



BC BASEBALL ASSOCIATION

British Columbia Minor Baseball Association
PO Box 33511, Surrey Place Postal Outlet, Surrey, BC V3T 5R5
Web Page: <http://www.bcbbaseball.ca/>

Providing Canadian Youth Baseball Programs Since 1963
Rally Cap * 9U * 11U * 13U * 15U * 18U * Junior Men * Challenger

Executive Board Meeting Minutes
February 11/2017
8:55 am

Meeting called by:	Mike Sarai, President
Type of meeting:	Board Meeting
Minute taker:	Val Greenwood
Attendees:	M. Sarai, V. Greenwood, G. Butler, M. Kelly, J. Braaten, R. Wearing, G. Rimer, A. Hayes, T. McGuire, S. King, S. McCann, Les Szabo, P. Weatherill, F. Campbell, O. Germaine
Conference Call:	None
Absent:	C. Martin, T. Katelnikoff, T. Chudyk, (all absent due weather) E. Toneff
Guest(s)	

1. The meeting was called to order at

2. President's Opening Remarks

- None

3. Additions to Agenda.

- Player appeal on release

4. Approval of Minutes of Previous Meeting Minutes

- Amend January minutes to include Campbell River in the merger of Comox, Alberni Valley, Oceanside and Powell River at the 15U AA level for 2017. (inadvertently left Campbell River out)
- Re-record vote on Langley boundaries – abstained -T. Chudyk, F. Campbell all other directors vote on the motion either for or against.

MOTION: S. King / P. Weatherill

Motion to accept January minutes as amended.

M/S/C

- BC (Minor) Baseball to look at hiring a recording secretary to do minutes of board meetings and other meetings
- Handle all social media
- Criteria to be drawn up
- HR committee needed to look at renting office space with conference room, phone system

5. Correspondence

- 5.1 Bob Wipf – 1st Vice President Surrey Canadian – application to host 15U A Provincials
- 5.2 Bob Wipf – 1st Vice President Surrey Canadian – application to host 11U A Provincials
- 5.3 Bob Wipf – 1st Vice President Surrey Canadian – application to host 11U AAA Tier II Provincials
- 5.4 Executive Roster – Ladysmith
- 5.5 Email – Jennifer Portsmouth – appeal of release
- 5.6 Email – Chilliwack (via Trevor McGuire) - sponsorship

6. Business Arising

6.1 Rule Books

Fraser will take the books for the Island
Interior ASAP
Lower Mainland next week

7. Director Reports:

7.1 President – Mike Sarai

- My report begins with extending our condolences on long-time volunteer Rod McLachlan of Ladysmith. We efforted to provide an information post identifying services and such but were unable to obtain family approval. Rod's multi years of unselfish service to not only Ladysmith but the entire Cowichan Region cannot be minimized. Our deepest sympathy to Rod's family. He will be missed.
- I attended the Vancouver Island Coaching Conference / Clinics. My appreciation extends to Michael Holyk along with other volunteers who helped organize this event. Albeit the weather did not cooperate, however for those players and coaches who were able to attend, they experienced a first class lineup of instructors who delivered on and above expectations. B.C. Baseball was very pleased to have provided support and representation.
- Our coaching / player sessions are to continue with the upcoming Lower Mainland Coaching Conference which will provide a stellar list of instructors. There shortly after in about a month and a bit the Coaching Caravan begins its tour throughout the Province. All this and some from B.C. Baseball.....Driven to our members to uphold the highest standard of excellence in our sport.

7.2 1st Vice President – John Braaten

Put all Provincial host bids on spreadsheet will discuss under New Business

7.3 2nd Vice President – Grant Butler

- **No Report**

7.4 Treasurer – Anne Hayes

- **MOTION: O. Germaine / F. Campbell**

Motion to accept the treasurer's report as presented

M/S/C

- D&O Insurance – Kamloops and North Langley have their own
- Last year's group – drop Anne an email stating your wish to continue
- Received two (2) new applications
- Anyone wished to purchase D&O – contact Anne for application

7.5 Secretary – Val Greenwood

- **No Report**

7.6 North – Carmen Martin

- Carmen will check in with Tim Whalley in Quesnel to see how things are

7.7 Interior – Tom Katelnikoff / Terry Chudyk

- The Interior doesn't have too much to report at this time. Presently, most associations are continuing to run Winter Ball Programs, which will conclude early on in March.
- As this concludes, focus will move to tryouts for the 15U & 18U AA/AAA teams, which are scheduled for late February through March. This year, we expect to have 2 15U AAA teams, and 4 - 18U AAA teams in the interior.
- The Spring Interior Meeting is set for March 4th at the Sandman Inn in Kelowna at 11AM.

