP A GREAT THING MOVING
FORWARD!**



2019 SSSA Commissioners

Recreation League-----	Dennis Purcell
Sidewinder League-----	Dennis Purcell
Community League ----	Debbie Seguin (Monday/Tuesday)
Community League ----	Ryan Mitchell (Friday)
Coyote League -----	Ron Quarantino
Competitive League ---	Bob Chiarello



SSSA Volunteers

Managers
Scorekeepers
Sponsor Relations
Tournaments
Skills/Rookie Camp

Umpires
Communications
Field Maintenance
Special Projects
Pitcher Training





2018 Financials & 2019 Budget

Ken Crossman



2018 Financial Summary

Income:

Membership Dues (dues at \$120)	\$17,800
Registration Fees	\$ 600
Refreshments	\$ 2,100
Tournaments	\$ 3,600
Sponsorships	\$13,200
Uniform Sales	\$ 2,000

Totals: \$39,300



2018 Financial Summary

Major Expenses:

Water/Sewer/Garbage	\$ 7,500
Field & Building Maintenance	\$10,100
Tractor Repair/Expenses	\$ 1,300
Overseeding	\$ 0
Playing Equipment	\$ 1,500
Insurance	\$ 2,100
Tournaments	\$ 2,200
Sponsorship Expenses	\$ 1,500
Uniforms (New & Replacement)	\$ 6,400
Other (Painting, Fountains, etc.)	\$ 3,500

Totals: 36,100



2018 Financial Summary

Operating Fund

Jan. 1, 2018 Account Balance	\$ 54,477
Dec. 31, 2018 Account Balance	\$ 61,521
2018 Net Income/Expense	\$ +7,044
Funds Available as of Dec. 31, 2018	\$ 61,521



2019 Budget Proposal

Major Income:

Membership Dues (assumes dues at \$120)	\$16,400
Registration Fees	\$ 600
Refreshments	\$ 1,800
Tournaments	\$ 3,400
Sign Sponsorships	\$14,800

Totals: \$35,200



2019 Budget Proposal

Major Expenses:

Water/Sewer/Utilities	\$ 9,200
Field & Building Maintenance	\$ 9,000
Overseeding	\$ 2,000
Tractor Expenses (Maint./sharpening/fuel)	\$ 1,900
Playing Equipment	\$ 1,900
Insurance	\$ 2,300
Tournaments	\$ 2,400
Sponsorship Expenses	\$ 3,300
Uniforms (New Jerseys)	\$ 6,000
Misc. Purchases (Verti-Cutter, etc.)	\$ 2,000

Totals: \$40,000



2019 Budget Proposal

Operating Fund

Jan. 1, 2019 Account Balance \$ 61,521

Dec. 31, 2019 Account Balance \$ 55,710

2019 Net Income/Expense \$ -5,811

Funds Available as of Dec. 31, 2019 \$ 55,710



**SENIOR
SOFTBALL**
ASSOCIATION

-- 2019 BUDGET PROCESS --

Next Step -- Budget Approval

- Discussion

**- Membership at Annual Meeting to Vote
on 2019 Budget**

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



2018 - 2019 Sponsorship Program Review

Ken Crossman



- **Why a Sponsorship Program?**

- Great source of revenue

• Tournament Sponsors	\$ 1,400
• Sign Sponsors	\$ 14,800
• New Signs	\$ 1,100
• Total	\$ 17,300

- 45% of SSSA income

- Without sponsor income, players would need to contribute \$220 or more to play each year

- **What is Sponsorship: more than field signs?**

- Advertising/Public Relations/Recruiting

- Best organization in SaddleBrooke to do business with



- **Current status**
 - 4 tournament sponsor (St. Pats, Memorial, Labor, Veterans)
 - 53 paid signs plus sponsors who pay with services
 - NO LONGER A WAITING LIST of potential sponsors!
- **Sponsors receive**
 - Outfield fence sign/office plaque/rotating team sponsor
 - Web site access/quarterly email to SSSA members
 - Publicity/tournament announcements



- **Sponsors reminded of importance with “thank you”**
 - Sponsorship welcome package
 - Tournament invitations
 - Article copies mentioning their team and/or sponsorship
 - Letters about organization changes
 - Schedule of events at softball field
- **Member responsibilities**
 - “Thank you” at every opportunity
 - Restaurants
 - Pest Control
 - Car Service
 - Dentist/Vision
 - Insurance
 - Give sponsors chance to be your provider/tell them why



- Help keep an active & interested “potential sponsor list”
 - Need 6 or 7 new sponsors every year
 - Ask your vendors if they considered being an SSSA sponsor
 - Who is your house painter/landscaper/pest prevention provider/favorite restaurant/provides auto services/takes care of hot tub or swimming pool?
- Get involved: consider joining the sponsorship team
 - Help with mailings
 - Generate ideas to improve program
 - Ready to learn
- **Your SSSA Sponsorship Team**
 - Ken Beals --- Sponsor Recruitment, Sponsor Plaques & Plates
 - Ken Crossman ---- Sign Design, Invoicing, Sign Placement, Customer Data Base, Sign Maint.



