



## Ashwaubenon Youth Baseball (AYB)

Board of Directors Meeting Minutes

February 4, 2026, Call to Order: 6:32pm

Location: Ashwaubenon Community Center

[AYB Website](#)

Attendees (board members & guests / shaded not in attendance): Adam Lasee, Brock Ploederl, David Roehrig, Donovan Miller, Heather Anderson, Jared Lemon, Jason Hill, Joe Richter, John Sperber, Kyle Casper, Kyle Ehrfurth, Tom Meersman, Wes Smith, Josh Roethle, Bobby Paul, Steve Hill, Corey Bogenschutz, Justin Gabriel, Jared Grusznski, Matt Rotter, Phil Phisher, Casey Berkshire, Ian Maclean, Ashely Hill, David Soderlund, Denise Humphrey

Approval of January meeting minutes - Motion: Jared Lemon Second: Wes Smith

AGENDA	NOTES / ACTION
<b>PRESENTATION / DISCUSSION / APPROVAL OF TREASSURER'S REPORT:</b>	
<b>TREASURER</b> John Sperber	The Treasurer provided an overview of account activity (see attached handout). Account Activity <ul style="list-style-type: none"><li>Credits (19 total):<ul style="list-style-type: none"><li>18 credits received through SportsEngine</li><li>1 credit from American Online Give One for the 13U team on January 30</li></ul></li><li>Debits (11 total):<ul style="list-style-type: none"><li>All debits were from issued checks covering:<ul style="list-style-type: none"><li>Tournament fees</li><li>Legion coaches' payments</li><li>Play It Again Sports reimbursement for Adam Lasee</li></ul></li></ul></li></ul> Additional Updates <ul style="list-style-type: none"><li>Working on renewing the raffle license.</li><li>Required information from the previous year's calendar raffle has been submitted.</li><li>Renewal typically requires a few weeks for review and approval.</li></ul>
<b>PLAYER APPEALS</b>	Appeal Requests: <ul style="list-style-type: none"><li>Braxton Soderlund – Kindergarten, request to move to Single A</li><li>Will Olson – Kindergarten, request to move to Single A</li><li>Keegan Bieda – Kindergarten, request to move to Single A</li><li>Grant Nelson – Request to remain with 9U (returning to his age group)</li></ul> Impact on Divisions: <ul style="list-style-type: none"><li>T Ball count would decrease to 25 players</li></ul>

- Single A would increase to 36 players
- No roster or number concerns noted

Motion:

- Motion to Approve: Steve Hill
- Second: John Sperber
- Result: All in favor – motion passes unanimously

## BOARD REPORTS:

### PRESIDENT

Donovan Miller

#### Field & Equipment Updates:

- Diamond dry and chalk purchased through the Village will work well; a full pallet was bought.
- The Village will also be ordering clay, chalk, and diamond dry moving forward.
- A reminder will be sent regarding proper use of Smithco machines—specifically that the plug needs inspection (anti-drip issue).
- Steel drag has been ordered.
- Two pitching mounds were used this past Sunday and performed very well.
- All garage doors will be scheduled for service.
- Work continues on compiling 2025 financials for the accountant for tax filing.
- Finalizing additional orders for Z-Screens and other equipment; aiming to group purchases to reduce shipping costs.
- Will be meeting with the Village to discuss potential grooming process changes.

#### Facilities – Batting Cage Turf:

- AYB will be able to acquire old football field turf to place in the batting cages.
- Need to coordinate with Nick Senger regarding whether the organization removing the turf can also assist with cutting, transporting, and possibly installing it.
- Turf removal is expected in June, after soccer season concludes.
- Tom Meersman may be able to assist with a trailer, dollies, and forklifts as needed.

#### 14U Fundraising Proposal (Corey B.):

- 14U presented a fundraising opportunity to Donovan, supported by Amy Schmeckpeper, who has been assisting with tournament coordination.
- Opportunity is through the Milwaukee Brewers “Dream Field” program, allowing the team to play at American Family Field on a Tuesday in May.
- Requirement: Team must sell \$12,000+ in tickets.
- Field time: 2.5 hours, with a game planned against a team from West Bend.

