



MVSA Board Meeting November 4, 2021

CALL TO ORDER

Mike Robertson called to order the board meeting of the Mounds View Softball Association at 6:30 on November 4th. The meeting was held at Shoreview Community Center.

ATTENDANCE

Board Members:

Mike Robertson
Charlie Tretter
Marc Bergman
Amy Morpew
Mark Rust
Bob Myrland
Terry Helmer
Maggie Schley via Teams

Guest: John Braun

MEETING MINUTES

Update from recruiting sub committee

- Marketing person to update our marketing information
- Facebook targeted ad
 - December into January roughly \$125
- Referral program
 - Friend request incentive – gift card may be more of an incentive
- PeachJar – Open rate is relatively high so worth moving through
- Lawn sign – maybe need to revamp existing sign
- Direct mail haredcopy – possibly \$300-\$400

Grass roots – Ask girls to wear MVSA Swag

Propose \$2k promotional budget

-Want to make sure we make an emphasis on inclusion of Irondale

Motion made to approve \$2k budget for marketing - Approved

President

Attended end of year Minnesota Softball meeting

- Rule change – Pitchers will no longer need to drag pivot foot
- Monsta tournament 14U Aug 4-7
- MN Softball will be enforcing age up rule for fall ball in 2022

Secretary

No Update

Financials

Overall \$16k in the black



MVI foundation – want to put a proposal together for dugout
Bob to send out budget proposal sheet for 2022

Traveling

Registration fee – should review for 2022 do we need to increase fees.
Tryout timing and process – MAC seemed to work
 When to have them – Spring break early March
 Feb 21 is presidents day
 Flexx softball can do eval but would prefer
 Doing tryouts late makes for a scramble at the end
Complete game confirmed for the winter

8U

Reaching out for coaches and to Centennial for information on prices

Uniforms/Apparel

Store is open until 11/7.

Umpires

Should include umpire ad for peach jar communication

Fields

No updates on fields

Tournaments/Training

Winter training begins in January. Maggie may not be available for training.

Volunteer

Equipment

Will start buying equipment through the end of the year – 4 sets of catchers gear.

Coach Coordination

No feedback yet about coaches from last year

Will be sending out a parent email after teams are formed so all parents more clearly understand what we're trying to do w/ younger coaches but also how to handle questions/concerns/complaints

Motions or Discussions