



# AMERICA'S FINEST CITY SOFTBALL LEAGUE

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## Meeting Minutes

**Meeting:** Monthly Board Meeting

**Date & Time:** 9/11/2025; 6:30 PM

**Meeting Facilitator:** Joel Lillegraven  
Open Commissioner

**Location:** Virtual - Google Meet

**Invitees:**

- x Jessica Sica - Women+ Commissioner
- x Joel Lillegraven - Open Commissioner
- x Steven Wells - Assistant Commissioner
- x Steven Macias - Treasurer
- x Shelby Ward - Secretary
- x Anthony Remington - Marketing Coordinator
- x Fabian Orozco - Website & Events Coordinator
- x Nicole Kjedaard - Women+ Director of Player & Team Operations
- x Bart Bauer - Open Director of Player & Team Operations
- Vacant - Women+ Player Representative
- x Riley Mitchell - Open Player Representative

- I. Call to Order
  - A. Call to order at 6:36 pm
- II. Role Call
  - A. Quorum established
- III. Old Business
  - A. Approve June Minutes



## Meeting Minutes

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1. Tabled to next meeting
- B. Approve July Minutes
  1. Tabled to next meeting
- C. Approve August Minutes
  1. Approved
- D. Fall Ball Update
  1. Sandi and Open Coach dispute
    - a) No formal complaint has been submitted. Steven Wells to coordinate resolution.
- E. Fall Roster Roulette
  1. Request has been for this to occur on 11/2.
  2. Steven Wells has sought fields for 11/2, and there are no field vacancies for that day.
  3. Steven Wells will seek fields for dates in October.
- F. Autumn Classic Update
  1. Current Team Counts
    - a) Open C = 9
    - b) Open D = 8
    - c) W+ C = 6
    - d) W+ D = 9
  2. For the tournament, Fabian was able to get 350 box combo cards for us to sell over the weekend along with setting up the Fundraiser dates for Poway and Santee for Saturday/Sunday.
  3. Fabian was also able to get water donated at Santee Sportsplex only
- G. World Series Updates
  1. Shirts have arrived and are being distributed.
- H. North County Pride Softball (NCPS) Update
  1. Positive feedback
  2. Approximately 27 total participants
  3. Potentially start scrimmages next week
  4. Riley to look for a post game bar venue for participants



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5. Lead origin came from 4-5 different sources
- I. Strategic Planning Update
  1. Board to review minutes
  2. To be revisited after World Series
- J. Oracle Update
  1. Still going through onboarding process
- K. 2026 Budget
  1. Steven Macias to start the process based on the past year's expenses.
  2. Board to provide any budget adjustments to the Treasurer sooner rather than later.
- IV. New Business
  - A. Treasurer Financial Report
  - B. Vacant Board Position
    1. No nominations have been submitted so far for W+ Player Rep position.
  - C. 2026 Spring Calendar
    1. Field Allocations
      - a) Steven Wells to submit application for Sportsplex Santee and Poway by 9/30/25.
      - b) MSM application due at the end of November.
      - c) Steven Wells exploring other options
    2. Play Dates
      - a) Due to the league's growth and the limited number of fields available, the Board considers moving some divisions to play on Saturday.
      - b) Board to get "temperature check" from participants on playing on Saturdays.
  - D. AFCSL Participant Lead Conversion Analysis
    1. Current conversion rate is 17.56%
    2. Our top lead sources are SD Pride, word of mouth, search engine, and Instagram.



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### E. Non-Player Code Usage

1. Board to consider either limiting the number of non-player codes for each team and/or having non-players pay a discounted player fee.
2. Non-players have an associated cost to being part of the league, especially in the Spring Season. For example, trophies/medals, food at Opening/Closing Parties, non-ticketed AFCSL events, potential insurance costs, etc.
3. Non-players still receive value by being part of our organization.
4. Board to coordinate potential non-player fee with 2026 budget.

### F. Events Committee Update

1. Bonfire Meetup - 9/27/25
2. Halloween Roster Roulette - 11/2/25
3. AFCSL Holiday Party - 12/12/25
4. Events planned for the 2026 Spring Season include a Casino Night, Movie Night, and a Cornhole Tournament.

### V. Adjournment

- A. Meeting adjourned at 7:39pm

### **Next Meeting**

10/9/2025, 6:30 PM, Location TBD

### **Approval**

Please review and provide any corrections within 7 days of receipt of these meeting minutes otherwise they will be considered agreeable to all parties.

### **Issued By**

Steven Wells - Assistant Commissioner



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