7.8 Island – Fraser Campbell / Eric Toneff

- Island Meeting – Sunday, March 12 – 11:00 am – Nanaimo – location TBA
- Fraser talked to local Victoria rep
- Only one (1) PSO can receive Kidsport funding
- Tri-Port (Pt. McNeil, Port Alice and Port Hardy) all enjoyed their first experience playing in the BC (Minor) Baseball program
- Affiliated with Campbell River – affiliated through insurance only
- Wish to continue the same this year fielding 15U, 13U, 11U, Tadpole and T-Ball
- Fraser will work with them to set up their own Association

7.9 Web Site – Tom Katelnikoff

- Over the last month, we had a request from Chemainus to change the boundary between Chemainus & Duncan. We did not receive an official change at the AGM, but in speaking with both associations, the boundary is mutually agreed between the two and the changes to reflect this have been made.
- I also received a request from an association to post an article on the website. If we do this for 1 Association, we would have to do it for all associations. The solution I came up with was to create an Association Baseball News page located in the top navigation under Associations. This could be a place for

us to post any association news from all of our 50+ Associations. Also a place where people could go to see what is happening in other associations.

- TeamPages has created a Mobile App for both Android & iOS, which is available in the Google Play Store & Apple App Store. It creates a streamlined feed of news from associations of your choice, which if implemented properly could provide a great way to communicate better with our audience.
- The document that has our association affiliation numbers and our letterhead and other private board documents are available in the executive member areas. Due to the season rollover it is necessary for me to resend all board members an invitation to join that private section of the website. If you have a profile already set up on our website, simply accept the invitation I have sent you. If you have not set up a profile with Teampages, now is the time to do it, it only takes a couple minutes. If you have any problems, just let me know.
- We have over 42 Tournaments listed in our Tournament page, John Braaten has been posting them.
- We have built up our Facebook following after having our page unexplainably deleted. At that time, we had nearly "Likes" on our page. This past weekend, with the activity we posted and a small promotion we were able to add 32 "Likes" and create a fair amount of activity on the page. The plan is to keep the interest going with regularly posted articles. Please send me anything that you might have for content to post.
- Fair amount of interest has been generated recently on Twitter. We have nearly 300 followers and have seen an increase in activity with our recent tweets about the island coaching convention. Again, we will be posting information at the BC Baseball Coaches Convention, which should generate more interest.
- Please continue to send me any dates or updates for the master Calendar on the website.
- **Point 1**

On the point of promoting or advertising businesses, such as free information sessions or posting a link that leads to signing up for different camps, clinics, scholarships, selling books, videos or any business or endeavor that is for profit, I am opposed to at this time for the following reasons:

- By doing this it could/will give the impression BC Baseball endorses this endeavor or another company that does the same thing.
- Our website has value both by that fact that we have in excess of 17,000 players who are likely to visit our site and also, their parents, relatives, friends, who could also visit our site.
- In the Sept 2016 Website Report we gave the analytics of our site over the past year, a quick summary
- Sept/15-Aug/16 - 216,000 visits to our website over 813,000 individual page views. I shared these numbers with Derek Story last year and he was impressed with these numbers for a Sports Organization.
- Being in business for the last 20 I am aware of advertising costs. I would not attempt to put a price on a) and endorsement of a product or company over another by BC Baseball, or b) give access to those numbers of people or volume of traffic without talking to experts to establish fair market value for such postings.
- Please note, none of these people or companies that I am aware of offered to pay for or make a donation to BC Baseball for such exposure,
- In the near future, we could have a sponsorship package that involves website presence. It is, therefore my opinion that at this time, BC Baseball not give access to our website to any individual or company wanting to promote any of the above items for profit.
- **Point 2**

Discussion around Social Media. I had a brief discussion with John this morning about the different social Media platforms and social media management tools. Twitter, Facebook, Instagram LinkedIn, being the main ones. I would ask the board to table the discussion until the March meeting so I can be present or on the conference call. I would also like an opportunity research how we integrate the management tools such as Hootsuite with our website.

