



Middleton Baseball & Softball Commission

Box 620823

Middleton, WI 53562-0823

January 10, 2024 Wednesday
MBSC Meeting Minutes

Call meeting to order at 7:30PM Holiday Inn and Suites Madison West 1109 Fourier Drive, Madison. Zoom link also available.

Attendance: Members present, members absent, guests

Members	Yes	No	Members	Yes	No	Associate Members	Yes	No	Associate	Yes	No
Dan Schrum		x	Mike Hinz	x		Richard Beddingfield		x	Peter Schoenke		x
Mark Wisinski	x		Kristen Jafferis		x	Brynn Cunat		x	Amy Siedschlag		x
Jamie Guerrero	x		Brent Jorgensen	x		Anne Esser	x		Marcy Smith		x
Brian Drunasky	x		Brian Juech	x		Scott Hammer		x	Mike Smith		x
Brittany Carl		x	Tom Schmitt	x		Brandon Hellenbrand	x				
Tim Cleary	x		Jeff Schleusner	x		Blake Hutchison		x	Guests		
Troy Cunat		x	Eric Simon	x		Kelly Kick	x				
Jerry Gurtner	x		Jay Smith	x		Eric Roden		x			
Aaron Harris	x		Julie Yapp		x	Mike Schaefer		x			

Approval of Minutes from December 13, 2023 Meeting

Motion to approve the minutes made by Aaron, second motion by Jamie, minutes approved without changes.

Treasury Report

General account \$82,905.12 Concession Account \$10,000 Savings Account \$40,505.00 Loan Amount \$305,438.26

Registration Report

- Status Update 147 registrations as of today—99 for baseball and 48 for softball. These numbers seem to be comparable to recent years after ten days since opening registration.
- Adding Good Hops Ticket Sales to Registration—there is an option to purchase Good Hops tickets when players register. People can also buy tickets via a separate link on the website. People who register for Good Hops will be listed on the website under the Good Hops ticket purchase link.
- Publicity—a registration email blast was sent out to everyone that registered last year. A posting about MBSC registration was made on MBSC Facebook page. The registration banner sign was hung on the field #4 fence facing Century Avenue at FFMP. Tom is also having 18” x 24” yard signs made by a local printer that contains information on MBSC registration—ten of these signs will be placed on street terraces around Middleton. Peach Jar flyer—Kelly is working on creating an MBSC registration flyer that will be posted on the school district email system on February 9th (stays up for 30 days). Tom is checking to see if we will be charged for the flyer this year—the cost was \$225 last year. Tom will also have a registration article published in the Middleton newspaper.

Baseball and Softball Evaluations

Baseball—March 2 and March 10 at the indoor practice facility.

Softball—March 3 and March 9 at the indoor practice facility.

The evaluation dates are listed on the website under the Important Dates tab and in the registration information. Volunteer sign-up lists will need to be put together for the evaluations. We would like to get players registered soon so that we can get an idea of how many players will be attending evaluations. The indoor facility has been blocked out from 7AM to 4PM for each evaluation date.

Good Hops Planning

- Facility—Holiday Inn and Suites Madison West
- Beer/Wine/Liquor—Jamie has reached out to the beer distributor about getting beer vendors for the event. Jay will check with Todd Winkler about having the Holiday Inn provide wine and liquor for the event.
- Food—Tom (Jersey Mike’s), Brian (Wing Stop), Mike Schaefer (Glass Nickel Pizza) and Tim (Nitty Gritty) will check with the food vendors from last year.
- Sponsorships (Brian)—the sponsorship and silent auction forms for 2024 have been prepared and posted on the website. Kelly will have the silent auction google doc prepared for this year. Please start soliciting businesses and individuals about sponsoring the event.
- Silent Auction—document form and e-form for silent auction items as above. Please start soliciting businesses and individuals for silent auction items.
- Music/DJ—Mike Richardson is already booked for this year, so we will need to find another DJ for this year. Jamie will check with another prospective DJ for the event.
- Publicity—Mark will post information about the Good Hops event on the MBSC Facebook page. Email blasts will be sent out closer to the event. We will also have an article about the Good Hops event placed in the Middleton newspaper.
- Volunteers—Julie has created a volunteer sign-up genius for the Good Hops event—it will be activated soon.
- Glasses—Jay will check with Todd Winkler about providing glasses again this year.



