

Lancaster Barnstormers Baseball Booster Club Board Meeting Minutes

Prepared by Mindy Reed

Meeting Subject

Attendance 14

Committee Updates

Location	Date	Start Time	End Time
Clipper Magazine Stadium	2/16/10	6:38 p.m.	8:25 p.m.

Objective

To provide committee updates to the Board and Approve items for upcoming events

1. Meeting Notes/Agenda Items
2. Welcome & Call to Order by Jim Reed
3. Introduction of Lancaster Barnstormer Representative – Kristen Simon
4. Jim McNaught and Evelyn Lefever made the motion to approve the minutes of the January 12, 2010 Board meeting. The entire Board approved the motion.
 - a. Mindy noted she will be out of town from February 25th to March 1st. If there are any items to go out to the entire membership, please have them to her by Tuesday, February 23rd.
5. Treasurer's Report – Deb Heisey
 - a. General Fund
 - i. Balance - \$1,919.10
 - b. Activities Account
 - i. Balance \$287.95
 - ii. \$125.00 was sent to Rocky Springs for the deposit on the fall social.
 - c. Jim McNaught and Kelley Breniser made the motion to approve the Treasurer's report. The entire Board approved the motion.
6. Committee Reports
 - a. Historical – Barb Rule
 - i. No report.
 - ii. A question was raised by a Board member regarding what is done with the items and are we able to see them. Vicki did mention that she requested the pictures of the Officers and Board, but has not received them yet.
 - iii. Jim R. will prepare a letter in the coming week to notify them of an activities request later in this report and to request a viewing of the items at an upcoming meeting.
 - b. Charitable – Mindy Reed
 - i. Spin-A-Thon for Aaron's Acres
 1. The Board noted that there were a lot of things that we anticipated helping with at the last Spin-A-Thon

event and we found that we weren't needed for a great deal of help. Therefore, Deb Heisey and Jim McNaught made the motion for the Club to decline participating in this year's event. The entire Board approved the motion.

ii. Inspiring H.O.P.E.

1. This is a playground project in the York area. The Board expressed their thoughts of knowing that we often struggle to obtain people to help with projects in the Lancaster area. Kelley Breniser and Evelyn Lefever made the motion that we will decline to participate in this event. The entire Board approved the motion.

iii. Cardboard to Leather

1. The collection date will be July 31. Mindy will draft an email in March to go out to the little league contacts in the area to begin our drive for this year's collection.

c. Communications & Website – Jim Reed on behalf of Laurie Fuller

- i. The deadline for entries for the pre-season cowbell is February 28th. Please send the items directly to Laurie at laurie@limehat.com.
- ii. Web content should continue to feed through Mindy Reed so that Laurie only has one source for the information and also she knows that the request is acceptable with the Officers.
- iii. If any committees would like any press releases written and sent to local TV, radio, and newspaper reporters/editors, please let Laurie know. Send her the particulars, i.e. date of the event, what it is about, whom it is raising funds for, a contact for information, etc. This should be done for LBBBC activities that involved the public, or any charity. The sub sale is something to advertise, as would be anything done for the troops, or You and Me on a Comeback – anything charitable we are doing should get some press as should any fundraising activity that involves selling something to the public or getting the public's participation.

d. Governing Documents – Deb Heisey

- i. No news to report.

e. Player Liaison – Olivia Lancaster, Kelley Breniser & Deb Greenwood

- i. A question was raised by the committee to see if we would be able to raise the maximum amount per club provided meal from \$100 to \$150.
 1. Deb Heisey had the idea that we could possibly use the triple Cal Ripken Bobblehead to see if we would be able to sell it on eBay to make money to feed the players.

