

## FFL Meeting Minutes – Wednesday, January 28, 2015

Call to Order (7:03 p.m.)

Board Members Present: Kelly, Erik, Rob, Paul, John, Chris, Erin, Wendy, Amy, Jamey

Agenda Items Discussed:

### **1. 2015 Season – proposed dates**

- March 25: online pre-registration will open
- May 3: FFL signs go out to Elementary Schools
- May 9: Lone Star on site skills
- May 16: Lone Star on site skills
- June 7: Make-up skills (TBD Rob to discuss with DX3 to use their facility)
- June 13: Football draft at Collin County Community College
- June 20: Uniform design/cheer draft
- June 24: Team Manager Meeting (location to TBD)
- June 27: Football Coach Clinic (location TBD)
- August 8: Cheer Coach Clinic & 5/6 cheer camp
- August 12: Refit
- August 15: 7/8/9 Cheer Camp
- August 15: First practice
- August 22: 10/11/12 Cheer Camp
- August 22: First practice in pads
- August 29: Allen Jamboree/Scrimmage Day
- Sept. 2: Scoreboard Clinic
- Sept. 5: Round Robin
- Sept. 12: First game of the season
- Oct. 31: Finals
- Nov. 7: Playoffs
- Nov. 14: Semi-finals
- Nov. 14: Cheer Extravaganza
- Nov. 21: Championship game
- Dec. 8: FFL Membership Meeting

### **2. Merchandise**

Board discussed member color for 2015 season (charcoal or slate) and possibly new design. Discussed new options for FFL merchandise line (i.e. Elite socks, compression shirts and coaches' clinic shirts). Discuss potential new design for cheer merchandise to be selected by cheer board. Possibly looking to discuss with outside Vendor to provide Flag Football safety head gear.

### **3. PR Campaign/Booster Club**

Board discussed football numbers from previous years in all age groups. Discussed the goal this year is to focus on the advertising of the FFL league as a whole. (Tackle & Air Assault) - Board discussed changes that needed to be made in 2015 in terms of advertising safety of league to increase registration numbers. Board is looking to work on the same advertising in the movie theatre, Frisco Magazines and News Papers. Board discussed the goal and what is the draw to be a Booster Club member. The Board is looking for more advertisement of the advantages of being a Booster Club member. Recommendation is to set up the Booster Club table at the beginning of the Registration area to bring in more members.

Rick Russell will be taking over as the Booster Club Chairman.

**4. Photography**

The Board has decided to use TSS Photography for this year's Team photos.

**5. Coaches Badges**

The Board has agreed to change the badges for the coaches on the field. They will not have pictures on the badge. They will have coaches name, FFL & USA Football Logo.

Next meeting agreed to be on February 25<sup>th</sup> at 7:00 PM

Paul motioned to adjourn meeting – Chris seconded motion.

**ADJOURNED at 8:19 p.m.**