WSSL BoD Meeting Minutes - 8 Jan 2025

Attendees: Dick H., Kathy S., Ben D., Steve S., Andy J., Bill L. and Steve C.

The meeting kicked-off with the welcoming of three new board members, Commissioner Dick H., Communications Director Kathy S. and Treasurer Steve S. The Commissioner then requested that each member provide their perspective regarding expectations for this board's tenure in 2025.

The discussion turned to a review of a proposed survey for WSSL members expected to be released later this month. The goal is to obtain member inputs that will assist and guide the BoD in planning for 2025.

The Board next turned to the importance of volunteers to fill the many operational, administrative and logistical needs throughout a season. It was agreed that a number of such responsibilities could be overseen by a WSSL "Operations Manager" that would fall under the board's Treasurer position. It was also agreed that the Rules/Umpire Committee would continue to fall under the board's Secretary position and the Recruitment and Marketing Committee will continue to fall under the board's Communication Director position. It was further noted that player Development and Assessment activities will continue to fall under the Commissioner.

The Board next reviewed changes and updates to the Player Registration Form and it was agreed that 2025 member dues will remain at $75.00. Steve S. provided an update on 2024 expenditures and an assessment on fiscal projections for 2025.

The Board discussed and approved a Facebook recruiting/marketing campaign to run in February and March with the goal of bringing in new players and with a focus on increasing Yorktown Division numbers to at least keep pace with members who do not plan to return. The strength of Jamestown Division was assessed as stable, and if any change is likely, potentially an additional team could be established.

The need for an updated league marketing flyer was discussed and will soon be in the works.

It was agreed that Dick H. will assume the role as primary focal point for liaison with the City of Williamsburg Parks and Recreation.

The board discussed the league's current stable of sponsors and how important they have proven in helping keep player dues at a very reasonable level. Dick H. and Kathy S. will contact our existing sponsors to bring them up to speed on the league's growth and development as well as to ideally continue these mutually beneficial relationships into the future.

The next board meeting is scheduled for 5 February at 11:30