

Meeting Minutes - April 24, 2016 - 10 am - noon
for the use of your home and your hospitality!

Thank you to Rich

Attended: Rich, Mark M, Ken, Jenn, Sport, Andrea, Mary, Diane

Agenda:

Scheduled Meeting Dates

- Accept minutes from last month (Diane)
- Financial Review/Update (Rich)
- Website Update (Mary)
- Facebook Recruitment Ads (Mary)
- NeonCRM (Mary)
- Google Search (Jenn)
- Ambit Referral credit (Jenn)
- Mennen No-Use dates on Web calendar (Jenn)
- Flag Budgets (Sport)
- Merchandising Chair - anyone yet identified (Andrea)
- Veteran's Field turf (Diane)
- May 28th, 9am - Rockaway River Cleanup (Donna)
- Open Items & Other New Business (All)

Modifications to Last Month minutes:

Website Update: Jenn will not be following up with teams if they don't submit their scores. Each team is responsible and won't be chased after to supply.

Financial Review:

All going well, no current backlogs - everyone is on track at this time

Charge came in for \$621 to review by-laws... all under the impression that this was being done at no charge. Not sure if Craig was aware the we were being charged for this. This is far above the \$250 amount that needs to be approved prior to spending. A motion was made by Rich, seconded by Jenn that if there will be expenditures in the MISC area (over \$100) the Board member who is requesting the

spend must get okay from at least one other Board member before going forward with the expense. Also should send an FYI email to the trustees so all are aware up front. This is to ensure that everyone doesn't go out and make purchases that use up the entire \$2500 in a short time period. This motion was approved by all in attendance (8).

Ambit credit is no longer on JCPL bill since we dropped below minimum of users. Invoice increased from \$92 - \$150. Mary and Rich will sign up online so that we receive credit again. A banner add will go up on the website to see if we can get additional subscribers. The email address for ambit has been updated so Jenn will receive and be aware when we add/drop subscribers from the account.

Comedy night raised \$2600

Website Update:

We double paid our 4x3 invoice and had a \$1700 credit. The \$900 quote to add a new team was actually billed at \$1300. 4x3 is sending invoices that are much higher than we agreed to. Mary has discussed with them since they also are not itemizing the invoices so we have no idea what we are paying for. The agreement was that we would pay \$1100/quarter and did not include extra mtce that we needed. The last bill was for \$2500. Sport also advised that the youth registration is still not working after several attempts to correct. Mary is thinking that 4x3 is charging us extra for the time spent to fix these errors that they are creating. To fix: Rich is going to stop the automatic quarterly payment of their invoice so that we can review before paying and Mary has requested that going forward 4x3 itemizes all invoices to us.

It also seems that 4x3 is not keeping programming notes as some of the changes they are making take out capabilities we had previously (example: sibling discount removed, clothing discount still exists)

Part of our agreement with 4x3 was to receive a mobile version of our website... home page has been done, all subsequent pages are not. We are paying for a full mobile site.

Sport also has the ability to edit online orders after they are placed (shouldn't be able to). These edits change the order, but do not change the authorized cost to the credit card

A discussion continued of whether we should continue using 4x3 because of all the errors/issues/increased costs. Proposed that we stay with them through August so that the flag program won't be negatively effected, but we start planning to cut ties in August. This also ties with the end of our fiscal year.

Ken made a motion to start with a new website company in August, 2016, Mark seconded, all in attendance approved (8).

Mary introduced NeonCRM a Customer Relationship Management tool that is being investigated by the Board of Advisors (BoA) with Tom taking the lead. Mary was recently on the call with NeonCRM to

understand capabilities, costs, etc and feels it may be a good tool to replace both TeamSnap and our website as it has the functionality to handle our needs that these two separate tools are doing now.