#### Ticket Sales Options & Promotion:

- Plan to promote one designated Brewers game (example: July 17 vs. Marlins) as AYB Day, encouraging league families to purchase tickets seated together.
- Sales options include:
  - \$30 vouchers for lounge outfield seats
  - Higher-priced group tickets
  - \$50 marquee event tickets
  - Suites
  - Single-game vouchers
- Sales can be a combination of all five options; no requirement to choose only one.
- Amy is willing to spearhead the effort, using AYB resources (Facebook, email lists, contacts) for promotion.
- Ticket sales must be finalized two weeks prior to the selected game date.

#### AYB Requirements & Limitations:

	<ul style="list-style-type: none"> <li>• A contract will need to be signed under AYB for insurance purposes.</li> <li>• AYB will not assume financial responsibility if the team fails to meet the fundraising minimum.</li> <li>• League dollars cannot be allocated to support one team.</li> <li>• Donovan/AYB will draft a letter confirming: <ul style="list-style-type: none"> <li>○ AYB insurance is valid for the event</li> <li>○ AYB is not financially liable if the sales target is not met</li> </ul> </li> <li>• The youth game at the stadium would be non-alcoholic and free for anyone wishing to attend.</li> </ul>
<b>REGISTRATION</b> Heather Anderson	Registration Updates: <ul style="list-style-type: none"> <li>• See attached registration report for full details.</li> <li>• Kyle has emailed communication regarding umpires for the Legion program.</li> <li>• Decision made to officially discontinue the 12U team for the season; refunds will be issued along with an explanatory email to impacted families.</li> <li>• Identified seven past-due balances; reminder notices were sent today.</li> </ul>
<b>VICE PRESIDENT</b> Jared Lemon	Winter Open House: <ul style="list-style-type: none"> <li>• Event went well.</li> <li>• Special thanks to Heather and Denise for creating an excellent poster board and handout materials.</li> <li>• Jared staffed a prime spot at Valley View and distributed many flyers; bubble gum and stickers were particularly popular.</li> <li>• Denise has also been very active with Facebook posting—her efforts are greatly appreciated.</li> </ul> Tournaments: <ul style="list-style-type: none"> <li>• Spring tournaments are fully booked.</li> <li>• Some openings remain for the first and second summer tournaments.</li> </ul> Tournament Pitch Count Discussion: <ul style="list-style-type: none"> <li>• Proposal for AYB to consider modifying tournament pitch count rules to two innings per game, six innings total.</li> <li>• Item tabled for discussion at next week’s meeting.</li> </ul> Equipment & Facilities: <ul style="list-style-type: none"> <li>• Would like to move the pitching mounds into the shed for protection/storage.</li> <li>• Suggestion for uniform coordination improvements—matching belts and socks with jerseys, either this season or for future seasons.</li> </ul> Community & HS Support: <ul style="list-style-type: none"> <li>• Email has been sent promoting Jason Hill’s camp. Board members are encouraged to share with additional families.</li> <li>• Supporting the high school program remains a priority.</li> </ul> Access Note: <ul style="list-style-type: none"> <li>• Jared now has a key to access the auxiliary gym.</li> </ul>
<b>CONCESSION COORDINATOR</b> Vacant	Concession Coordinator Updates – Job Description
<b>COMMUNICATIONS</b> Steve Hill	Communications Updates
<b>UMPIRE COORDINATOR</b> Kyle Casper	Umpire Updates; <ul style="list-style-type: none"> <li>• Currently have four umpires confirmed on the list for the upcoming season.</li> <li>• Received confirmation from 15 umpires from last year who plan to return.</li> <li>• Planning to hold an umpire training clinic in late April.</li> </ul>

**TOURNAMENT DIRECTOR**

Vacant

Tournament Updates:

- Head coaches will take the lead for managing their respective tournament weekends.
- Discussion on hiring one or two workers per day to assist with:
- Field preparation
- Garbage removal
- Bathroom checks
- Miscellaneous tasks
- Proposed staffing structure: two workers in the morning and two in the afternoon each tournament day.
- Jared Lemon will serve as Tournament Director for the spring tournament.
- Staffing plans need to be finalized by next month, after which workers can be recruited, scheduled, and trained.

