

BOYS OF BASEBALL – NATIONAL TRAVEL TEAM

2003 Board of Directors Meeting Minutes

January 10, 2003
Auburn University Hotel & Dixon Conference Center

- I. Mission of BOB-NTT
 - A. I'm OK-You're OK...good kids, good families, great memories and friendships!

- II. Philosophy of Coaching / Teaching
 - A. Done the right way...coaches always set the tone and offer the following three things:
 - 1. Protection
 - 2. Direction
 - 3. Correction
 - B. Must **TRUST** the person who is offered the opportunity to coach
 - C. KEEP IT FUN FOR EVERYONE!

- III. Current Strategy
 - A. Instruction
 - a. Baseball schools (25-30 offered annually)
 - b. Coaching clinics
 - 1. Coaching contacts will introduce kids and families to BOB-NTT
 - 2. More familiar/dedicated coaches can/will set up baseball schools
 - B. Competition
 - a. 187 age-group tournaments conducted since our inception in 1995
 - a. 16 tournaments (10-HS/18 & under) scheduled for 2003
 - b. Stay age-group specific...there is no hurry or advantage to "playing up"

- IV. Current Promotions
 - A. Website
 - 1. Give more prominence to "FEATURES" section, and use it as a section more frequently updated which may attract more frequent site visits
 - B. BASEBALL SCHOOLS & DAYS OF INSTRUCTION
 - 1. Fliers (can be accessed from website)
 - 2. School contacts (grades K-8th are best)
 - 3. Newspapers
 - 4. Radio...PSA's are usually offered at no expense and minimal effort
 - 5. Commissioners, league officials/registrations, and coaches contacted
 - 6. Players/families introduce and bring other quality players/families
 - 7. Website (www.boysofbaseball.com)...tremendous communication tool!
 - C. Word-of-Mouth...all-time best promotional and sales strategy!
 - D. *Inside The Auburn Tigers Magazine* Ad (bi-monthly...15000+ circulation)
 - E. Local contacts (families, friends, fellow coaches, et al.)

V. Financial Situation of BOB-NTT

- A. Met with Gerald A. Mattson, Jr., CPA, Attorney-at-Law
 - 1. Public Organization vs. Private Foundation (we want to remain “public”)
 - a. Change all references to “Publically supported organization”, not a “foundation”
 - 2. Definition of 501©3, not-for-profit corporation...BOB-NTT is both
 - 3. IRS letter of acceptance as 501©3
 - a. Use of letter in fundraising recommended (see website FEATURES for LETTER FOR FUNDING CONSIDERATION example)
 - 4. BOB-NTT has submitted all required (i.e., IRS) forms, information, etc.
 - 5. BOB-NTT operates in a fully legal and fiscally legitimate manner

VI. Fundraising

- A. Corporate contributions/sponsorship
 - 1. Set up financial committee for planning
 - a. Committee members:
 - Scott Byers (PA)
 - Gene Blackwell (OH)
 - Tom Francis (MD)
 - Mike Adams (FL)
 - Marty Morris (MD)
 - Jerry Arsenault (NY)
 - Charlie Rizzo (MA)
 - Bill Dyas (AL)
 - Jerry Sullivan (AR)
 - Jerry A. Davis (IL)
 - Bill Scott (AL)
 - Richard J. Stropp (FL)
 - b. Awareness and “Need to Give” strategies important and appropriate
 - 2. More fully utilize website to better promote corporate giving initiatives
 - a. Include in “FEATURES” section
 - b. Give more prominence to Features section
 - 3. Promote importance of BOB-NTT contributions to society
 - a. Positive influence on society through baseball
 - 1. positive attitudes of teams
 - 2. positive attitudes of families
 - 3. pre-game and post-game prayers, inviting other teams/families
 - 4. BOB-NTT well-known for its first-class presence at all times

VII. Uniforms

- A. Switch from team-provided striped tournament pants to player-provided white belt-loop pants....staying with all other same colors, jerseys, hats, etc.
- B. Considering switch to solid black socks from stirrups

VIII. Lodging

- A. Re-emphasize the value and importance of all team families (particularly, players and coaches) staying at the same designated lodging site during tournaments...critical to enable communication among teams, camaraderie, relationship-building, etc.

IX. *Next Year’s Meeting...January 9, 2004*