2. If we are able to secure more restaurants, we can possibly replace the club provided meals with more restaurants. Mindy Reed and Jim McNaught made the motion for additional restaurants to replace the club purchased meals. The entire Board approved the motion.
 3. Mindy Reed and Jim McNaught made the motion to increase the amount from \$100 to a maximum of \$150 per club provided meal. The entire Board approved the motion.
- ii. Two letters were provided to the Board for review and approval to provide the restaurants with details and a form to be completed showing the date of the meal that was provided. This would also allow the restaurants the opportunity to have a tax write off. Evelyn Lefever and Deb Heisey made the motion to approve the letters for the restaurants. The entire Board approved the motion.
 - iii. The following are the suggested dates for the player meals
 1. May 1st: Italian, This is a home cooked meal.
 2. May 14th: Jennie's Diner - Chili
 3. May 19th: Day/Night double header, Booster club purchased meal from Darrenkamp's.
 4. June 6th thru the 10th: Restaurant donated, tentative from "The Back Page". Excluding the 7th.
 5. June 19th: Home cooked meal, Mexican
 6. June 28th: Booster Club bought meal, possibly turkey/ham with lots of mashed potatoes and Mac & cheese.
 7. July 8th: Booster Club purchased Subs and wraps.
 8. July 17th: Home cooked, All American meal
 9. July 26th – 31st: Restaurant donated. New Valley View
 10. August 11th-15: Restaurant donated... looking for The Fireside for this date.
 11. August 21st: Home Cooked, casserole's
 12. August 30th: Booster club purchased from Gargano's Pizzeria and Deli.
 13. September 4th: Home cooked, Breakfast for Dinner.
 14. Sept. 13-19: Restaurant donated, possible Yang's or another Chinese restaurant
 15. Mindy Reed and Ann Talbot made a motion to accept the meal ideas as presented. The entire Board approved the motion.
 - iv. Jim McNaught and Deb Heisey made the motion to give Deb Greenwood up to \$150 to purchase the items for the club

bought meal on June 28th. The entire Board approved the motion.

- v. There will be a survey for the players to provide the club with their dietary needs (i.e. lactose intolerant) and special requests for food items. The front office has agreed to include it on a survey that Dave Collins conducts in the early part of the season. The questions will be emailed to Mindy for a Board vote. Upon approval, Lori will forward it to Kristen who will see that it is provided to Dave Collins.
- f. Fundraising – Deb Ranck
- i. At this time, there are not concrete plans in place, but Deb is working on some ideas. First, she is researching to see if it is a possibility to do a once and done sales tax submission based on something that was done with another organization she is involved in.
 - ii. Shirley Miller continues to work on the sub sale for closer to the beginning of the season.
 - iii. Restaurant nights are also being considered.
 - iv. Kelley Breniser and Deb Heisey made the motion to sell the triple Cal Ripkin Bobblehead on EBay. The entire Board approved the motion.
 - v. Mindy Reed will do the research and facilitate the sale in March.
- g. Barnstormer Liaison Committee – Deb Heisey on behalf of Lori Baxter
- i. The Officers met with Kristen and Pam to discuss some ideas for the Booster Club and the upcoming season. It was asked that any Board members, Committee Chairs or other members of the Barnstormer Liaison Committee submit ideas to Lori Baxter and they would be compiled and discussed at the meeting with the front office.
 - ii. Some of these ideas were things that have been discussed in the past and never were acted upon/or were given permission to follow through on. Some the items that were discussed were items we have had in the past and wanted to make sure they were still viable for this year.
 - iii. It was asked if they would like the Booster Club to help sell Rally Roni and help hand out First Pitch books or promotions. We know there is a concern about the time helpers would have to be there for this to happen, since games are starting earlier during the school year. Pam and Kristen were excited about the prospect of this help, and said one of the times they need the most help is in August when the interns go back to school. They also mentioned one of the biggest times they need help is when the Fun Patrol is pulled to go do the pre-game stuff on the field, so

they would possibly need some members to help from 6:00 to game time. Kristen noted that there would possibly be 4 to 6 individuals needed and will be best to schedule dates. Kristen will work with Lori to facilitate the dates. In addition, we asked if there are any nights that the club might be able to help in other ways. They shared they would think about this and let us know if there was something. Pam did mention that if she needed some more content for the First Pitch she would let us know and we could submit some articles from the Booster Club. They also said there are nights where the staff is required to be at certain posts around the stadium and they can't hand out the "exit give-a-ways." They said that might be something we could help with. Jim McNaught and Kelley Breniser made a motion for the Club to assist the Barnstormers in this capacity. The entire Board approved the motion.