**SPONSORSHIP**

Tom Meersman

Sponsorship Updates:

- 17 sponsors are currently confirmed.
- Expecting 8–10 additional sponsors within the next two weeks.
- Need final confirmation on the total number of teams for sponsor assignments and sign placements.

Scoreboard Sponsorship Interest:

- One sponsor has expressed interest in scoreboard naming sponsorship.
- Board discussed pricing for the smaller scoreboards on Fields 1–3:
  - \$1,000 for one year
  - \$3,000 for a three-year agreement
- Diamond 4 scoreboard cost is approximately \$10,000; Fields 1–3 scoreboards cost about \$5,000 for a three-year term.
- Donovan will provide the pricing information to Tom.

Promotional Materials:

- Sponsor logos and information will be sent to Denise so she can build a promotional schedule for social media and other channels.

**FUNDRAISING**

Wes Smith

Calendar Raffle:

- Will run the fundraiser the same way as last year.
- Timeline will be adjusted to ensure tickets are turned in on time.

Baseballs Fundraiser:

- Baseballs sale is currently active.
- \$119 raised in the first three days.
- Four purchases have been made so far.

Meat Raffle:

- Reached out to Cropsey's and visited several times to discuss holding a meat raffle.
- Further coordination is ongoing.

**FACILITIES AND EQUIPMENT**

Adam Lasse

Baseballs:

- All ordered baseballs have arrived.
- Will need to purchase two additional cases from Play It Again Sports to fully supply the Single A division.

Player Equipment:

- All players have been fitted with gear.
- 7U gear is available if a team is formed.

Uniforms:

	<ul style="list-style-type: none"> <li>Jerseys and hats have been ordered.</li> <li>For league hats, will reach out to the Rockers to inquire about the <i>gray league hat</i> option.</li> </ul> <p>Tournament Sponsors:</p> <ul style="list-style-type: none"> <li>Additional tournament sponsors are needed.</li> <li>If anyone has sponsor leads, please notify Tom and Adam so they can coordinate with Team Apparel to get sponsor logos added.</li> </ul> <p>Tryouts &amp; Meetings:</p> <ul style="list-style-type: none"> <li>Tryouts scheduled for March 22, 2–5 PM in the mezzanine.</li> <li>Parent meeting scheduled for March 23.</li> <li>All league-only players are being asked to attend tryouts.</li> </ul>
<b>PARKS &amp; RECREATION</b> David Roehrig	Not Present.
<b>HIGH SCHOOL</b> Jason Hill	High School Updates <ul style="list-style-type: none"> <li>No present.</li> </ul>
<b>LEGION</b> Ian Mclean	Legion Updates: <ul style="list-style-type: none"> <li>Continuing efforts to increase registration for the upcoming Legion season.</li> <li>Attended the regional meeting last week and received updated information, including: <ul style="list-style-type: none"> <li>Program updates</li> <li>Registration deadlines</li> </ul> </li> <li>John will issue the registration payment when required.</li> <li>All preparations are on track; the primary need is enough players to field two teams.</li> </ul>
<b>STRATEGIC COORDINATOR</b> Denise Humphrey	Website Calendar Updates: <ul style="list-style-type: none"> <li>Need to confirm who has access to update the calendar on the AYB website.</li> <li>Denise will send all relevant dates to Steve Hill so he can update the online calendar.</li> <li>Tournament team photo dates will also be added to the website.</li> </ul> Parent Meeting Materials: <ul style="list-style-type: none"> <li>The slideshow for the upcoming parent meeting will be updated collaboratively by Denise and Jared.</li> <li>A notice regarding the use of hard balls will be included.</li> <li>The slideshow and materials will be reviewed and refreshed as needed.</li> </ul> Family Night Planning: <ul style="list-style-type: none"> <li>Discussion held around potential dates, budget, and activities for an AYB Family Night.</li> <li>Hope Clothing may be interested in participating.</li> <li>Possible additional partners or attractions include the Jaguar mascot or Roadie from the Rockers.</li> <li>Activity ideas include: <ul style="list-style-type: none"> <li>Hit-A-Thon</li> <li>Piñata</li> <li>Drip Bar (ice cream)</li> <li>Prize giveaways</li> </ul> </li> <li>Estimated budget: \$250–\$500</li> <li>Primary goal: building community engagement and enhancing the family experience at games.</li> <li>Opportunities for theme nights and signage at games were also discussed.</li> </ul>