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Committee Reports

- Capital Improvements/City Liaison (Jay)--working with city and school district about possibly doing cost sharing with the MBSC for the grading of the infield diamonds at FFMP that was done this past summer. The city may have some money in the new 2024 budget for sharing the cost with the MBSC.
- Facility Maintenance—FFMP (Aaron)--the storage room has been re-organized—please have coaches keep it clean and organized—thank you to everyone involved with this project. Please let Jay know if any new coaches need access to the indoor facility for winter sessions. Eric states that there were some scoreboard issues at FFMP last year that need to be addressed. He is currently working on getting all the scoreboards operating properly—he will see if the city can help with the cost of this maintenance.
- Indoor Practice Facility Update
 - Facility Maintenance—Aaron waiting to get some light bulbs that will be installed by the Middleton Fire Department.
 - Age Group Practices—all age groups have started, have not heard any problems from any of the groups. Mike Hinz will have age group practices continue with the present schedule until spring break, then change to team practice schedules after evaluations have been completed.
- Coach and Player Development (Jeff)--Driveline program is going smoothly—54 players are participating in the program (44 baseball and 10 softball). Blast Motion is also going well with the age group practices.
- Field Scheduling (Mike Hinz)--as above regarding the indoor practice facility schedules. The field scheduling committee will be meeting soon to start blocking out league assignments for this year. Anne Esser has recently joined the committee.
- Purchasing (Julie)--she has prepared sign-up genius links for Good Hops, spring workday, June concessions, July concessions, MBSC summer baseball tournaments, Special Olympics tournament, and fall workday. She has a few more sign-up genius links to make but needs more information before creating them.
Julie has also reached out to Badger Sporting Goods, Brandtek, and Top Promotions about working with these vendors this year. She has placed an order for six more Schutt tees since those items were needed. Julie will need to talk with softball people about how we can provide two jerseys this year for softball teams. Julie needs to talk to Jerry about who we ordered softball jerseys from last year and the cost. Badger Sporting Goods would like the opportunity to bid on them this year. Julie also needs to place an order for softball equipment from information provided by Pat McGrath.
- Sponsorships/Marketing (Brian)--Invoices for 2024 will be sent out in the next few weeks. Please forward any new sponsorship leads to Brian. He will send out the current sponsor list to Commission members for reference.
- Technology/Website (open)--Mark and Kelly have been dividing up responsibilities. League directors please review your league guidelines and make sure that they match what is listed on the website. Please let Kelly or Mark know if you have any changes or additions to the website.
- Tournaments (Jamie)--getting some good feedback on 9U/11U--six teams are registered for 11U and four teams for 9U. Have had less feedback on the 10U/12U tournament. Jamie will contact league directors and coaches to have them promote the tournaments.
- Safety/Background Checks (Mark)--no update
- Concessions (open)--no update
- Volunteers (Julie)--created sign-up genius links for multiple events and will activate them soon.
- Scholarships (Jay)--will schedule a committee meeting soon for planning of the 2024 scholarships.

MHS Baseball/Softball Field Project Update—MBSC Communication Strategy (Tim)

There will be an opportunity to talk to the Board of Education to voice our support for the project prior to a vote by the BOE. An effort is being made by organizations and individuals to organize support for this project. An email will be sent out to advocate groups and individuals on how to write an email with appropriate talking points in support of the project. Speakers from MHS baseball and softball, the MHS Booster Club, the MBSC and Home Talent baseball will address the BOE at the next board meeting on February 12th.

Old Business

- Mark—we still have two competitive fees from 2023 that have not been collected. We will monitor the 2024 registration lists for these players if the fees are not collected.
- Jamie—the Madison Dugout Club Winter Banquet will be held on Monday January 29th at the Madison West Marriott. The MBSC will be purchasing two tables (20 seats) for the banquet. Please let Jamie know ASAP if you are interested in attending.

New Business

Brent asks if there is any interest in creating a more formal display case for MBSC trophies and awards at the indoor facility. This should be added to the wish list for the indoor facility—the indoor facility maintenance committee will handle this project.

Brent—all are invited to the MHS Baseball raffle on Sunday January 14 at Holiday Inn and Suites at 6PM.

A motion to adjourn the meeting was made by Eric Simon, second motion by Aaron, meeting adjourned at 9:12PM

Next MBSC Meeting—February 14, 2024

Next MBSC Softball Subcommittee Meeting—January 18, 2024

Next MBSC Baseball Subcommittee Meeting—February 7, 2024

Respectfully submitted,
Brian Drunasky, Secretary