

**TUCSON YOUTH BASEBALL ASSOCIATION COUNCIL**  
**MEMBERSHIP MEETING MINUTE: Monday, February 12, 2018**

- Call to order by Chairman Bill Leith - 6:09pm
- Introductions of new attendees, sign in sheet circulated
- Roll call for executive members
- Overview of why we are here – to be positive and productive for the baseball community.
- Future agendas emailed to membership prior to future meeting instead of printing copies

**Membership forum open (2 minutes per):**

1. Jim Tiggas asked to confirm that this group is open to everyone. Board confirmed that it is.
2. Continued concerns regarding availability of fields and lights. Smaller organizations struggle to compete with larger organizations that have the “power” to obtain fields first. This makes it difficult to keep a team together. Many teams that are non-little league expressed concern and difficulty of going through Little League Presidents to get field use permission. Many are not sure how to go about communicating with the Little Leagues.
3. Cindy Snow stated there are meetings held with the Little Leagues that these teams can attend to discuss field rentals and availability.
4. Power in the numbers: gather statistics of how many players each district has, number of teams and the level of teams to present to the city. We will need the numbers to gain support in getting additional fields built in Tucson.
5. Engage Pima County and city officials. How do teams rent fields in the fall? Create a central place on the TYBAonline.org website where teams can see all the fields that are available and location. Interactive map with contact information for each field. When as a collective group have the ability to show the need for baseball fields and to illustrate how many participate in the sport, then we can get the city/county to look in favor of baseball. Soccer has created relationships with ward members and we need to start that process through our group.
6. Proposal: If properties of closed schools could be taken over by the county, we may have more fields available. Can TYBA take on field maintenance to save city/county money? Most likely willing to help if we have funds to provide. In 5-10 years the goal is to create a self-sustaining business for the sporting community; lights, bats, equipment, etc. that is not dependent of government

**Mission Statement (review/finalize):**

1. To improve our SOAZ community through the support and growth of youth baseball. To increase visibility, reduce barriers to participate and provide financial support for baseball in Southern Arizona.
2. Motion to approve from Bill Leith, approved by Cindy Snow, second by Art Burrola. Membership approval.

**Financials (Amber Fernandez):**

1. All funding and expenses will be processed through to the Board of the Tucson Youth Baseball Association. Recommend that the TYBA council obtain a separate bank account with 2 signers (Amber and one other) for the dues, donations, fees that are collected. Scott Beck suggested that when we host an event, it would be easier to take in and payout monies as needed and send profit and final bookkeeping to over-arching organization.
2. Accounting software
3. Dues: \$10/year, payable to TYBA.

**Public Relations (Marcheta Gillespie):**

1. Media Plan/Strategy. Marcheta Gillespie is putting together a press release to circulate to print and TV media. Press release will announce the formation of the TYBA council and mission. This is the beginning of spreading the word. We will also need to engage social media: Facebook page, twitter, Instagram, etc.
2. It was suggested that we get a journalism student to write a short story about baseball in Southern Arizona each week for the website. Shelly was working on hiring an intern to handle the social media.
3. Several website domains exist but all point to the same site. It was decided that [www.TYBAonline.org](http://www.TYBAonline.org) would be the website domain we include on all communications.
4. Bill Leith discussed his vision for TYBA: Long term: Create a store front where the community can go to see Southern Arizona baseball history, visibility in the community, hold meetings and be available and accessible to the community
5. Put together an Event Schedule: Outline of baseball events are going on in the community. This will be a working document since many items will be added and deleted on a continuous basis.
6. Fundraising events are planned for the fall. Main goal is to attract out-of-town teams to Tucson as it relates to hosting tournaments under the TYBA brand name.

**Baseball Operations (Blake Eager):**

1. Become a tournament engine that is a program to fundraise. Our main challenge is to market out-of-town teams to come to Tucson.
2. Growing baseball is not just from a SOAZ stand point but should be from the Southwest Region and International standpoint. When we are ready, we need a press release for a big tournament and build off that momentum. If we can provide a venue for scouts to come to Tucson, teams will come. Instead of constantly trying to find a tournament, bring teams here; become a economic impact hub for Pima County and City of Tucson. Overall goal is to have strength as one entity to meet with the county and city regarding field availability and be able to reach out to the city and county discussing what can TYBA do to assist in improvements to existing fields.
3. Build relationships with HS, LL and club teams to come together and create positive communication. We need to all be on the same page moving forward and working together.
4. College showcase to local high school players
5. Provide what LL needs and support them...development

