

IEBU/SBU Board Meeting Minutes
September 14, 2022
(Approved, October 4, 2022)

Meeting Called to order by Clark Cosby, President, at 6:15 PM.

In Attendance:

Clark Cosby, President
Gary Teale, Secretary
Efrain Rosadovelasquez, member-at-large
Ryan Olson, member-at-large
Bob Francis, Assignor (dropped in but had to leave early)

Not able to attend:

Kevin Gawenit, Vice-President
Rich Hobson, Treasurer
James Whiteley, Past President
Kerry Kelly, Assignor

Note: Prior to the official beginning of the meeting, Eva Silverstone, Arts Education Specialist at the Hive, provided the group with a brief tour of the facility and expectations for use of the facility. The rooms available for meetings can handle between 55 and 73 people. Those rooms also include projection systems that can accommodate HDMI, USB and wireless inputs.

Old Business

- 1. Approval of Board meeting minutes for August 23, 2022**
 - a. Ryan Olson moved to approve the minutes.
 - b. Efrain Rosadovelasquez seconded the motion.
 - c. Minutes approved unanimously.
- 2. Confirmation of Treasurer role and compensation**
 - a. Because Rich Hobson was unable to attend the meeting, this topic was tabled until the next meeting.
- 3. Legion/SIYB Contracts:** Clark Cosby confirmed that renegotiating the contracts with SIYB and Legion. Is underway

Treasurer's Report

- 1. Financial Statements/Balance Sheet** Rich Hobson sent to the meeting via email the August 31, 2022 balance sheet with a prior year comparison and the year-to date income statement. This report indicated that the association's financial position is stable and slightly improved over this same time last year.
- 2. Financial Statements/Profit & Loss:** This report (also submitted via email) showed that revenues were up slightly when compared to the prior year figures. The report also showed that service expenses were up when compared to 2021, thus resulting in a slight decrease in net income when compared to the prior year.

New Business

1. SIYB/Pony schedule for fall has been established

- a. Bob Francis reported that the SIYB fall schedule has been submitted and games will be assigned soon.
- b. Bob also reported that the SIYB games would be taking place at Merkel, Franklin and Roger's HS fields.

2. Addressing the Umpire Shortage

- a. Gary Teale presented a one page proposal to the group outlining possible steps for the association to take to address the current umpire shortage. (See attached document at the end of these minutes)
- b. This prompted an extended discussion around mentoring, training needs, umpire qualities and motivation, and possible next steps to take in contacting current members of the association.
- c. Clark noted the need to begin taking the steps outlined in the plan and authorized Gary to continue working on its development with the recommendation that other people be encouraged and empowered to participate in the process.
- d. Gary will contact Rich Hobson and Kerry Kelly to obtain a listing of the active umpires in 2022.
- e. Efrain and Gary agreed to meet between this meeting and the next board meeting to develop possible design options for business cards and brochures.

Meeting adjourned at 7:45 PM.

Next Meeting: Tuesday, October 4, at 5:30 PM, Location, Cosby Residence

Addressing the Umpire Shortage: A Strategic Plan Outline

Goal: To increase the number of umpires available and assigned to games

Rationale: To reduce umpire burnout, assign more games and increase SBU revenues

1. Formalize a Retention & Recruitment Plan

- a. Tap into institutional memory...Listen. Start with what we know, build from what we have.
- b. Formalize a board (or stipend) position & standing committee for umpire retention and recruitment
- c. Establish a strategic plan with accountability features (measures & evaluation of success)
- d. Set annual goals, along with tactics, timelines, budgets & program effectiveness evaluations
- e. Inform and engage current umpires in implementing the plan (Why? How? Where?)
- f. Measure and evaluate success
 - i. Number of new umpires recruited
 - ii. Number of umpires retained vs umpires leaving the avocation
 - iii. Measure effectiveness of various recruiting & retention strategies

2. Implement Affective Retention Strategies (Feelings are primary)

- a. Communications, Concern & Responsiveness: Ombudsman?
- b. Feedback is the Breakfast of Champions: Constructive Observations and Evaluations
- c. Recognition and Incentives (for games umped, mentorships, etc.)
- d. Camaraderie/Social Events
- e. Adequate Compensation
- f. Addressing Umpire Harassment: We've got your back
- g. Seek out and encourage lapsed umpires to return, or to assume new roles
- h. Conduct exit interviews (listening again)

3. Engage in Recruitment/Outreach Actions

- a. Word of Mouth; Each one, Reach one
- b. Collaborate with others with a stake in baseball (WOA, WIAA, Coaches, AD's, Spokane Indians, Leagues)
- c. Segment marketing strategies for different age groups (youth, working age, retired)
- d. Public Relations/Media (Radio, TV, Newspaper, Social Media, etc.)
 - i. Press Releases
 - ii. Print materials (brochures, business cards, flyers, etc.)
 - iii. Multi-media presentations (videos, PowerPoint, etc.)
 - iv. Website & Social Media updates
- e. In-Person Presentations:
 - i. Schools, Colleges & Universities
 - ii. Baseball Stakeholders (Spokane Indians Baseball games, SIYB Parent meetings, etc.)
 - iii. Community Events (fairs, public meetings, etc.)
 - iv. Retirees, ages 55-70
 - v. Gender Inclusion (move beyond an "old-boy" network)
- f. Personal Follow Up: You've hooked them, now reel them in
 - i. Update and maintain Website support; FAQ's, Forms, contact info.
 - ii. Personal calls, follow up face-to face meetings.

4. Train, Support & Mentor New Umpires

- a. Training: Tell me (oral); Show me (visual); Move me (kinesthetic) in mechanics, rules, game management, etc.
- b. Provide equipment support (gear, rule & mechanics manuals, etc.)

- c. Assign mentor umpires (train mentor umpires in cognitive/affective coaching techniques)