Key Issues

Mark Hojnacki

- WE NEED NEW VOLUNTEERS

- Sponsorship Coordinator
- ~~Repairs to current buildings~~



Questions & Answers

SSSA Board



Closing Comments



**Thank You
For Coming!**

2019 SSSA BUDGET - Approved

1 **INCOME**

2 **Membership**

3	120 (Existing Members) @ \$120	\$14,400
4	15 (Existing Members) @ \$60	\$900
5	8 (New Members) @ \$120	\$180
6	15 (New Members) @ \$60	\$900

7 **Membership Dues Total**

\$16,380

8 **Registration Fees (23 @ \$25)**

\$575

9 **Tournaments**

10	Sponsorships (4 tournaments @ \$350)	\$1,400
11	Donations (4 tournaments @ \$500)	\$2,000

12 **Tournament Total**

\$3,400

13 **Sponsorships**

14	Sign Sponsors (46 of 55 signs @ \$275)	\$12,650
15	Sign Sponsors (8 of 55 signs @ \$140 - Prorated)	\$1,120
16	Sign Sponsors (1 for services)	\$0
17	New Sponsor Banner Reimbursement (7 @ \$150)	\$1,050
18	Sponsor Donations	\$0

19 **Sponsorship Total**

\$14,820

20 **Miscellaneous**

21	Refreshments (Soda, Candy)	\$1,800
22	Dog Park Association Water	\$3,000
23	Uniforms Sales (Player Purchased Pants, Caps, Belts)	\$1,000
24	Jacket & T-Shirt Sales	\$0
25	Interest Income	\$14
26	Other	\$50

27 **Miscellaneous Total**

\$5,864

28 **Total Income**

\$41,039

29

30 **EXPENSES**

31 **Utilities**

32	Sewer	\$480
33	Water - Building	\$470
34	Water - Field	\$8,000
35	Water - Dog Park	\$3,000
36	Garbage Fees	\$240

37 **Utilities Total**

\$12,190

38 **Field Expenses**

39	Field Equipment (Rakes, Plates, Paint, Chalk, etc.)	\$800
40	Building Maintenance/Repairs	\$400
41	Other	\$0

42 **Field Total**

\$1,200

43 **Tractor Expenses**

44	Maintenance	\$1,000	
45	Mower Blade Sharpening	\$600	
46	Gasoline/Diesel	\$250	
47	Tractor Total		\$1,850
48	Irrigation Maintenance		
49	Mister Repairs	\$250	
50	Valve Repairs/Replacement	\$150	
51	Misc. Irrigation Repairs	\$250	
52	Irrigation Total		\$650
53	Overseeding		
54	Overseeding	\$2,000	
55	Overseeding Misc.	\$0	
56	Overseeding Total		\$2,000
57	Field Maintenance		
58	Infield Laser Leveling	\$0	
59	Outfield Sand & Infield Material for Leveling	\$700	
60	Batter's Box Repairs	\$500	
61	Field Consulting & Labor (Contract TBD)	\$4,500	
62	Field Equipment Rental	\$300	
63	Fertilizer & Spraying	\$1,400	
64	Gypsum Application	\$0	
65	Miscellaneous	\$200	
66	Field Maintenance Total		\$7,600
67	Insurance		
68	Board Insurance	\$900	
69	General Liability Insurance	\$1,400	
70	Other	\$0	
71	Insurance Total		\$2,300
72	Playing Equipment		
73	Scorebooks	\$150	
74	Softballs (25 dozen @ \$42)	\$1,050	
75	Screen Replacement	\$200	
76	Other (Bats, Bases, Masks, Misc., etc.)	\$500	
77	Equipment Total		\$1,900
78	Office Expenses		
79	Office Supplies (Paper, Ink, etc.)	\$400	
80	Postage	\$400	
81	Website/Software	\$200	
82	Miscellaneous	\$100	
83	Office Expenses Total		\$1,100
84	Recognitions		
85	Sponsor Recognition (Plaques, Year Stickers, Gifts, etc.)	\$300	
86	Member Recognition (Frames, Gifts, Jackets)	\$200	
87	Other	\$1,000	
88	Recognitions Total		\$1,500
89	Banner Expenses		
90	New Sponsor Banners (7 @ \$80)	\$560	

91	Replacement Banners (10 @ \$80)	\$800	
92	Banner & Sign Maint. & Replacement (6 sign Boards)	\$500	
93	Other	\$0	
94	Banner Total		\$1,860
95	Uniform Expenses		
96	New Player & Replacement Uniforms (Jerseys/Pants/Hat/Belt)	\$5,800	
97	Umpire Shirts (8 @ \$28)	\$150	
98	Player Purchased Items (Pants/Hat/Belt)	\$1,000	
99	Other	\$0	
100	Uniform Total		\$6,950
101	Miscellaneous Expenses		
102	Janitorial Supplies	\$250	
103	First Aid Supplies	\$50	
104	Refreshments (Candy/Soda)	\$1,700	
105	Tournament Expenses (4 tournaments \$600)	\$2,400	
106	Kids Days	\$50	
107	Mileage Reimbursements	\$0	
108	Meal Reimbursements	\$0	
109	Jacket & Shirt Sales	\$0	
110	Special Projects	\$0	
111	Miscellaneous (RAC Fair, Flowers, Cards, etc.)	\$100	
112	Purchase of Verti-Cutter	\$1,600	
113	Miscellaneous	\$300	
114	Miscellaneous Expenses Total		\$6,450
115	Total Expenses		\$47,550
116			
117			
118			
119			
120	SUMMARY		
121	2019 Income (Dues @ \$120 per player)		\$41,039
122	2019 Expenses		(\$47,550)
123	Net Income		(\$6,511)
124			
125	2018 Balance (Carryover)		\$61,521
126			
127	Year End Balance (Dec. 31, 2019)		\$55,010