



Chicago Metropolitan Sports Association  
 3023 N. Clark Street - #806 – Chicago, IL 60657 – (312) 409-7932  
[www.ChicagoMSA.org](http://www.ChicagoMSA.org)

Board of Directors – MINUTES  
 Tuesday, September 4, 2012  
 7:05 pm – 9:30 pm  
 Nookies  
 1100 W Bryn Mawr Ave.  
 Chicago, IL 60660

#### **ATTENDEES:**

<b><u>Name</u></b>	<b><u>Board Position</u></b>	<b><u>Attended?</u></b>
Brian Kupersmit	President	Yes
Mark Sakalares	Vice President	Yes
Jessica Andrasko	Vice President	No
Matt Simpson	Secretary	Yes
Michael O. Rice II	Treasurer	Yes
Julie Colwell	Director	Yes
Michael Erwin	Director	Yes
Jason Kallen	Director	Yes
Jack Neilsen	Director	Yes
Jackie Schmit	Director	Yes
Brian Lopez	Director	Yes

Brian K. called the meeting to order at 7:05 pm.

#### **PRIOR MEETINGS:**

1. Michael E. motioned to approve the prior minutes. Jackie S. 2<sup>nd</sup>. Motion carried.
2. Michael O. motioned to approve agenda. Mark S. 2<sup>nd</sup>. Motion carried.

#### **KEY INITIATIVES FOR 2012-13:**

1. Brian K. confirmed that the Board is aligned to working on and achieving the “7 Big Bets” for 2012-13

Board of Director Meeting  
Tuesday, September 4 2012

2. The owners of each initiative gave an overview of the following:
  - a) Activities/accomplishments since last meeting
  - b) How do we measure success?
  - c) Resources needed
  - d) What's the objective?
  - e) What are the key strategies?
  - f) Key plan details
  
3. Marketing: (Jason K., Brian K.)
  - a) Ran bookend ads in the WCT. Participated in Love Fest/Black Man's Gay Caucus with a booth. 30 people signed up to receive more information about CMSA.
  - b) Online metrics, perception survey (before/after)
  - c) \$20,000 budget
  - d) Build CMSA membership
  - e) Increased advertising, social media presence, expand geography and target market
  - f) See attached hand out for plan details
  
4. Communication: (Michael E., Brian K.)
  - a) Increased "likes" on Facebook page, developed new CMSA Facebook page.
  - b) Perception survey, Facebook friend goal
  - c) Board's support, like Facebook page
  - d) Encourage free exchange of ideas and information.
  - e) Internal CMSA Communication: keep entire membership informed, more transparency. External CMSA Communication: promote CMSA
  - f) See attached hand out for plan details
  
5. Charity: (Brian L., Julie C.)
  - a) Brainstormed on possible charities
  - b) Participation
  - c) TBD
  - d) Create a partnership with 1 or 2 charities
  - e) Help the community, help members connect with a charity, encourage our members to go to charity events
  - f) Establish relationship with a few charities. Survey membership, suggest 6 charities, 3 for outreach, 3 for events. Have fundraising events, not CMSA funds.

Board of Director Meeting  
Tuesday, September 4 2012

6. Social: (Brian L., Julie C., Jack N., Mark S.)
  - a) TBD
  - b) TBD
  - c) TBD
  - d) Balance social and sports, bridge across sports and gender lines
  - e) Create more social events
  - f) Plan 3-4 social events per year. 2 will be open parties, 1 will be the women's party. Plan other events besides traditional parties, i.e. scavenger hunt etc.
  
7. New Sports: (Michael R., Jess A.)
  - a) Developing survey for membership interest in new sports
  - b) TBD
  - c) TBD
  - d) Use new sports to extend reach of CMSA
  - e) Expand sports to suburbs, add new sports
  - f) See attached hand out for key plan details
  
8. Improve Registration
  - a) Streamlined registration to allow players to register for CMSA and a sport in one transaction
  - b) Measure with reduced transaction fees
  - c) TBD
  - d) The objective is to improve the registration experience
  - e) Remove key process dissatisfaction
  - f) See attached hand out for key plan details
  
9. Help Run Sports Better: (Matt S. Michael R., Mark S.)
  - a) TBD
  - b) Survey at end of a sports season. We will implement with Men's Flag Football
  - c) Participation by board members as sports liaisons
  - d) Objective is to improve operation of sports
  - e) Each sport to have documented rules and regulations
  - f) See attached hand out for key plan details

TREASURER'S REPORT:

1. Michael R. reviewed the treasurer's report.
2. We are down about 130 members since last year at this time. Some CMSA membership money was under individual sports, Michael is separating them.

Board of Director Meeting  
Tuesday, September 4 2012

3. Sport surpluses had been put in CMSA's general fund. They are now separated.
4. Mark S. motioned to approve treasurer's report, Matt S. 2<sup>nd</sup>. Motion carried

CMSA BUDGET:

1. We will hold approximately \$100,000 in our general fund. The intention is for this money to be used for unforeseen conditions at our peak cash flow periods.
2. Jason K. asked that references to specific media outlets be renamed tactical media vehicle.
3. Michael R. motioned to approve budget, Brian K. 2<sup>nd</sup>. Motion carried.

COMPLIMENTARY MEMBERSHIPS:

1. Veronica Pena, Jen Nyhius, and Alissa Sharp were nominated for complimentary memberships due to their key assistance with individual league operations.
2. Mark S. motioned to approve, Brian K. 2<sup>nd</sup>. Motion carried

FALL SPORTS:

1. 5 sports are starting soon. More updates will be given at the next board meeting.

STORAGE LOCKER:

1. We now have a larger storage locker for off season storage
2. We have a 24 hour window to move.
3. Mark, Julie C., and Jack N. will help move this Friday.
4. Mark will add the 5 executives names to the account

ELECTIONS:

1. There were (4) recent elections with the following results:
  - a) Women's Softball: Courtney Roberts
  - b) Open Soccer (all 3 leagues): Jonathon Bloomfield
  - c) Kickball: ???
  - d) Women's Soccer: ???
2. Badminton: (2 year term)
  - a) Nominations close 9/11/12
  - b) Statements from candidates due 9/17/12
  - c) Voting opens 9/25/12.

Board of Director Meeting  
Tuesday, September 4 2012

3. Eligibility for candidates: There is no rule forbidding someone to run for a commissioner position is they're on probation
4. Michael R. motioned, Brian K. 2<sup>nd</sup> to write the following policy and procedure:
  - a) Member must be in good standing with CMSA to run for commissioner.
  - b) How does CMSA fill a vacated commissioner position?
  - c) These policies and procedures must be written and voted on prior to games the weekend of 9/8/12.

NEXT MEETING:

1. Board Meeting: 10/17/12 at 7:00, Location TBD

MOTION TO ADJOURN:

1. Jackie S. motioned to adjourn.
2. Brian L. 2<sup>nd</sup>.
3. Motion carried, meeting adjourned at 9:40