NeonCRM can handle events, registrations, contact info, has history by customer/events/etc, integrates with mailchimp for newsletters/announcements, has a storefront that integrates into contact (we can keep track of who buys what), and also has a website (not as robust as what we have since it's template based but should still meet our needs). Cost is based on contacts, \$200 a month for 1000 contacts, \$300 month for 5000 contacts, we currently have ~800 contacts on record. We'll have the ability to mark contacts as active/not active to keep track of current/past players & families. Mary will check if they have ability to create a mobile version of website

Compared to Team Snap (currently used by U18 girls, women & men teams). It is not a CRM tool, so doesn't keep track of history by individual. Used for registration and events. Cost is \$130/team

FaceBook advertising was discussed. Mary gave a demonstration of what she is currently doing with a realtor client. Can get realtime data on views, click-throughs, etc. At this point there is no marketing budget to pay for this. Approx \$50 a month, can run ads for as short (a day) to as long (months) as we want. Can target specific communities in FB to get the ad. There are approx 2 million FB parents in NJ with children under 10. Thought it would be better to target those with children under 18 to include tackle programs, not just flag. The cost is based on clicks, so we pay when someone clicks onto the ad. Craig offered to cover the cost of the first month to get started. Motion by Sport to review after first month and go forward if positive response, Ken seconded, approved by all in attendance (8).

Google Search: showing old address, image is old and phone number is disconnected. Mary claimed the site while at the meeting, updated to new address and Craig's cell phone number. When validation card shows up in the PO box, Jenn will give to Mary to update site so that picture can be changed and description can be updated

Mennen no use dates: have been added as events on the website, can't add to the schedule because of limitations of site. Will stay as is

Flag Budgets:

Most information has already been shared via emails that the group has. Town of Montville had a \$10 fee that was added into registration price, has increased to \$15. They also will not allow for total fee per player to be over \$120. Cost of registration fee + uniform costs will go over that. Players will need two separate transactions to get around this... can't do in current registration with 4x3.

Montclair has also added in a town fee and that needs to be included in their registration (based on use of fields for practices and games)

This year all uniforms are being mailed to Sport and he will manage. For t-shirts he will reach out to MVP Teamwear in Morristown since they are now working with us for Morris store. Contacts: London Jones (london@mvpteamgear.com) and Steph Linder.

Coaching requirements: Black River (chester) only needs in -town coaches to be certified for this year, eventually may need proof that all coaches in all programs are certified. Includes background check, concussion & Rutgers Safety. Denville has a need for some new coaches to be certified. Mark may have someone that could take course and train others. Cost for trainer to be certified \$500 (club would pay) and each "card" is \$30 for those over 18 who take the course. If we get some summer interns from local colleges they may need to be certified unless they have already taken for another sport. Once you are Rutgers Safety certified it can carrier over to other sports. We need to hold one class a year (approx 25 participants) to keep trainer license current. Could offer to other sports and add a premium to the \$30 fee to help cover expenses...

Merchandising Chair:

We had someone, next day they came back and turned us down. Still looking for someone. Will add to the next volunteers needed email

Veteran's Field Turf:

Discussion of providing funds to help alleviate the costs of replacing the sections of the field that were painted over to show the try zone. Members at the meeting have reached out to person paying the fee to assist (monetarily) and have been turned down. Group didn't want to go that route and offered to run a fundraiser to assist, but not to offer any money directly

New Items:

Beer for Golf Outing will be donated if matched with food pantry donation

May 21st is Beer, Bacon, BBQ - volunteers needed, contact Donna if able to help out. Jenn will send out pdf flyers that we can post

May 28th is Rockaway River Cleanup - volunteers needed. Conflicts with NJSBRO date, not sure if Morris teams will be a part of state competition

Merchandise Trailer has a new key padlock, Jenn has the key. When arrived on Wednesday to check inventory, lock was missing.

Action Items/Questions to be answered:

Mary to add merchandising chair to next "Volunteer Needed" email

Mark M to reach out to perspective trainer for Rutgers Safety to gauge interest

Mary to see if Neon CRM has mobile version for website

Discussion of separate budget for each flag program vs. one general still to be had

Future item: Have list provided to each team to ensure that all players families are currently on the list

ProBono lawyer (Kent Hansen) to provide info on what we should be doing differently

Summer Camp Proposal (all agreed good idea) - what next to move forward?

Summer Interns - any applicants?

Andrea to reach out to Mark Goebel to get contact info for his daughter & gauge interest in Merchandising Chair

Mary to get invoice from 4x3 for adding Montclair to website

Dennis to provide cost breakdown & insurance (per person) for youth, tackle, senior programs

Mary to add email disclosure to site and investigate capturing email addresses

Alex to get signs for Golf Outing sponsorships

Group to decide on sign campaign - do we do again this year?