- iv. We asked about the possibility of having a regular "Booster Club Night" of the week - say every Thursday - we take the field for a high five tunnel or something like that. We also tossed around the idea to get more people involved in these on field activities, to do a regular "High 5" tunnel, because some members are not comfortable with running out onto the field and standing out there to just run back in. This might get more people willing to get involved. Pam and Kristen were very receptive to this regular Booster Night idea. Kelley Breniser and Evelyn Lefever made the motion for a regular Booster Club night. The entire Board approved the motion.
- v. The front office is working on giving recognition to the Booster Club on a more regular basis of the things we do for the team. They are willing to also give "thank yous" on the board to the Booster Club on meal nights as well as an icon and thank you to participating restaurants that donate or help the club provide a meal to the team. The front office said it is also OK if we want to get coupons from the restaurants that donate food and hand them out at our tables or whenever (this is something we could use to help "sell" the idea to the restaurants to donate) Mindy Reed and Kelley Breniser made a motion to accept the Thank You on the video board for the Club and the Restaurants along with using logos for both. The entire Board approved the motion.
- vi. It is still OK for us to give away memberships at any of our tables and at Fan Fest. It is also OK for us to still have PA announcements the days we have tables. It would be easier if we got our text to Pam by 3:00 pm on the day of the table so she can have it ready for John Witwer prior to the game.

If anyone has anything they need/think/want included in those short announcements, they should have them to Lori Baxter by 2:30pm on the day of the table and she will compile the message to send onto Pam. Kelley Breniser and Jim McNaught made a motion to approve the PA announcements and giving away club memberships at our tables. The entire Board approved the motion.

- vii. There are some changes in management of Center Plate this year. Kristen is willing to contact the person in charge on the idea of selling t-shirts at the club tables (or something like that?). The Board needs to decide if this is something we want to pursue and then Lori Baxter will contact Kristen if she should research it further. T-shirts would need to be purchased first – Debbie cautioned that we already have expenditures for the pins and meals, do we want to pursue this at a later time. Also, maybe we wait a few months, until we have memberships. T shirt prices should be researched, what colors, what sizes, and so on. Deb Ranck will do research (possibly work with Lori Baxter). Kelley Breniser and Jim McNaught made a motion for Deb to research the cost of and details of a T-Shirt sale before we proceed further. The entire Board approved the motion.
- viii. We have been given the OK to have a table at Fan Fest if we desire to have one. The event will be April 17th – details will likely go out this week per Kristen. Deb Heisey and Kelley Breniser made a motion to have a table at Fanfest on April 17th. The entire Board approved the motion.
- ix. We asked if we are able to show/advertise our bus trips on the board (on a regular basis). Kristen and Pam said they didn't see why those couldn't be advertised, like the trip to Cooperstown, even if it was a PA announcement with an icon of the Booster Club/Cooperstown or whatever. If approved, the Activities Committee could send a jpeg image of the Cooperstown icon or whatever we are using on the flyers to Lori Baxter to send to the front office. In addition, we asked if we could have an ad in the playbill again. Pam and Kristen said they didn't see that this would be a problem as long as they still had space. Pam is going to send Lori Baxter the information for the ad space. Lori Baxter will forward it to Laurie Fuller (if she willing to create the ad to go in the First Pitch). Kelley Breniser and Wes Kurtz made the motion to accept the advertising opportunities on the video board and in the playbill. The entire Board approved the motion.
- x. Another idea presented to promote awareness of the club, on a "Booster Club Night" or a night we take the field; can

we have IM Fun interview a club member on the field? We can prepare the questions and even provide the interviewee the questions so they are prepared. We are talking like three questions for them to answer. This is OK with the front office, but we have to let them know, so it can be worked into their minute-by-minute script of the pre-game stuff. Mindy Reed and Kelley Breniser made a motion to allow a Club member to be interviewed on the field on a “Booster Club Night” or a night that we take the field by I. M. Fun. The entire Board approved the motion.

