



3023 N. Clark Street - #806 – Chicago, IL 60657 – (312) 409-7932
www.ChicagoMSA.org

Board of Directors – MINUTES
 Tuesday August 12, 2014
 6:45 PM – 10:30 PM
 Location: Calo in Andersonville

Board of Directors Meeting
 AGENDA
 Thursday September 18, 2014
 7:00pm – 9:30pm
 Location: Nookies
 1100 W Bryn Mawr Ave, Chicago, IL 60660

ATTENDEES:

<u>Name</u>	<u>Board Position</u>	<u>Attended?</u>
Michael Erwin	President	Yes
Mark Sakalares	Vice President	Yes
Matt Simpson	Vice President	Yes
Grete Hornstrom	Secretary	Yes
Michael Rice	Treasurer	Yes
Kenny Hunt	Director	Yes
Julie Norris	Director	Yes
Elizabeth Winke	Director	Yes
Cameron Turner	Director	Yes
Josh Garlitos	Director	Yes
Scott Quinn	Director	Yes

Meeting started at 7:01 PM

PRIOR MEETINGS: (5 Minutes)

1. Approval of Prior Minutes. Grete motion to approve. Mark second. Mike approved with change to Fall Open Softball on page 3
2. Approval of Agenda. Mike motioned. Mark second.

SPECIAL BUSINESS: (145 Minutes)

1. Change to the board – (15 minutes)
 - Jason resigned abruptly with no prior warning.
 - Matt S to VP and Josh Garlitos to Appointed.
 - For the executive board next year will have 3 spots.
 - Thanks for your quick replies to reposition everyone
2. Treasurer's report – (15 min)
 - Michael Rice introduces new treasurer report and walks through his day to day
 - Audit update. Is in the process of being completed.
 - Year to Date membership for 2014-2015: 1041 compared to 1020 in 2014
 - Scott motioned and Camron second. Approved.
3. Budget Discussion – (20 min)
 - National Reimbursement Committee – Cameron, Julie, Elizabeth, and Scott
 - Figure out what we should do and report back by the end of 2014
 - Women's and Open Softball
 - Men's and Women's Football
 - Soccer asked to have national fee paid
 - Committee will evaluate 10% roll over for each year as well
 - Marketing/Advertising discussion – (20 min)
 - \$5000 budget for designer (Craig Nevels)
 - CMSA promotional video (\$2500 this year and \$2500 next)
 - Increase campus events, increase LGBT events (Kenny to lead)
 - Report back on marketing, experiential marketing (Kenny and Josh G)
 - Targeting younger population and women
 - Josh, Kenny, Julie, and Scott will be Marketing Committee
 - Payments for advertising this year will be in budget FY 2014
 - Motion to approve budget Mark. Julie second. Approved
4. Individual Sports Updates (15 min)
 - Flag football men/women (Mark and Elizabeth)
 - FFW
 - Changed the approach to referee
 - FFM
 - Issue with equipment but went well
 - Numbers down from last year
 - Fall Softball (Mike, Matt)

- Numbers are down
- Pool (Kenny, Julie)
 - Lots of guys that were ready to play
 - Concern for numbers
 - Members interested in a clinic/workshops or different levels
 - Open registration nights
 - Knowing schedule and team
 - Members liked the environment and location
- Fall kickball (Kenny, Julie)
 - Commissioner is great and is present
 - Great cupcake party
 - Condition of the fields are bad
 - Lost 2 teams but numbers are ok
 - Season started earlier and didn't get a break from summer sports (plan to move it back)
 - Hard to keep levels of competition
- Volleyball (Grete, Cameron, Quinny)
 - It opened and is moving forward
- Bowling (Mark and Michael)
 - Potentially will leave at the end of season
 - Members feel double insured since bowling alley has insurance
- Badminton (Cameron email update)
 - Summer doubles wrapping up
 - Winter doubles to start January 5th
 - Would like open gym in Nov and Dec
- 5. CMSA Safety Update – (5 min)
 - No update
- 6. CMSA Website Discussion – (15 min)
 - Team fee needs to be separate from the individual or member fee
 - Commissioners need to send instructions out to the members on how to register
 - Only so much customization for the website
 - Merchandise tab built out (Mark)
 - Play and Registration tab seem the same
 - Only have a certain number of letters for labels
 - Add ultimate and pool to history
 - Confusion for active sports and historical sports
 - Manager page – speed the page up
 - PDF – all sports calendar buried too deep in the website
 - Volunteer link broken
 - Login screen is cut off
 - More media
 - More visually appealing (Playmore sport and social club, portsports social)

- clubs)
 - No photos on the website
 - Word of mouth (social media) is there a way to pull some of the social media pics into the sport
 - Sponsor bars are not getting exposé (logo, information)
 - Live sports and dates when starting
 - Formatting for rosters and other teams (up to the league)
 - Commissioner need to put in contact information
 - Mobile app is in beta
7. Focuses for 2014-2015 Updates – (40 min)
- Audit Every Sport (make small and big changes if possible) Josh G and Erwin
 - Survey will be updated and sent to the membership
 - Investigate New Sports/leagues
 - Marketing to Grow CMSA (Branding, advertising, building membership, growing league)
 - Improve Communication (within board, commissioners, membership, outside CMSA, includes social media and website)
 - Improve email communication
 - Partnerships/Sponsorships within the Chicago LGBTQA community
 - Target sports for volunteer
 - Ensure sports run successfully (includes securing fields, elections for sports, commissioner training, etc.)

NEW BUSINESS/CLOSE: (10 Minutes)

1. Open Forum
 - Smoking ban at the park district
2. Feedback and Close
 - Motion to adjourn. Camron 2nd
 - Motion carried and meeting adjourned at 9:18 pm.
3. Next Meeting: October 30th, 2014