

Disc NW Board Meeting – Monday, June 22, 2009

Attendees: Steff, John, Kong, Janna, Mike K, Adam, Mike D, William (ED), Wynne (DoYO)

Absences: Christina

Start time: 7:05 pm

Housekeeping

May minutes unanimously approved.

Discussion about whether abbreviated or full notes should be posted on the website.

- For now, abbreviated minutes will be posted. Full minutes will be for our own use.
- After a few months of testing this process, will check in with Christina to determine whether or not the benefits of creating two sets of notes outweigh the pitfalls (i.e., the extra time it takes).

Discussion about whether or not ED and DoYO reports be included in abbreviated minutes.

- No, but they will be available to the public on request.

Committee Reports

Webteam

- Jeff Jorgenson is uploading Spring Reign pictures to Flickr, and Mike K and Bunny are providing support.

Treasurer

- Steff asked if people wanted a treasurer report.
 - Mike D wondered if a half-year budget-to-spending comparison would be helpful.
 - Ultimately determined that this wouldn't be necessary or worthwhile.
 - No extra reporting necessary beyond the regular reports that Chris used to produce.

Fundraising.

- John would like to create a DiscNW webpage for fundraising, to serve as an internal and external resource.
 - Would include information that we learn about standard operating procedure when performing fundraising events (e.g., what did and didn't work well with the silent auction).
 - Valuable tool for documenting our activities.
 - Teams doing their own fundraising could view it and learn from our experiences.
 - Would also include "fundraising calendar" to keep track of grant deadlines and budget cycles (e.g., for the City Council)
 - Would allow us to coordinate efforts so that we don't have multiple groups/individuals asking for support from the same donors.
 - Include form "thank you" letters.
- John will work together with Mike & Bunny to create a business spec so that the Webteam can create the "scaffolding" for the page. John can then enter data and information.

Strategic Thinking

Mike D. scrutinized the last 6-8 board agendas to review the types of topics addressed at meetings. He found that the agendas are largely operationally-focused despite our intent to focus more on strategy.

- Is there an appropriate balance between operations and strategy? Do we need to change our discussions considerably? If so, how? Given the size of our organization, is it OK for us to be a little more operational rather than pushing for the ideal of a completely strategic agenda? Is a completely strategic agenda a reasonable goal?

William thinks that staff needs to seek guidance from the Board on operational topics, since there are only two staff members & organization is so small. But the Board should strive to spend more time on strategic & policy issues since the organization is growing. Don't need to talk about budget on a monthly basis but should review each year.

Adam thinks that we should try to include a strategic item on every agenda as time allows. Because organization is small, strategic issues often bleed into operations. Adam would like to see the Board focus on some non-urgent items. That being said, he doesn't think that the Board currently delves too deep into operations.

Steff thinks the Board has moved more toward strategic thinking in the time she's been a member. Need to work on giving staff members the general strategy for decision-making but move away from giving detailed tactics.

Janna is satisfied with the balance between operations and strategy. Board members seem aware that conversations sometimes fall into minutia, and awareness is good. The fact that we have set the goal of being more strategic is positive (i.e., no one thinks we need to be more operational).

Kong said we had some very unusual cases in the past year which led to some more operationally-based discussions. They were Board-level decisions but could easily bleed into details about operations.

Bunny challenged the group to start thinking more strategically about all topics on the agenda, even those that are more operationally-inclined. e.g., What are the long-term impacts of changing this policy? Does this fit in with our long-term vision?

Adam introduced the idea of an exercise: At the end of each Board meeting, pose a hypothetical question, and give members the following month to collect data and think about, it, to prepare for discussion at the following month's meeting.

- These are questions that won't necessarily result in an action item—just a philosophical discussion. Questions without an answer, that the organization should continue to revisit over time.

Brainstorming topics for Adam's exercise:

- Growth. How is it defined? How do we want to grow? What are willing to do to support that growth?
- Fundraising. What are we willing to be? For example, do we go after grants that have requirements that are slightly tangential to ultimate?
- Finances and financial health.
- Risk.
- Who is our service population?
- Relationship between youth and adult programs in the organization?
- What's our identity/how do we want to promote ourselves to the general public?
- Can we live up to our mission as written? Is there anyone who feels that we are not meeting our mission? That is, who may be feeling well-served, and who not so well-served?
- Board shwag

BREAK

Potlatch

Disc show-and-tell. More show-and-tell to occur following Board meeting.