- xi. It is still OK to hang a calendar in the locker room for the guys to know when meals are coming from the Booster Club.
- xii. We asked about a discount at the team store like we had the first year. Kristen said this was something she would check into and get back to us. This would be a one and done type coupon, but would expire at end of season.
- xiii. In order to promote the club more, we wondered if we could have our banner hanging up on days/games we don't need to be using it. They didn't see a problem with this, but wondered where we could hang it. There were concerns about weather or wear and tear by fans on the banner in some locations. There was a suggestion of hanging in front of the press box, under one of the windows. Kristen didn't see a problem with this and is willing to work with us trying different locations to hang it. Kelley Breniser and Deb Heisey made a motion to hang the Club banner up on home game days. The entire Board approved the motion.
- xiv. Kristen said at a Board meeting or another meeting that we could place informational flyers about the Booster Club at the marketing table on the third base side. We also asked if we get something put together soon, could we place it on the counters in the Box Office. Both are OK. Mindy Reed and Kelley Breniser made a motion to put fliers together for the marketing table, our tables and the box office. The entire Board approved the motion.
- xv. We asked again about the link on the team website being changed to our logo. We got a quick yes that can be done. We also asked about promoting ourselves some more on the page. They said we can add some text to the tile that will be our logo and link to our website. The Board needs to decide what the text should be (which we can change as we would like to promote new things) and Laurie Fuller needs to send Lori Baxter a jpeg or eps image of the club logo, so it can be sent to Pam to be changed on the website. The verbage for the initial posting is “Click here to see how we help support the team!” Mindy Reed and Evelyn Lefever made the motion

to place the logo and the brief message on the Team website. The entire Board approved the motion.

- xvi. We also asked if it could be promoted on the team website about our help and get more word out about the Cardboard to Leather Program. Pam said she was going to work on putting something together to be posted.
- xvii. Pam offered the team using their Twitter and Facebook pages to help advertise Booster Club trips and activities open to the public. The Board needs to discuss this. Kelley Breniser and Jim McNaught made a motion to have Pam advertise for us on Facebook and Twitter. The entire Board approved the motion.
- xviii. The last item we discussed was if the team website could advertise when we have general meetings. If the Board agrees this is something they want to happen, then Lori Baxter will send a list of dates to Pam Denlinger and also send her a reminder a week (or however long the Board deems appropriate) prior to the meeting to make sure the information goes on the website. Kelley Breniser and Jim McNaught made a motion for the general meetings to be advertised on the Team Website. The entire Board approved the motion.

7. Membership/Activites – Vicki Sauders

- a. 2010 pin- Wes Kurtz
 - i. Wes passed out a mock up of the pin, there is a minor change - changed from red to silver lettering and the date was moved.
 - ii. Wes was asked to go back to the company to determine why the mock up was changed. Is there a technical reason the proof was changed?
 - iii. If it was a technical reason, then we need to present the new design to general membership.
 - iv. Discussion regarding when to order pins. It was discussed that we should wait until the season starts so that we have a better feel for the membership numbers.
- b. 2009 pins- Wes Kurtz
 - i. 17 members who have not picked up and four extras,
 - ii. Elaine Erb wanted additional pin(s), Mindy Reed will email her to determine if this is still the case.
 - iii. A note will be placed in the *Cowbell*, that you have one last chance to pick up pins at the March general meeting or email the info link to indicate that you are interested.
 - iv. Mindy will send an email out to those who have not picked up the pins.
- c. Our next bowling night is scheduled for Feb 20, at Leisure Lanes. A reminder has been sent to the general members to sign up by

February 13th. Those bowling should meet at 5:45 p.m. Inside the Verizon telephone book on page 1 of the coupon section are coupons for a free game.

- d. Seeking approval to offer an additional bowling night on Friday, March 19th at Rocky Springs
 - i. Rock 'n bowl (Glow Bowl)
 - ii. The event would be from 7-9 pm
 - iii. Cost is \$12.50 a person; money is due by March 1. If approved, info would need to be sent electronically to general members.
 - iv. Price includes shoe rental, 1 pizza and a pitcher of soda per lane and as many games as you can bowl
 - v. 4 people to a lane - we will help with placement as needed
 - vi. Wes Kurtz and Deb Heisey made a motion to offer bowling night as requested. The entire Board approved the motion.
- e. Laurie has completed the membership application changes
 - i. Asking the board to approve the application.
 - ii. Changes were discussed to the second page.
 - 1. Kelley Breniser and Jim McNaught made the motion to make changes as discussed. The entire Board approved the motion.
 - 2. Mindy will send the items to Laurie and cc Vicki. It can go as soon as it is ready. Mindy will ask Laurie to have it posted on the website by the weekend.
 - 3. When would you like renewal reminders sent? Once they are ready, we can send a reminder email out with a link to the web.
- f. Atlantic City
 - i. The bus trip has been canceled due to insufficient numbers (14 orders).
 - ii. The \$100.00 deposit on this trip has been transferred to the Somerset Bus trip. (We have received verification from the company).
- g. Winter Social - February 27th, Wheatland Suite 1:00- 3:00 p.m.
 - i. Current head count 13 people.
 - ii. Deadline to RSVP Feb 20.
 - iii. Do we want to cancel this event if the number does not increase? What would you feel would be the magic number?
 - 1. Jim McNaught and Evelyn Lefever made the motion to cancel winter social due to lack of interest. The entire Board approved the motion.
 - iv. Vicki will email a message to Mindy to be sent to membership.
- h. Rocky Springs Fall Social

