



Board of Directors Meeting Minutes

May 4, 2017

7:00 pm

Location: Michael Erwin's Home

851 West Gunnison Street, Unit B, Chicago, Illinois 60640

<u>Name</u>	<u>Board Position</u>	<u>Attended?</u>
Michael Erwin	President	Yes
Matt Simpson	Vice President	Yes
Felipe Rojas	Vice President	Yes
Joshua Dehnke	Secretary	Yes
Michael Rice	Treasurer	Yes
Courtney Briggs	Director	Yes
Julie Norris	Director	No
Diane Carniello	Director	Yes
Greg Jung	Director	Yes
Christina Wiesmore	Director	Yes
Jonathon Shaw	Director	Yes

Meeting called to order: 7.09p

PRIOR MEETINGS:

1. Approval of Agenda - passed
2. Approval of Prior Minutes (28/Mar/17) - passed

SPECIAL BUSINESS: (90 minutes)

1. Treasurer's Report
 - a. Of note: many leagues are in negative for actual but not carry-over budgets; moving to "10%" change soon though of course.
 - b. Thriva: cut us off, so Rice playing phone tag with them to get info from database.
 - c. Women's softball: lost several teams but cut back on field use so won't be hurting financially.
 - d. Report passed.
2. Election Communication
 - a. June 15 at Center: nomination meeting for three spots (two 2-year and one 1-year).

Must be present to be nominated and must have someone there to nominate you. Nominator and nominee must both be current members and in good standing. (Rice was wrong about amount of time nominee must have been a member. It's only one year, not two.)

- b. Election on July 20th at Center
- c. Communication to go out on Monday (Shaw, Rice)
3. Update on Financial Investigation
 - a. Payments continue, has not defaulted to garnishment
4. Parade Update
 - a. Parade cashed our check; more details on float at next meeting. Will need people.
5. Street Festivals
 - a. Midsommarfest: we've been accepted. Wiesmore to get out sign-up sheet e-mails to work booth – probably next week. Handouts: sunglasses for sure. Use frame again.
 - b. Market Days: nonprofit rate too high. Rojas to circle back w/ You Can Play to see if could share tent. Otherwise no Market Days, per e-mail vote.
6. Website Update
 - a. Incorporated many suggestions by Erwin, other board members.
 - b. Still problem w/ registration: link takes you to leagueapps, which links to old navigation as well, need new url from leagueapps to suppress old navigation. Other option: embed leagueapps into our website, but won't be free.
 - c. Jung needs to know who chicagomsa.org registered through? Scott Quinn. We haven't paid anything for it for years, unless leagueapps took it over or unless Quinn is paying for it.
 - d. Because of need to suppress old navigation, possibly delay rollout beyond this weekend (May 7). Also Jung would like to send out to commissioners to give heads up. So new transition would be May 14th, later in the evening. Jung will test suppression this weekend (May 6-7).
 - e. Mobile site also to be updated.
7. Disciplinary Action
 - a. Soccer: Person knocked goalie down (collision), who was hurt. Person who kicked the ball danced around, celebrated goal. During same game, person argued about another play, complained that ref was not being fair. He's been asked to give his side of the story, he has not responded. Soccer commissioner asked board if we can take disciplinary action against him.
 - b. Board to advise commissioner that we support his ability to make these decisions; no action to be taken though.
8. Advertising
 - a. Reviewed Erwin's outline, multiple tactics.
 - i. Facebook advertising: potentially best bang for buck
 1. Individual sport advertising on FB: Ultimate to do that, starting May 15.
 2. Move: create ad for pride parade.
 - ii. Quarterly print advertising: can get pricey, readership issues
 - iii. Google keywords: would not recommend paying since we're already top google search for "gay sports"
 - iv. Bars and other LGBTQ establishments:
 1. Also apps (Scruff is free; Grindr costs \$2500/mo). Snapchat filters (some cost).
 - v. Direct Mail: could be good but very expensive
 - vi. E-mail marketing
 - vii. Referral program: perhaps test w/ small group. Test w/ ultimate coming up. Get football to give feedback on what just worked, what didn't work, CMSA to give money back to football out of advertising.
 - viii. Online banner ads on LGBTQ sites

ix. Carniello's idea: meet up app

NEW BUSINESS/CLOSE: (10 minutes)

1. Open Forum
 - a. Carniello: AIDS Walk advertising – put in rotation for August. Have person send to CMSA secretary account.
 - b. Fall softball: waiting for an 8-team budget. Erwin and Estaban will reach out and e-mail board.
2. Feedback and Close
3. Next Meeting: June 1st at Erwin's

Meeting adjourned at 9:12pm