Janna & Kong attended Youth Strategic Committee meeting a couple of weeks ago to discuss the Potlatch youth policy.

- Was the beginning of a discussion which will be continued following the tournament.
- There were many divergent views in support and opposition to the policy, and people seemed to understand the reasoning behind the policy, but no one seemed completely satisfied with the policy as implemented.

- Janna thinks we need to go back to looking at how we want to identify ourselves as an organization.

Kong is working on Potlatch 2009 Code of Conduct email. Trying to keep it succinct as possible. Going to be blunt. If [fill in the blank] happens, Potlatch is done (or you are done at Potlatch).

Sound Events will provide bartenders, salmon cooking staff, and after-party clean-up.

Expecting a 2-3,000 profit (not the budgeted \$5,000).

Five Ultimate is making fabric wrist-bands.

- One color for adults and one for youth.
- Will be doing random checks of wristbands & rosters.
- \$950 covers 18 people, \$50 for each additional player.
- If roster doesn't match who you're playing, you forfeit that game.
- Can make roster additions during tournament (and pay).

Annual Meeting

Beer was perfectly budgeted though food was limited.

Silent auction went well, though many ideas to improve it—e.g., hire an MC, provide an auction booklet, solicit earlier donations, post items online.

- Steff would like to help as an auctioneer.

Probably had about 300 people total, 200 at a time maximum.

Wynne would like to see an informational aspect included.

- Many Board members pointed out that it needs to be light-hearted, fun, short.

New Pyramid Brewery Event

September 12 at Starfire, one-day co-ed hat tournament in conjunction with Pyramid Brewery.

- Pyramid sponsors the Sounders. Sounders offers media options to Pyramid, but Pyramid couldn't use them. Sounders instead gave Pyramid the Sounders' practice space at Starfire for one weekend to do a local event and market in that way.
- "Urban, adventurous, and social crowd" is the market Pyramid Brewery is targeting. Pyramid representative (President? VP?) Mike Brown chose to run an ultimate tournament as their sole marketing opportunity.
- Four synth fields reserved, space for up to 16 teams.
- Will become an annual, fall event.
- Beer garden, food vendors.
- Will run registration through DiscNW website.
- Will push back start of hat league by one week since this is usually the weekend that it starts. Will be kick-off for league (cheaper registration fee if you're participating in league).
- Pyramid wants proceeds to benefit the Long Term Fields Fund.
- Prizes contributed by Pyramid.
 - First place teams get dinner at Pyramid and a suite for a Sounders Game.
 - Second place team gets Sounders scarves.
 - Spirit team gets Patagonia tech tees with subtle branded Pyramid logo.
 - Raffle and shwag.
- Possible names:
 - "Warm-up throw-down"
 - "Field day"
 - Bunny will select a name on Friday. Most Board members supported the name "field day"

Discussion about whether or not youth should be permitted to participate.

- General consensus is that they should not.
- Janna recommended including the Youth Strategic Committee in the decision.

ED Report Highlights

Bought Survey Monkey account, which wasn't in budget, but it was a small budget item that we will use a lot.

Registration a little lower for men's and master's hat leagues than usual.

- Started it earlier and ending late July, so that probably affected the registrations.
- Still have six men's teams and four master's teams.
- Masters in pods this year (eight pods), which will combine in various permutations to form full teams throughout the season.
 - New website feature keeps record for each pod.
- 11 women signed up this year.

Interviewed by writer from Recreation Management Magazine.

- Focuses on emerging sports—getting people excited, how to get it started.
- Reporter asked questions about organization—size, history, staff, etc.
- Wanted practical advice for how to start some ultimate programs.

There will be a Potlatch placement in Seattle Metro or Seattle magazine calendar piece, July issue.

DoYO Report Highlights

The Disney Channel will feature Seattle youth player Arianne Lozano in a mini documentary called "Get'cha Head in the Game," which is featured between shows on the channel.

Quote of the night:

"It was drinkable."

Next Meeting

Will be picked via Doodle. Won't be the July 20th as originally planned.

Adjourned 9:10.