



HSL Exec Board Meeting 1/06/21

Agenda

Start Time: 06:35 PM

Attending: Kyle Miller, Brian Dover, Brian Bates, Bleu Holden, James McKinley, Jen Bell, Martin Cherrier, Brennan Wheatley

Vacant Positions: Business Development

Commissioner Opening – Kyle

- Due to increased duties and workload at his job, Brennan will need assistance from the board to assist with secretarial duties (team/player registration, website maintenance, etc.) through the remainder of his term.

Old Business:

1. Field Update – Kyle
 - a. Status has not changed with Johnson Park. Kyle has reached out to Tolleson and Nickajack as well for backup. Tolleson has no availability and Nickajack has not responded.
2. Recruitment update and events – Martin
 - a. Try to recruit via ads at a couple of bars. (Woof's, Hideaway, etc.)
 - b. Would like to place something on the website (questionnaire, form, etc.) that when completed would send a notification to Competition Coordinator.
 - c. Would like to talk with Justin on the value of promoting ads on phone apps.
 - d. Also looking into the possibility of creating a quick video as well.
 - e. New player clinics
 - i. 3/7/21 – DBAT
 - ii. 3/21/21 – Piedmont Park

3. Registration
 - a. Open team registration 2/1/2021 thru 2/21/2021
 - i. Cost of \$450 if did not pay last year
 - b. Player registration
 - i. 3/1/21 – 3/21/21 \$75
 - ii. 3/22/2021 on goes to \$85
4. Appointment of Justin Averette – Social Media Committee Chair

New Business

1. Big Peach Updates – Kyle
 - a. Have received proposals from Moxy and Crowne Plaza. Crowne Plaza has a cheaper rate and bigger return commission. Kyle is going to go back and talk with Moxy to see if they can do better.
 - b. Will be \$300 for Danny Cary to finalize the logo. Once finalized can be updated on the website.
2. Business Dev – Update
 - a. Feelers were put out to see if anyone was interested and we have not received any responses.

Motion by Brian Dover to create an email account for Social Media position (media@hotlantasoftball.org). Seconded by Brennan. No objections. Motion passed.

Next meeting: 1/20/2021 @ 6:30 PM

End Time: 8:01 PM