



## BARS Committee Meeting Minutes 4 September 2019

Attendance: Timothy Brown, Juni Mercado, Stephen Edwards, Michael Wellbrock, Dennis Trammell, Salvatore Scrimenti, Joel Penrose, Michael Mirpuri, Thomas Milano, Zachary Chaney, Dalton Richardson  
Committee: Uthman Olagoke

### 1. Open Discussion from the Committee

- a. Want something discussed at the meeting? Think there is a problem? Have a good idea and want to get more involved? Toss it in the mix for discussion!
  - i. How do we best communicate with the league? Players may feel kept in the dark about certain changes that happen to rules and play during meetings and don't feel that they are not aware of the thinking behind it all.
    1. Some directors prefer to take a grassroots approach to share information and collect feedback.
    2. There could be a better job at informing players that they can attend meetings and that the minutes are posted on bigapplerecsports.com.
    3. It would be beneficial to see an agenda in advance to encourage players to come in advance.

### 2. Updates from the Commissioner

- a. As part of the bigger picture, we're focusing on building right now an actual set of guidance for how the board should act now and into the future.
  - i. Bylaws: How the board is set up and maintained; how changes are made
  - ii. Financial Policies: How money will be spent and monitored, how will our league be protected and conducted financially
    1. The details of how we actually conduct financial operations falls into procedures rather than the policy level
  - iii. Participation Policies: How individuals are expected to act
    1. Standard for all league members to uphold at all times (eg, anti-discrimination, anti-harrassment)
    2. Need for evaluation of rules of conduct for players: what is in place and what needs to be in place
  - iv. Board Procedures: How projects are created, managed, and agreed to. What requires board voting, what is within the purview of committees.
  - v. Remediation Procedure: How individuals will be addressed if not meeting the expectations.
    1. Policy level would be at full board, while individual sport leagues should have the purview to maintain their own procedures along with the Director of Operations

### 3. Proposals + Sport Discussions

- a. None motioned.

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### 1. Sport discussions and sport proposals



- a. Newsletter - All sports directors will email out weekly to foster better communication.
  - b. Bowling
    - i. Update from the director
      - 1. Registrations open for over a week. At this point in time, there are just as many registrations as total for Spring. Given the fact that Summer ended around a holiday time, additional reaching out is possible
      - 2. Sal, Juni, and Dennis met with Frames to meet the GM and an owning partner to meet and break the ice with management. It was a good opportunity to be honest with each other and make progress in terms of mutual beneficial partners.
        - a. Karaoke day for BARS with food
        - b. 10% loyalty cards for bowling on other nights
        - c. Frames is asking for more data and feedback from our bowling league which we can integrate into the end of season survey
  - c. Dodgeball
    - i. Update from the Ops Manager
      - 1. Season started! First season DRI (dodgeball-related injury) already occurred, but the most fun week 1 party that ever happened.
      - 2. Busy open play with lots of newbies. Both courts were used for the first time since May.
    - ii. Player dismissal from the season (MW)
      - 1. Player went off-site and upon return, violated terms and conditions of agreement with venue. Player was dismissed from Dodgeball.
      - 2. Formal communications ought to be in writing via email in formal channels
  - d. Kickball
    - i. Update from the Directors
      - 1. Tuesday - Started with no complaints. Newsletter went out and received well. Shirts were delayed, but will be there for week 2.
      - 2. Saturday - Ready to go. Shirts will be there for Saturday. Two games will be going on for three sessions
- 2. League-wide discussions and proposals**
- a. NYGFL Gay Bowl volunteer request message sharing (JM)
    - i. Sports directors received emails to request for volunteers from LGBTQI sports leagues for Gay Bowl in NYC this year. Participation gives volunteers tshirts, access to parties, F&B perks.
      - 1. On one hand, it dilutes our message which we need to work on focusing.
      - 2. On the other hand, they are our sister org and share a lot of players with the league.
      - 3. The sharing of the message on social media is floated.
  - b. Kathleen Maxson (JM/DT)
    - i. A need to share the news of the tragic passing of a BARS player
    - ii. Need for a way to reach out or send messaging to allow sharing of information; Brief acknowledgement and ways to get involved



- c. Sponsorship updates (JM)
  - i. \$31k committed in sponsorships (8k more than last year, Fall to Fall). Once fall sports are closed, we'll have allocations set.
  - ii. Fall budgets will be adjusted based on players playing in each sport. Numbers may fluctuate based on league size, based on historical figures.
  - iii. Will also help create budgets for non-sport parts of the league to increase autonomy for additional endeavors.
- 3. Treasury**
  - a. Financial Policies (SE)
    - i. Presentation of first draft. Submitted to the board for review and to be discussed in depth at the next meeting
- 4. Press/Marketing**
  - a. Ads were used to prospective players rather than current players in efforts to expand the player base
    - i. Most success was found in ads going to Friends of Friends.
    - ii. Photos of casual, normal poses yielded greater results
    - iii. About \$200 was spent and Facebook Pixel will be integrated to better meter future results
    - iv. Typical campaigns run months out for normal commercial entities, but historically BARS has been more reactive after less than ideal registration rates.
    - v. PotW - Dodgeball had the greatest engagement, bowling was the lowest.
    - vi. Now, IG is typically more impactful than sport independent Facebook
- 5. Social**
  - a. Halloween
    - i. Hudson Terrace approached for venue
    - ii. Industry and Boxers Chelsea reached out to for buyout