



### **March Board of Directors Meeting**

Wednesday, March 20 · 7:00 – 9:00pm

Time zone: America/Chicago

**Video call link:** <https://meet.google.com/wxw-yqwv-tuo>

**Or dial: (US) +1 505-658-2244 PIN: 734 431 347#**

### **MINUTES**

Dinner provided – new member social ½ hour

Approval of agenda and minutes

Motion to approve the agenda for today's meeting, motion approved unanimously.

Motion to approve the minutes from the previous meeting, motion approved unanimously.

#### **Introductions**

Introductions were done prior to the meeting's start time. Members on the call include:

- Christina Lopez, President
- Kevin Dietz, Treasurer
- Ron Alexander, VP Operations
- Luis Dominguez, VP Athletics
- Chris MacKoul, Secretary
- Ben Saucedo, Appointed Board Member
- Melissa Weaver, Appointed Board Member
- Koplan Nwabuoku, Appointed Board Member
- Ed Hayes, Appointed Board Member
- Rodney LaBauex – Appointed Board Member
- Bill Barrett, Appointed Board Member
- Matt Switzer, Managing Director
- Kevin Quach, logo designer
- Commissioners from:
  - Frisbee
  - eSports
  - Volleyball
  - Softball

#### **Rebranding proposal**

Kevin Quach presented the designs for the final 2 logos to represent CMSA. The presentation was followed up with a conversation and discussion over the two options. A motion to vote for Concept A was made, 6 votes in favor and 4 against, and the motion passed.

The next steps are to gather vector files and start printing CMSA-branded SWAG; Kevin Quach will work with Matt Switzer to get this done and begin the process of creating brand guidelines, marketing materials, and any other necessary items for a cohesive brand identity.



#### Commissioner's Corner

Open the floor to commissioners to provide opinions, make requests, etc.

The open Softball commissioner requested the return of team fees, which led to a broad discussion over the benefits and detriments of this type of funding. It was decided to poll leaders from each league (captains, commissioners, board members) and review the results at the next board meeting.

The eSports commissioner requested \$1,000 to assist with the logistics of hosting a marketing/outreach lounge at the upcoming C2E2 conference held in Chicago. This conference has a reach of thousands of people, and CMSA has been asked to host their pride lounge at the event. The logistics and budget come to about \$2,000-\$3,000. Chris MacKoul suggested that the commissioner request more funds rather than fundraising the rest of the budget on short notice; the commissioner agreed and changed the request to \$2,000. The motion was made to approve \$2,000 to support the logistics of the C2E2 event, and the motion passed by 8 votes in favor.

Discussion closed

#### Committee Reports

- Travel (Chris)
  - No news to report
- Conduct (Ron)
  - 3 cases have been closed in the past month; there are 2 open cases that will be discussed in closed sessions.
- Marketing/Athletics (Luis)
  - Luis is working closely with Rodney to develop this plan and will have an update at the next meeting.
  - Need to add a Park District Committee to future meeting agendas.
- Events/Operations (Ron)
  - Discussion of member party to be held until later in the meeting when it is on the agenda.
  - Future events include potential of tabling at festivals and pride parade.
  - Event at Sidetrack upcoming, details will be ironed out by events committee and brought to the board at the next meeting.
- Project Management (Luis/Ed)
  - We have received quotes from Asana and currently have a free Trello board. An analysis of what we need and what software can best meet our needs will be the topic of the next committee meeting.
  - Lad, the eSports commissioner, mentioned that their web developer (who is in discussion with the Board of Directors as well to update our website) created a from-scratch PM board for eSports to use on their website. Chris asked Matt to schedule a meeting with both the Project Management committee and Web Development committee to explore the potential of this suggestion.
- Web Development (Luis/Chris/Matt)



- No updates, the committee has not met since the last board meeting
- Alternatives to League Apps (Luis)
  - Sports Engine seems to be the frontrunner of our options, which would save money for some leagues on their scheduling apps and platforms. No quote or follow up steps at this time, the committee will continue to explore options.
- Non-director committee members (Chris/Matt)
  - Chris expressed that the role of committee member is not solely open to directors and commissioners; league members with value to add to CMSA may join any committee with an invitation from the committee chair. Ideas and suggestions were floated to the group, follow up from committee chairs will come to hopefully add more members to each committee.

#### Commissioner Meeting Updates

- Leagues
  - No updates
- Team fees
  - Discussed earlier in the meeting

#### Managing Director Updates

- Matt gave a presentation of new projects and next steps for some items to be sent to commissioners and board members, including:
  - Mailchimp – CMSA Board of Directors approved at a previous meeting to move forward with Mailchimp as our new emailing and marketing platform. Instructions will be sent to commissioners in the next few days/weeks
  - File storage options – the discussion that followed leaned towards developing SOPs for using Google Drive. Matt will start to draft these and present at the next board meeting
  - Legal representation
    - We are working on bylaws review, no updated at this time, we are waiting to be accepted as a pro-bono client
  - Marketing guidelines for social media will be developed with the input of Christina and sent to leagues
  - CMSA history and archives project – working to collect history of CMSA to share on website
  - Audit of missing rules & regs
    - MD was tasked to collect all important files including playbooks and rules & regs of each league. Many are still missing but this project is ongoing and will results in a centralized collection of all important CMSA documents to assist with organization and onboarding of new commissioners
  - Will work with Kevin Q. to launch brand guidelines and new logo rollout

#### Marketing Guidelines

- Marketing guidelines for social media will be developed with the input of Christina and sent to leagues



#### Member Appreciation Party logistics

- Ron is developing a run of show for the member party that will be shared with the board once prepared
- Discussion about non-CMSA members. They will be charged the membership fee at the door
- RSVP link will be sent out shortly to gain a better understanding of how many people we can expect at the party

#### Pride Nights

- The idea was presented that CMSA make an effort to show up and provide social opportunities for members at Pride Nights for Chicago's professional sports organizations.
- Christina narrowed in on the Chicago Fire (soccer team) and their upcoming Pride Night on June 1. After some discussion it was put to a motion to reserve a block of tickets for the Chicago Fire Pride Night, motion passed with 8 votes.

#### Network for Good

- We are not going to continue this partnership, looking into a new option, Zeffy

#### W+ Expansions

- Pickleball is not going to be W+ due to the structure of the league
- Flag football W+ expanded into the Spring season with a draft league
- We need to encourage more socials and player development sessions
- The structure of W+ leagues moving forward will be that the W+ commissioners will be provided guidance by the Open commissioners as a co- or vice-commissioner of their league. The topic of budget was not discussed but will be at the next meeting.

#### Tabling & Pride Parades

- There was much discussion of all the pros of tabling at events and marching in the Pride Parade
- Our absence in the Pride Parade is noticeable as our counterparts in LGBTQIA+ sports all have a presence in the Pride Parade
- Logistics and specifics were not on hand
- Motion to move forward with Pride Parade and tabling at festivals (Pride Fest, Market Days, Midsommarfest), motion passed unanimously – logistics and budget will be presented to the board once available

Due to the length of this meeting, the Treasurer's report was not discussed. It will be reviewed and approved either via email or at the next Bod Meeting.