



Dover Youth Softball League (DYSL)

Monday, January 27, 2025
 Cara's Pub 4th Street Dover, NH

Minutes – January 27, 2025

Board of Directors

<u>X</u>	President	Jamie Stevens	<u>X</u>	6u Director	Cheryl Desrochers
<u>X</u>	Vice President	Ashley Cherry	<u> </u>	8u Director	Kaitlyn Dale
<u>X</u>	Treasurer	Lindsay Callaghan	<u>X</u>	10u Director	Ashley Cherry
<u>X</u>	Secretary	Lindsay Callaghan	<u>X</u>	12u Director	Lance Keelty
<u>X</u>	Director of Sponsorship	Patty Kinnicutt	<u>X</u>	Director of Coaches	Keith Fortier
<u>X</u>	Director of Concessions	Anna Schaefer	<u>X</u>	Registrar	Keith Fortier
<u>X</u>	Director of Equipment	Todd Lafond	<u>V</u>	Community Laison	Melissa Leblanc
<u>X</u>	Director of Facilities	Lance Keelty	<u>X</u>	Scheduler	Jamie Stevens
<u>x</u>	Director of Media	Cassandra Stickles	<u> </u>		

Open Positions – Past President, 16u Director,

17 Positions Filled, 12 Members, 2 Positions Available = Quorum is 8 votes

Call to Order

7:05 pm

Citizen's Forum

No one present

Regular Business

Meeting Minutes

Minutes from January 13, 2025

- Motion Lance ; 2nd Keith

Approved 17 Rejected Abstain



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Treasurer's Report

- Outstanding Obligations

The approved budget for holiday reimbursements was set at \$750, and receipts are still pending from Melissa. She will also check whether Primetime has sent her the reimbursement for the previous year. Additionally, the initial tax documents have been submitted to the accountant.

Old Business

- Rebranding – Logo

An action item from the last meeting was for Keith to form a subcommittee to discuss various options and reach a consensus on feedback. The subcommittee consisted of Patty, Ashley, Anna, and Keith. They met twice, and Keith subsequently reached out to Chris Hamer, a DYSL dad who is the Art Director at Smuttynose. Chris agreed to create 2 or 3 logos and has provided Keith with a formal quote.

Lance raised a question at the last meeting and again regarding separating the individual logo designer from the store. Keith initially believed Brian was creating the logo as a goodwill gesture, but Jamie clarified that it was part of the package deal to initiate the store. Jamie shared that the situation might have been different if he had received the same level of information that the committee provided to Chris. If Brian had also been provided with a defined budget and the desired timeline, Brian would have responded differently.

Melissa pointed out that the board did not provide Brian with clear direction. Although she posed the same questions multiple times to provide direction, the board did not provide constructive feedback, which would have allowed Brian to have a successful direction in creating a logo. Patty expressed concerns over the quality of the logos provided by Brian, stating that they were subpar and not something she would have purchased.

Keith highlighted that turnaround time with Brian has been a primary concern, acknowledging the infrequent meetings have posed a challenge.

The board provided feedback regarding the subcommittee's proposed rough logos. The only change outside of the changes from the board was to incorporate the wave from option three without the raindrops into option 1. Cassandra generated the rough artwork on the fly and sent it to the board for review.



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Action Item: Jamie will contact Brian in the next day or two to see if he can meet the timeline and is willing to use a logo from an outside firm.

- Sponsorships

There are currently three confirmed team sponsors. Panera has agreed to contribute 20% of sales, as has Five Guys, with an additional \$1 for every milkshake sold. Participants should be reminded to mention the promotion when ordering. Cinco has implemented a new process, and we are awaiting confirmation of a date.

The casino has a new program where we can designate one night as a "Parent's Night-Out." Attendees will receive a \$10 voucher. The primary date for this event is July 10th, with a backup date of July 17th.

- By-Law Change

- Article II Section C: Voting Rights

All Board members are eligible to be voting members. All voting members in attendance will have one vote on matters which are presented at any regular meeting as described in these bylaws. Any individual who holds ~~multiple~~ an excess of two Board positions shall ~~have a vote for each position held~~ only have two Board votes.

Motion – Todd 2nd – Patty

Approved 15 Rejected Abstain 2

New Business

- Engagement

- Spring Season Key Dates

- Lindsay to distribute separate document.

- Opening Day

Opening Day is tentatively scheduled for May 3rd and will be organized by the Vice President with support from a subcommittee. The subcommittee will include Anna, Todd, Cassandra, Cheryl, Patty, and Melissa. Cassandra will reach out to Fosters and other media outlets to arrange coverage for the event. Lindsay will ask Ashlyn if she would be interested in singing the national



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anthem again this year. Additionally, there is a plan to have spirit store items featuring the new logo available for purchase. Further details will be provided as the committee develops the event plans.

- Shed

Lance and Jamie have gathered details regarding the shed for Southside. Pricing for a prefabricated shed for a 14x20 structure, delivered and placed on-site, excluding gutters and a ramp, was between \$10,411 for Barren Sheds and Reid's Ferry Shed, priced just under \$16,000. A stick-built shed cost approximately \$11,000 for materials, but an estimated \$3,000–\$4,000 in labor expenses was added.

Jamie and Lance have reviewed the material recommendations from Barren's and the proposed design includes Smart Board siding and a single roll-up door.

Cassandra will coordinate with Gutters by Design to have gutter's donated as he was also an attack sponsor.

Recommendation to vote on the expenditure for \$10,411

- Motion – Cassandra 2nd – Anna

Approved 17 Rejected Abstain

Cassandra also mentioned that a revenue stream could be to put an ATM in the concession stand to generate revenue. Individuals own ATMs, so ATM fees are paid directly to the individual, not the bank. The downside to owning an ATM is that you have excess cash to stock the ATM. This is something to consider when we have wifi capabilities at the facilities.

- Field Maintenance

Jamie and Lance would still like to purchase a new machine for field maintenance. Last year, a high-level budget of \$15,000 was proposed for a new Gator; however, Jamie is now exploring the possibility of acquiring a Bunker Rig. This piece of equipment, commonly used on professional fields, features a built-in zero-turn mower and a nail dragger, which could significantly improve field conditions.

It was noted that the Shaw's Lane fields have not been maintained as well as they should be, and the town's contracted landscaping company has caused damage by wearing down several bases. Lance is actively searching for a new contractor to handle fence repairs and install the net, as AAA Fencing did not respond last year.



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Final Topics

Cheryl emphasized that the main goal is to increase participation, and one idea is to offer a few free sessions for 6U to help promote softball. This approach is similar to what Dover Baseball is doing and could be supported through advertising in *The Hub*, local schools, and flyers. The sessions would include games and fun drills for 6U players, with the addition of older girls assisting in the drills.

Facility rental costs are listed at \$150 per hour for a half-field (90x130) and \$275 for the full-field, based on the rates provided on the website.

There was additional discussion on an incentive program that could be introduced to encourage participation, offering a discount to attendees and an extra discount for those who bring a friend.

Jamie suggested that Cheryl move forward with drafting the plan of engagement, a high-level budget, and identifying dates. Lindsay will create the registration to be included in the flyers.

Motion to Adjourn: 8:52

Motion – Ashley 2nd – Cassandra

Approved 17 Rejected Abstain

Meeting Schedule

- Feb 3 – Target Session Budget & Advertising
 - Action Item
 - Cassandra will put together a high level budget request for advertising for Spring Session.
 - Cheryl to provide details for 6u Sessions @ the Hub
- Feb 17
- Mar 3