	<ul style="list-style-type: none"> <li>• Recommendation to form a subcommittee to plan and coordinate Family Night and related events.</li> </ul>
<b>SCHEDULING COORDINATOR</b> Kyle Ehrfurth	Scheduling Updates <ul style="list-style-type: none"> <li>• No updates.</li> </ul>
<b>NEW BUSINESS:</b>	
<b>CONCESSION STAND</b>	Staffing: <ul style="list-style-type: none"> <li>• An Indeed job posting has been created.</li> <li>• Will proceed with interviewing the high school student who has expressed interest in the position.</li> </ul> Cash Handling: <ul style="list-style-type: none"> <li>• A secure drop box will be added for nightly money deposits.</li> <li>• A designated individual will need to pick up cash each morning.</li> </ul> Supplies & Donations: <ul style="list-style-type: none"> <li>• Tom will coordinate with Witt to secure water donations, consistent with previous years.</li> </ul>
<b>LEAGUE SCHEDULES</b>	League Schedules: <ul style="list-style-type: none"> <li>• Goal is to build schedules that maximize player development while also increasing the total number of games.</li> <li>• T-Ball &amp; Single A             <ul style="list-style-type: none"> <li>◦ Will add two additional practices, bringing the total to nine.</li> </ul> </li> <li>• Family Night             <ul style="list-style-type: none"> <li>◦ Plan to hold Family Night on a Monday or Wednesday, due to ongoing conflicts with Food Truck Rally nights.</li> <li>◦ June 8 is proposed as the Family Night date:                 <ul style="list-style-type: none"> <li>▪ The Lake is open.</li> <li>▪ School ends June 5.</li> <li>▪ Summer school begins June 9.</li> </ul> </li> </ul> </li> <li>• AA &amp; AAA             <ul style="list-style-type: none"> <li>◦ Will receive one additional practice.</li> <li>◦ Teams may choose to practice on Food Truck Rally nights if desired.</li> </ul> </li> <li>• Tournament &amp; League Dates             <ul style="list-style-type: none"> <li>◦ May 18:                 <ul style="list-style-type: none"> <li>▪ Tournament is off-site.</li> <li>▪ AYB League games and the 7/8U tournament scheduled.</li> </ul> </li> <li>◦ May 21:                 <ul style="list-style-type: none"> <li>▪ AA and AAA games scheduled.</li> </ul> </li> <li>◦ June 8:                 <ul style="list-style-type: none"> <li>▪ Family Night targeted for this date.</li> </ul> </li> </ul> </li> <li>• Season Start Dates             <ul style="list-style-type: none"> <li>◦ T-Ball: Begins May 11</li> <li>◦ A, AA, AAA: Begin the week of April 13                 <ul style="list-style-type: none"> <li>▪ First games on April 14</li> </ul> </li> </ul> </li> <li>• Holiday Planning             <ul style="list-style-type: none"> <li>◦ July 4 falls on a Saturday this year; schedules will need to be planned accordingly to avoid conflicts.</li> </ul> </li> </ul>
<b>PARENT MEETING</b>	Parent Meeting: <ul style="list-style-type: none"> <li>• Will work on slides.</li> </ul>

**OTHER BUSINESS**

## Baseball Cages:

- AYB will rent batting-cage lanes for league players.
- A four-hour block of cage time will be scheduled the Sunday before tryouts.
- Plan to promote this opportunity to league players on March 15.

## Taste of Ashwaubenon Basket:

- AYB will contribute a basket to the Taste of Ashwaubenon event.
- Denise will take the lead in organizing and assembling the basket.

Motion to Adjourn: Heather Anderson Second: Denise Humphrey

Meeting Adjourned: 9:19pm Recorded: Joe Richter