- I will say this, with respect to articles and posting on our website, and on social media, I do not feel the issue is the platform(s) that we distribute our information on. It is my opinion the issue is getting **content** to post. I believe information is posted and distributed when we get it. This was demonstrated last week at the Island Coaches Convention.
- Post were made prior to, during and after the event. But the bottom line is we need the content to post regardless of the platform. We know what main events are coming up. For example Coaches Conference, Caravan, John Main, Girls Baseball, Challenger, Tryouts, Showcase games Provincials, etc. We can prepare in advance, articles and releases that we are going to post and distribute leading up to, during and after the event.

I am in the process of creating a form that can be used to submit information for posting. Again, I believe any discussion around social media should be around **content** not platform of distribution. And again I hope the board can hold of in discussion and decision until the March board meeting.

- All approval for posting must go through the marketing committee
- Users will not be allowed to post for free on our web site if they will make a profit from such ads
- If ad will benefit our players ad may be approved
- Web site needs a bit of housekeeping

8. Committees:

8.1 Boundary – Pat Weatherill/John Braaten

- **No Report**

8.2 Challenger Liaison – Steve McCann

- On Feb. 4th and 5th I attended the Challenger Training Workshop put on by the Jays Care Foundation. This was held at the Wintermute Club in Ladner. Also in attendance were representatives for 9 associations within our membership. The 2 day event was akin to most of the various clinics I have participated in other then the obvious differences that need to be addressed concerning disabled athletes.
- The Jays Care Foundation spared no expenses in hosting this event as there was absolutely zero cost to those participating. This included air-fares and lodging for approximately 10 participants from Alberta. To the associations, within our membership that run a Challenger Program and were not represented I believe that through WORD OF MOUTH that they show up next year.

8.3 Coaching Conference – Mike Kelly

- **See Coaching Development**

8.4 Coaching Development – Mike Kelly

- Weather conditions this past weekend slowed down the attendance at the conference in Nanaimo
- Conference will lose approximately \$7000
- Island Associations have already committed around \$5500

- **MOTION: F. Campbell / S. King**

Motion that BC (Minor) Baseball expand the coaching development budget to cover the Island deficit of \$7000.

- **MOTION: M. Kelly / P. Weatherill**

Motion to move meeting in camera.

M/S/C

- **MOTION: G. Butler / P. Weatherill**

Motion to move meeting out of camera.

M/S/C

- **MOTION: F. Campbell / S. McCann**

Motion to amend motion that BC (Minor) Baseball pay \$5000 to the Island for the deficit on the Coaching Conference from the Frank Pybus Coaching Development fund due to the loss of revenue due to weather conditions.

M/S/C – L. Szabo – opposed

- Everything for the conference the weekend of February 17 – 19th is on schedule
- Send out notice to all Presidents about the lunch and President's seminar ASAP
- Caravan is set to go and has had a good response
- Budget for caravan is \$31,033.00 – similar to last year

- **MOTION: A. Hayes / F. Campbell**

Motion to accept budget of \$31,033 for the coaching caravan.

M/S/C

8.5 Discipline – Fraser Campbell

- **No report**

8.6 Eligibility – Pat Weatherill

- 8 Try Out requests received and approved
- 20 Releases received and approved to date:

5 Bantam (1 AAA 1 AA 3 A),
7 Pee Wee

4 Mosquito

1 Tadpole

2 T Ball

1 Blastball

- Appeal received from Jennifer Portsmouth – re: son Nico Cole
- Ms. Portsmouth is basing her appeal on hardship of travel now that Vancouver Minor and Tri-Cities have merged at the 15U AAA level – Nico must take the bus to and from games and practices – does not feel comfortable having him ride with coach or other parents
- Ms. Portsmouth wishes her son to play in Richmond
- Vancouver Minor has refused to sign release

- **MOTION: P. Weatherill / A. Hayes**

Motion to accept the appeal by Jennifer Portsmouth on behalf of her son Nico Cole on release from Vancouver Minor Baseball to Richmond.

