

9.18.19 HSL Minutes

Start Time: 7:02

Present: Dan Torres, Ron Leathers, Brian Dover, JD Westbrook, Bleu Holden, Michael Morrison, Brennan Wheatley, Apryl Presny

Absent: Michael Horne

Agenda:

1. 2019 Season Recap
 - a. Successes and Opportunities-
 - i. Positives:
 1. Great feedback on the events held at Midtown Moon
 2. Family Day went over well. Look to continue this year with more opportunities.
 3. Liked the skills day at the field during season. Look to have an open field one day in 2020 season to do again.
 - ii. Negatives:
 1. The amount of forfeits. To be revisited.
 2. All-Star game was not held.
 - b. Ratings Recap (Bleu):
 - i. Did a good job this year. Keep communicating with coaches to maintain this.
 - c. Financial Review of 2019 (Brian):
 - i. Will make about 4000.00
2. JRC Chair
 - a. Jeff Jones replacement: Bleu will send out a note to see who might be interested.
3. KC GSWS
 - a. NAGAAA Meeting: Brian, Bleu, and Michael attended
 - i. Dallas won for 2021
 - ii. The Denver break off group was denied admission to NAGAAA. NAGAA would prefer the two groups in Denver came to some agreement to work together.
 - iii. NAGAAA ran at a deficit this year
 - iv. Age demographic rose this year
 - v. Berth allocation: 25 or more E gets 2, D 3, C3, B/A unlimited
 - b. Recap and Trophy Teams
 - i. Atlanta represented well in all divisions
 1. Wet Demons – 1st in C Division
 2. Vengeance – 3rd in D Division
 3. Chargers – 1st in E Division
 - c. Sportsmanship and Representation: Michael received email from commissioner of DC team. Had amazing experience playing alongside Titans.
4. Atlanta GSWS/NAGAAA Cup – Revisit at next meeting
 - a. Committee possibilities
 - b. Funds to start research options
5. Growing the league

- a. A/B divisions: Demons are moving up to B. Concerned with lack of competition. Bleu will meet with the coaches of those teams to see how to improve. What incentives can be used to help improve competitiveness?
 - b. Continue to enhance the player experience:
- 6. Court Case
 - a. How to handle questions: send to Bleu and Michael
 - b. What is this about: Gerald Bostock
- 7. Fall Ball in the future
 - a. What are our options:
 - i. Look at partnering with SSL. Do not want to set up another fall league as it would be in competition and affect the charities.
 - b. What do the players want
 - c. Will we benefit? No. In best interests to partner with SSL.
- 8. Goals and roles
 - a. Responsibilities: send an email to Michael what you think your goals are by Noon on 9/23/19.
 - b. What we expect: Bleu and Michael will get with each person to review expectations.
- 9. 2019 Atlanta Pride
 - a. Pride float: discussed participants and meet up place & time. Will revisit
 - b. Banners and tables: Want to be able to reuse banners and future events
 - i. No table cover but Tracy is donating one. Also getting a table-top pull up banner
 - ii. 2 18" x 18" car door magnets
 - iii. 1 8' x 3' banner
 - iv. 2 20' x 3' banners
 - c. Giveaways: ordering 300 inflatable softball beachballs.
 - d. Brochure
 - e. Volunteers and sign ups
 - f. Field day after pride: would like to do within 4 weeks
- 10. HOF Ceremony
 - a. Recaps:
 - i. HOF Vote: Will resend the HOF vote. To make sure everyone is included. Michael will be sending and tallying. Ron to provide Michael with email list.
 - b. Event for HSL HOF. Will address later to set up.
- 11. 2020 is right around the corner
 - a. Fields and expenses:
 - i. Conyers wanted to increase to 15,000. Will get for 5000. Does not include mother's day and field day. Includes 3 rain days, commissioner cup, and Big Peach.
 - b. Dues Increase (25 per team): not this year
 - c. Sponsors for 2020:
 - i. Dan Torres:

1. Has been talking with bars to see if they are willing to donate \$1500 to host events as they will get the return on their investment based on 2019 attendance numbers.
 2. Sweetwater would like to host an event.
 - a. They would reduce cost of beer.
 - b. We would need to find a liquor sponsor to bring in.
 - c. Maybe bring in our own bartenders.
 3. Also working to find more sponsors including corporate sponsors. Will update later.
 - d. What we hope to achieve in 2020: Revisit next meeting
 - e. Fundraisers for GSWS 2020 teams: Revisit next meeting
 - f. Rebrand to get rid of "Hotlanta":
 - i. It was decided to keep this as this is how we are known by other cities.
 - g. Board Shirts: JD will look at new shirts and cost.
12. Website and Emails
- a. Transitions to new members: Dan is the only one who has not received the account credentials.
 - b. Website updates and access: Revisit
 - c. Rules and Regs are fully updated: Need to be posted by Nov. 1
 - d. Social Media: Michael proposed that JD has someone to help maintain the social media accounts.
13. Big Peach 2020
- a. DVT hotel info:
 - i. David and Kyle brought to the meeting four presentations for Big Peach hotels (Crowne Plaza, W Atlanta Downtown, Hyatt, and the Moxy)
 - ii. After hearing presentations, Ron Leathers motioned to approve using the Moxy as the Big Peach host hotel. Brian Dover seconded. Vote was 7 – 0 for the Moxy. Michael Horne was absent. Motion approved.
14. ASANA
- a. Recap of the WS
 - b. Hosting ASANA WS
 - c. Recruiting and what to expect for 2020

Revisit next meeting:

1. Atlanta GSWS/NAGAAA Cup
2. What we hope to achieve in 2020
3. Fundraisers for GSWS 2020 teams
4. Website updates and access
5. Website branding and wording
6. Have a Field Day within 4 weeks after pride.