

National Football Foundation Central Coast Chapter

Board Meeting Minutes January 2, 2018 Angelina's Pizzeria, Salinas

NFFCentCal goal: Promote and celebrate the area's top high school football scholar-athletes.

Introductions

- Jim Hansen, Mali Cuda, Teddy Holt, Bob Lis

Approve minutes from previous meeting

- Approved

Approve By-Laws

- Approved

Review Action items from previous meeting

- Jim – Ask other chapters how they keep the information provided by applicants safe.
 - Asked the Mother Ship. They have no policy
 - Seattle simply shreds stuff. (With regard to the information forms, we don't ask for anything like SS numbers, but page 1 that has contact info on it is shredded, the rest of it is just recycled. We actually keep the complete forms of the 8 finalists in case we want to recommend a candidate for the National Awards each year and then of course shred and recycle them after National)
 - Added a section to the bylaws.
- Jim – Get a PO Box in Monterey
 - Done
 - CA Central Coast NFF
 - PO Box 3346
 - Monterey, CA 93942
- Jim – Investigate options for liability insurance
 - Obtained a D&O quote from sales@gsportsinsurance.com
 - \$290/yr for \$1M in coverage
 - Decision was made to purchase the coverage
 - Yikes! I failed to do this...I didn't get it on the action item list.
- Jim – Modify by-laws and distribute for comment
 - Done
- Jim – Add San Juan as a target high school in chapter documentation
 - Done
- Mali – Provide timing for information and deliverables needed for NFFCentCal participation in all-star game
 - Ongoing. Game is next week. Chapter also will have the opportunity to give a 15 minute presentation to all All-Star players. More below.
- All – Provide feedback on rubric for honoring kids in all-star game. Anyone with a GPA > 3.8 and the high school with the highest team GPA?
 - Ongoing. Will make this the focus of the March board meeting.
- Mali – Figure out how to get GPA information.
 - Will set a threshold of 3.5 but use words like “eligible for” and sub-select from there.
 - Should have list by Thursday evening (after first practice).
- Jim – Ask NFF for materials for all-star game (banners, logos, videos, other?)
 - Mother Ship sent a banner and pins.
 - Logos and videos provided to Scott Carpenter
 - Working with the Mother Ship for brochures to hand out when presenting to players
- Jim and Todd – Open a bank account and become signatories.
 - Wells Fargo looks promising. Monthly fees are excessive for smaller banks.
 - Have decided to wait until we get some sponsorship money before we open an account.

- All – Provide ideas about who to approach for sponsorship and/or grants
 - Bob Lis has volunteered as Sponsorship Director and will take on this task.
 - Thanks, Bob!!
 - Teddy and Dennis both have ideas as well.
- Zach – Update website and set up a board drop box account
 - Website is ready to go
- Zach – Investigate how to get email accounts associated with the chapter domain
 - Set up nffcentralcoast@gmail.com as a start.
- All – Try to make contact with past board members with the aim of obtaining a list of past award winners. I have asked the NFF and they do not have that information.
 - Ongoing. Todd has some leads.

Award recipients at 2017 All-Star game

- Number/GPA cut-off
 - 3.5 to see how many we can pull in
 - Down-select as necessary
- Gifts – Certificate, hoodie (need sizes) or hat
 - Yes to certificates
 - Hoodie vs. hat will depend on timing of identifying kids (and associated sizes)

NFFCentCal messaging to All-Star players

Lots of fun discussion on this. Punchline was to focus on the NFF chapter mission, trying to make it relevant to the kids by relating it to my (Jim's) trajectory.

Vote in any new Board Members

- Bob Lis

Vote in any new Executive Board Members (Secretary, Treasurer, Sponsorship, Communications)

- Bob Lis for Sponsorship Director

Scholar-athlete awards

- By when do we need a rubric/form for next year?
 - Will make this the primary goal for our March Board Meeting

Financial

- Many small sponsorships or few large sponsorships?
 - Sentiment was to lean towards a few large sponsorships.
- Balance between Foundation Grants, corporate, and individual?
 - Plenty of discussion on this, but no consensus.
 - Risk of leaning on just a few individuals is sustainability becomes an issue
 - Perhaps leveraging existing relationships to get things started, then diversity
 - Sponsorship Director will explore further

Marketing

- Web site feedback
 - None. Kudos to Zach.
- Schwag – hats, shirts, fleece, etc.
 - No appetite to sell. Give board option to purchase for themselves and have the chapter purchase a number of them to give out to coaches, ADs, sponsors.
- Fortnightly emails (administrator)?
 - No discussion
- How entrain high-school administrators and coaches?
 - Todd is taking the lead on this for us
- What's in it for local members?
 - No discussion
- Visibility in the community – tables at high school games, speaking engagements?
 - We had a discussion about branding and visibility, but no consensus on an approach. Tabled.

Ideas for document storage and sharing (Drop Box and Google Docs?)

- No discussion

Ideas about how to maintain a large, vibrant NFF community and Board. Scholar-athlete fraternity?

- Discussion about an annual or semi-annual drinks mixer
 - Turn it into a fund raiser
- Discussion about having last year's winners give out awards to this year's winners (Mali is awesome at this stuff!)

Action items (as of 4/2/2018)

- Jim: Figure out how large an endowment would be needed to support \$20k/yr operating costs
 - Approximately \$400k
- Jim: Look into whether schools in Santa Cruz, Gilroy, etc. would like to leave the Northern CA chapter and join ours.
 - Not yet done. Jim sucks.
- Jim: Take a close look at gender words used on our website
 - Not yet done. See above.
- Jim: Sort out certificates and hoodie/hat for winners
 - Done.
- Bob and anyone interested: Start putting together some possible approaches to sponsorship
 - Done.
- Bob: Reach out to Mary Jo Moore to help with graphic design on our tri-fold
 - Tri-fold complete.
- Jim: Come up with Chapter baseline and stretch goals for next year, the year after, 5 years, and 10 years
 - Done
- All: Ruminant about how we should handle our selection process next year. It will be the primary topic of the March board meeting
 - For next meeting
- All: Try to make contact with past board members and award winners in an effort to pick their brains about how to make the chapter better and to pull them into the chapter in some way
 - Ongoing.
- Jim: Purchase D&O insurance
 - Failed to get this on the action item list after the board meeting.

Next meeting

March, according to bylaws