- i. Rocky Springs is under new management. It was purchased last April. It is no longer a AMF bowling alley.
- ii. The facility is old, but it is clean. All public areas were inspected (including the women's bathroom). The kitchen also appeared to be clean. They are currently in the process of remodeling. They will be adding a bar in the fall.
- iii. The Suite has been reserved for October 23rd from 2:00-5:00, a refundable deposit of \$125.00 was placed on 1/30/10. We owe an additional \$125.00. With the coupon, we were able to get an extra hour free in the suite.
- iv. The suite has 6 bowling lanes, 1 pool table, 1 shuffle board, 1 screen to show a DVD, 3 couches, tables and chairs. Pictures were sent to the board on January 30th. The room will be decorated with a baseball theme.
- v. Food- We are permitted to bring in cake and ice cream. All other food needs to be purchased from them. Individuals could go to the snack bar and bring food back or we can offer food. The food will be determined closer to the event. An RSVP deadline will be determined. Generally food prices are ranging \$25.00 and up a tray (20 people).
- vi. Shoe rental- We can ask club members to pay the nominal shoe rental fee of \$3.18. Or we can purchase the shoe package for \$50 which gives us unlimited shoes. What would the board like to do? This will be decided closer to the time and we have more of an indication of the interest.
- vii. During this social, we could show a DVD of pictures from the beginning of the club to present. If you would like this idea, Vicki will ask the Historical committee if they would be willing to assemble it. All club members would be asked to submit photos from club activities or events. Rocky springs did ask to have something a week ahead to ensure that it functions properly. Perhaps we could use the DVD as a fundraiser? However, it was questioned if this would be taxable? A decision was not made on this at this time.
- viii. October 1 would be RSVP deadline and the invite would be sent out the beginning of August.
- i. Lancaster Recreation Committee
 - i. After receiving board approval, I have been in contact with Susan Davis of the Lancaster Recreation Committee on establishing a cooperative relationship with the bus trips. Unfortunately for several reasons, this is not going to work.
 - 1. They need to make a profit. I think they are looking to make more than what we offered.
 - 2. She did not feel the deadlines were something that would work for her population. Unfortunately due to contractual obligations are deadlines are firm. The

Lancaster Recreation Commission did not stand to lose any money from this deal; however, we did.

3. After speaking to her on numerous occasions, I don't believe that she ever contacted the stadiums. She was not aware of ticket policies or parking fees.
 4. I suggested that she may want to offer trips to the Iron Pigs or the Reading Phillies. I am not sure if she will do that.
 5. I believe that she is going ahead with trips to Somerset and Camden on the same day or weekend as the ones we planned. I believe her pricing will be higher than ours. She bases her trips on 25 people.
 6. I suggested that if she wanted to look at doing trips with us next year, that she contacts the club in October.
 - j. Cooperstown trip October 9-10, 2010
 - i. We are starting to receive orders – 4 so far.
8. Old Business – no old business to report.
 9. New Business – no new business to report.
 10. Upcoming meeting dates
 - a. The next Board meeting will be March 9.
 - b. The next General meeting will be March 16.
 11. Comments from Lancaster Barnstormers Representative – Kristen Simon
 - a. A new Clubbie has been hired. Wayne is from Southern Maryland. He has expressed interest in attending one of our Booster Club meetings.
 - b. Aaron Herr and Matt Watson were announced as returning to the team.
 - c. Fanfest and spring training announcements should be completed this week.
 12. Deb Heisey and Jim McNaught made the motion to adjourn the meeting. The entire Board approved the motion.