

Meeting Minutes - November 20th 9 am - 11 am

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

Agenda:

Scheduled Meeting Dates

- Review Open Items from last meeting (Diane)
- Financial Review/Update (Rich)
- Website & Team Snap Update (Mary)
  - Morris Grant Check letter (Craig)
- Marketing Review (Andrea)
  - Membership (Andrea)
  - NJ Devils Night (Andrea)
  - Canterbury Partnership (Andrea)
- 2016/17 Calendar (Dennis)
- Annual Development Summit Plan (Diane)
- 2016/17 Goals (Craig)
- New Items

[www.rugbysummit.com](http://www.rugbysummit.com)

Open Items from Last Meeting:

Craig will supply Value Statement from NJ Rugby to all to review - will sent out before December

Dennis will provide 2017 calendar for review - Diane will complete and circulate before Dec meeting

Dennis will provide bullet points to share with coaches on what Corp Fee covers - Craig will create & circulate before Dec meeting

Sport to talk to Colonials to remind of timeliness of getting in checks - DONE

Trustees to vote on revised budget that was emailed at the end of the meeting - voted by email = APPROVED

Financial Update:

include coach education in the 2018 budget

paying \$71/month to Authorize.net that will continue until March when contract is over. We'll put at least \$30 in charges thru them to avoid paying the fee. Cancellation fee is \$500 if we do now

Website & Team Snap Update:

Higher bounce rate on mailchimp then previously... could be attributed to players receiving same messages in mail chimp as team snap. It's okay to lose those folks from mail chimp, but don't want to loose the folk that aren't associated with a team since they aren't captured anyplace else

From now on will only send one email a week, all content needs to be to Mary by Wed

Tuesday, Nov 29th is Giving Tuesday - Mary will put more emphasis on website, including social media ads to direct folks to our donation page. Diane forwarded the corporate matching letter to Mary and Craig will incorporate that into an email to send to all to hopefully get donations to Morris on that day.

Need more news stories

Diane will reach out to Danni M to see if she would be willing to work with Mary as a tester for posting on blog for HS Girls section of site (pictures/scores/news)

Adding a reminder for Amazon Smile to website since buying "season" is back in full swing

Alumni game - participants are being added to Team Snap. John S will run the team and use as a vehicle to raise funds for scholarships and sponsorships (including corporate matching programs)

Annual Development Summit Plan:

Karl registered & submitted for reimbursement, Gene registered. Diane will send another reminder to Dobbs/Laurence to register. Both Gene & Karl used the \$25 off coupon code, so we saved a little off registration fees.

There will be other opportunities for coaches development that we need to keep in mind for 2018 budget and for 2017 if we have extra money to fund

Marketing Review - Membership:

referral program? Discuss more at next meeting - discount to current members when they bring in a new paid member

Registration lawn signs being placed in surrounding towns to generate interest

Marketing Review - NJ Devils Night:

Need to promote more, ticket sales are low only 4 are sold so far!!

28 tickets are all that is needed to break even - please talk up within team, especially youth!

Marketing Review - Canterbury Partnership Update:

on hold for 2-3 months, appreciated Andrea's honesty of past concerns

Marketing Review - Store Update:

80 orders, will do again in the spring and change items for the summer store

hold a "last chance" sale for items that we have limited inventory that will not be continued in future stores

will look to also sell items at our Youth Festivals next year

2016/17 Goals:

Craig explained that he wants us to work outside of these meetings to develop our long term goals and work on accomplishing them

Diane pointed out that we are going in many different directions and maybe at the January meeting we have a brainstorming session of what is most important to us, and what is realistic to accomplish by mid-year, and put together groups/plans to start. Trustees can use the list of volunteers that Andrea has to compliment these teams so that it's not just us doing the work. We need to all understand what we are trying to do and how we are going to get there. We can't do everything all at once and we need to not rely just on the folks in the room to get it done.

The results of the brainstorming session can be incorporated into the AGM so everyone knows our "grand plan" and the direction we are heading.

New Items:

New Year's Eve @ the Moose: Only 3 tickets sold so far. Jenn will reach out to Al to see if he has any that weren't sold thru site.

Morris County Chamber of Commerce: Round table for non-profits seems it will be a very useful tool. Common themes for participants: fundraising & generating new ideas. Plans to expand in 2017 and partner a corporate member with a non-profit member

Alumni Game: Saturday, Nov 26th @ Pocono. Will have flyers on hand regarding New Year's Eve & a tent for Devils ticket sales.

John Gallagher (graduated U18 player): had toe amputated and going thru chemo right now. Family would like donations to Goreyeb Children's Hospital in his name. \$50 from corp to go to start campaign. (budgeted line item, Ken to get from Rich) Per hospital, Starbucks gift cards are great since the patients

can use them to get out of their rooms and get a treat from the cafe. Jenn is working with Starbucks also to see what they will provide.

Open Items for December meeting:

Craig will supply Value Statement from NJ Rugby to all to review

Diane will provide 2017 calendar for review

Craig will provide bullet points to share with coaches on what Corp Fee covers

Craig to see if Dave still wants to be involved for 2017

Referral program for new players

Craig to update on future role of Board of Advisors (new members/changes/next meeting/etc)

Diane will remind Dobbs/Laurence to register - DONE

Diane to provide new meeting dates to Rob to open the Moose - DONE

Diane will provide positions up for re-election to Mary to post with AGM Save the Date - (See Notes Below on structure. Dennis/Mary/Donna up for re-election)

Executive Committee would be made up of...

President, VP-Finance, VP-Communicaitons, VP-Marketing, VP-Operations, Secretary, Managing Director

All but Managing Director would have voting rights

Each role has defined ownership, handle decision making within their discipline, responsible for following up with those Operational heads within their discipline to make sure all is being handled.

Members in those roles are defined as follows:

# Morris Rugby Organization