M/S/ Denied – A. Hayes, P. Weatherill, J. Braaten – abstained

- 15U Division Chair and Eligibility Chair will offer a tryout release

8.7 Girls – Val Greenwood

- Received request from Allan Padgham to have a 14U regional girls team for the spring
- Request to have no releases issued
- Board has denied request on the grounds that it may be too disruptive to our Association house teams in the spring – many of the Associations rely on the girls just to be able to field a team and we have assured the Presidents many times over the years we will not allow this to happen

8.8 Grassroots – Grant Butler

- **No report**

8.9 High Performance – Mike Kelly/Orville Germaine

- GSL – 16U tournament in Tacoma, Washington – wood bat tournament – July 6 – 9 as now been completed
- Hotel and Travel dates have now been confirmed – for information talk to Division Co-Ordinators

8.10 NCCP – Mike Kelly

- Courses running this weekend – all past coaches needing certification must have courses complete by next weekend

8.11 Risk Management –

- No report

8.12 Rules – Ray Wearing

- No report

8.13 Scholarship – Grant Rimer/Ray Wearing

- No report

8.14 Marketing – Les Szabo, Sanda King, Tom Katelnikoff, Trevor McGuire, Pat Weatherill, Steve McCann

- 21 associations took advantage the BC Baseball registration posters.

Kamloops, Salmon Arm, COMBA, West Kelowna, Summerland, Osoyoos, Aldergrove, Ladner, Richmond, Vancouver Minor, Oceanside, Comox, Campbell River, Surrey, Tsawwassen, Powell River, Nanaimo, Vernon, Lake Cowichan, Powell River, North Langley

- Tent Ordered

- Key Chain Ordered

- Social Media Overview

so·cial me·di·a - noun websites and applications that enable users to create and share content or to participate in networking.

- Why is SM Important to BC Baseball?

1. Learn about our members and connect with our audience
2. Reach out to new members – expand our presence
3. Improve our service to our members
4. Gain more members – gain / maintain market share
5. Create and gain relationships / leads / sponsors
6. Inexpensive brand awareness advertising
7. Position / Maintain BC Baseball as the leader for “BC Baseball for BC Youth”

- What Platforms (Apps) to Use?

Hundreds of social media apps.....which to use???

Here are some of the most popular social networking and messenger apps that kids are flocking to by the thousands each and every month. We need to recognize this and manage for future success.....

- WhatsApp. ...

- Snapchat. ...
- Instagram. ...
- Vine. ...
- Tumblr. ...
- Pheed. ...
- Kik. ...
- Ask.fm.

- **What is Hootsuite and what does it do?**

Hootsuite is one of many tools referred to as a “Social Media Management System” or tool. It helps you keep track and manage many social network channels. It can enable you to monitor what people are saying about your brand and help you respond instantly. You can view streams from multiple networks such as Facebook, Twitter and Google+ and post updates or reply directly.

- Order banners for special events i.e.: John Main, 15U, 16U and the 18U showcase
- **MOTION: A. Hayes / T. McGuire**

Motion to accept the balance of the marketing budget of \$23,425.00.

M/S/C

8.15 Umpire Liaison – Eric Toneff

- Sean Sullivan, President of BC Umpires not happy with rule 13.11
- Rule 13.11 applies to **ALL** divisions
- Ray to do draft on the initial intention of the rule and will send to the Division Directors to discuss at their meetings

8.16 Uniforms (BC) – Ray Wearing as presented by Orville Germaine

- Traditional uniform or T-Shirt
- Need quick turn around on some of the tournaments
- BC (Minor) Baseball to go with the traditional uniform top and the option of ordering the t-shirt will be given to the teams at their cost
- New logo to go on sleeve