**LL update (Cindy Snow/Carl Thompson):**

1. Tryouts are ongoing. District 5/12 is seeing steady numbers; T-ball and minors are strong but need a push in Major division registrations.
2. Start-up is end of March. End of June for year-end tournaments.
3. There will be a D5 Mid-season classic for major's teams: International tournament style. Would like to get all of the LL's together. TYBA to promote opening day for each District.
4. Need accurate numbers for how many players are registered. Dist. 5 currently estimating 5000 players. At the end of the season requesting that each District Administrator (5-8-12) and Kino Baseball League obtain accurate player enrollment statistics by age, so a statistical database can be developed that can begin monitoring trends of youth baseball participation in Southern Arizona.

**High School (Shane Folsom):**

1. Practices have started, and games start next week with the Cowboy Up Tournament sponsored by Sabino and Cholla High Schools. Promote more players to the colleges. Possible thought to move power points HS games to Kino during TIG Collegiate Spring Training Games in March.
2. May 29<sup>th</sup> is the HS All-star games, playing in the quad at Kino. All four games will be played at the same time. It was suggested that the High schools/Kino should look into live streaming the games. Looking for sponsors!

**Club ball (Mike Hansen):**

Mike was not present

**Facilities (Blake Eager):**

1. What is the status on the lights at Palo Verde Park/ who is the council person? TYBA to get ball rolling with communication to develop a plan to assist in resolving this issue.
2. Pantano – shut down Jesse Owens Park by the City for irrigation upgrades, set re-open in April. Park closure not ideal for this time of year as it is hurting the teams –fewer field available for practices and games.
3. Rudy Garcia Park is set to close for the rodeo.
4. TMLL that plays out of Kennedy Park will be able to open on time,
5. TYBA would like to have council aids come to a meeting and discuss what parks are set to close for the next year (due to maintenance, etc.). This information needs to be communicated to the Little Leagues so they can plan for fewer fields. When we have our registration numbers, we can show the impact this has on the players/teams.

**Old Business:** None

**New Business:**

- Build relationships with donors to get new and used equipment that we can distribute to LL's and players that are in need. Recommend to research possibility of renting a small storage unit to build an inventory.
- Recommend a TYBA baseball swap meet for the community to bring and purchase other player's equipment. Anything left to be donated to TYBA storage for later distribution.

**Coach Stitt:** perspective of things Shelly wanted. Shelly's intent is skill level. Get the youth involved without emptying their parent's pockets. Survey of the county to see how many facilities there are available. There are lots of facilities available and being underused.

Coaches generally don't care for showcase events. Players are out to "show" for themselves. You can't see if a kid can play baseball. We need to focus on skill development not tournaments, showcases, etc. Create a "coaches Forum" on the website. Coach Stitt and Coach Alday to contribute each week/month and we post. This creates an opportunity for people to realize that showcases are not the answer. It is rare for a kid to be noticed at a tournament, yet there are so many schools out there that need Tucson players that can play. Players in some instances wind up getting their education paid for.

**Bill Leith:** Veterans Day tournament this past year had 2 college coaches come from the Mid-west. These coaches got more from watching the players play in real game situations instead of showcase tournaments. At least 12 young men received college offers from this weekend

**Sponsorships: Scott Beck**

Direct donations can be accepted. Sponsor packages are being built. Goal of packages are to get the company name out there for yearlong advertising; promotion at all our events and on the website. You can also sponsor a single event as part of a "mini-package". Also need items for prizes and food for events. Sponsor often want to know, "how many kids does this pay for?"

Next meeting—Monday, March 12 – 6:30 PM at Viscount.

Motion to adjourn by Coach Stitt. Meeting adjourned at **8:12pm**

**Action Items:**

- Press Release
- Engage city/county Officials
- Bank Account
- Accounting Software
- Light System at Palo Verde Park
- TYBA presence at Little League opening ceremonies – need dates/times
- Participation numbers from Little Leagues and Kino Baseball League
- Coordinate possible HS games during TIG College Games
- List of upcoming Park Closures
- Event Schedule Listing
- Interactive Map of fields/Contact info to rent
- Coaches Corner on the website

Respectively submitted:

Amber Fernandez, Secretary/Treasurer