



HSL Exec Board Meeting 1/20/21

Agenda

Meeting Called To Order: 6:35pm – Present were Kyle Miller, Bleu Holden, Brian Dover, Jen Bell, James McKinley, Martin Cherrier, Kyle Erickson, Justin Averitt, Jason Gasaway, Brian Bates

Commissioner Opening – Kyle -

Old Business:

- 1. Community and Business Development Coordinator Appointment-Kyle** -- Jason Gasaway is the new nominee for the open board position of HSL Business Development & Coordinator; he brings a myriad of experience through sales , marketing, and advertising throughout various roles in his career; Brian Dover made a motion to appoint Jason Gasaway as C&B Development Coordinator on the board. Martin Cherrier seconded the motion. The motion passed unanimously. Jason Gasaway is the new Community & Business Development Coordinator on the HSL Board
- 2. Big Peach Host Hotel Confirmation-Kyle/Kyle/Joe** – Joe Capone, Kyle Miller, & Kyle Erickson have done ground-work for researching hotels for Big Peach; based upon the groundwork completed, it's the committee's recommendations to proceed with Loews Atlanta as our host hotel for Big Peach;
- 3. Field Update-Kyle** – we have secured Tolleson Park for 3 Sundays in April (4/11, 4/18/ 4/25) for the complex, just as a backup if Conyers isn't open by then; if Conyers opens up as scheduled, we could potentially keep Tolleson as a backup and potentially allow teams to practice there and pay the league for the rental fees instead
- 4. Secretary Duties Update-Kyle** – Kyle, Bleu, Martin, Brian Dover all met with Brennan yesterday regarding specific responsibilities we can assist with during his time away with work; We will all divvy up registration and other duties as needed, when needed

5. **Social Media Update-Justin** – Justin is eager to go and working on everything behind the scenes and will work with Martin in coordinating social media excerpts
6. **40th Anniversary Event-James/Kyle**
- 7.
8. **Recruitment Update/Are we on track for Feb 1-Martin**
 - **Dbat event** – 3/6 3pm-5pm; 3/7 2pm-4pm @ Perimeter location; they will provide a banner to be hung @ fields;
 - **Videos for social media** – Justin is working on video
 - **Ads for bars/social media apps** – Martin is working on video for Woof's, Hideaway, & Oscars
 - **New player registration form and link** – Martin is working on form for website

New Business:

1. **NAGAAA meetings moved to virtual-Kyle/Bleu** -- probably 1 day on Sat 1/30
2. **Orlando Meltdown Review/Tampa discussion-Bleu** -

Next Meeting? 2/3 @ 6:30pm

Meeting Adjourned 8:35pm

Reminder on registration opening: Team Registration 2/1 – 2/21 - \$450

*carried over if coach that played last year if not needs to be refunded.

Player Fee: \$75 – Individual Registration 3/1 – 3/21 \$75; 3/21 – 4/11 \$85

*carried over for players that carried over team fee from last year

*board members-need to be reimbursed for last year for new board members this year

Team registration: Feb 1-Feb 24?

Player registration: March 1-March 21?