9. Division Reports

- Baseball BC sent out 29 page document on how to enter their tournaments
- Mike S. received it and was to comment on and approve
- Sent to Associations without BC (Minor) Baseball approval

- Only the 13U Division of BC (Minor) Baseball received document
- 13U date is JUNE 01 for declaration to play in BC (Minor) Baseball summer season
- Teams must commit to play Provincials and attend the Winner's Tournament
- If no commitment on this you will not be included in the AA/AAA league schedule
- Teams making no commitment will be allowed to play exhibition games with league teams
- If no conflict winning teams may play both the BC (Minor) Baseball and Baseball BC Provincial tournaments and National and Provincial winner's tournaments.
- A letter of the breakdown regarding league play, summer play, rules and fines etc. will be drafted and sent to each Association
- John Braaten to do letter
- Team chefs – Division Chair to assign chefs for all travel teams
- Divisions to look after group transportation at the out of town tournament

9.1 11U - Grant Butler

- Monitor tournaments – select teams

9.2 13U – Orville Germaine

- The 2017 13UAA John Main Tournament field of 16 teams is full. The entered teams are:

Campbell River Minor Baseball Assoc.	Vancouver Minor Baseball
Nanaimo Minor Baseball Assoc.	North Sore Baseball
Duncan Junior Baseball	Ladner Minor Baseball
Greater Victoria Baseball Assoc.	North Langley Diamond Sports
Central Okanagan Minor Baseball Assoc.	Richmond City Baseball
Kamloops and District Minor Baseball Assoc.	North Delta Baseball
Chilliwack Minor Baseball Assoc.	
Abbotsford Angels Hardball Assoc.	
Aldergrove Minor Baseball Assoc.	
Cloverdale Minor Baseball Assoc.	

Richmond City will be the host Association.

9.3 15U – Mike Kelly / Trevor McGuire

- Teams must play through to Provincials. If they don't want to go to the Provincials the berth will automatically be allotted to the next team in the standings
- A letter of the breakdown regarding league play, summer play, rules and fines etc. will be drafted and sent to each Association
- John Braaten to do letter
- Team chefs – Division Chair to assign chefs for all travel teams
- Divisions to look after group transportation at the out of town tournament

9.4 18U – Grant Rimer

- 44 game schedule for the College Prep Division
- Nine (9) teams included in the schedule – eight (8) will make Provincials
- Working with Chilliwack – College Prep players CANNOT move down to play AAA

9.5 Junior Men – Grant Butler

- North Shore will be fielding a team
- Will have meeting in March
- Working with Rae Andrews to up-date rules

10. New Business

10.1 Newton /Surrey merge at the 13U AA

- **MOTION: M. Kelly / V. Greenwood**

Motion to allow Newton Canadian Baseball and Surrey Canadian Baseball to merge at the 13U AA level for the purpose of fielding a team for the 2017 season.

M/S/C

10.2 Chilliwack sponsor

- **MOTION: T. McGuire / S. King**

Motion to allow Chilliwack Baseball Association to accept sponsorship from the Jolly Miller Pub for the 2017 season in accordance with rule 15.01.

M/S/C – L. Szabo, T. McGuire – abstained

10.3 MOTION: G. Butler / P. Weatherill

Motion to move meeting in camera.

M/S/C

MOTION: G. Butler / L. Szabo

Motion to move meeting out of camera.

M/S/C

10.4 Provincial Hosts

- 11U AAA Tier I – Cloverdale
- 11U AAA Tier II – Surrey
- 11U AA – **TBA**
- 11U A – Richmond

- 13U AAA – **TBA**
- 13U AA – Campbell River
- 13U A East – Cloverdale
- 13U A West – Burnaby
- 15U AAA – Richmond

- 15U AA – Greater Victoria
- 15U A – Surrey

- 18U AAA – COMBA
- 18U AA – **TBA**
- College Prep – Chilliwack

- Junior Men - **TBA**

10.5 Nanaimo

- Mike Sarai will follow up with Nanaimo to discuss the website.

Motion to adjourn: 1:10 PM – T. McGuire / F. Campbell

Next Board Meeting: Tuesday, March 07th 2017 - location TBA

Other Important Dates: