



Budd Bay Rugby Football Club Board of Directors

Meeting Minutes

November 21, 2006
5702 22nd Ave SE, Lacey, WA 98503

I. Call to order

Dan Smith called to order the regular board meeting of the Budd Bay Rugby Football Club at 6:30 p.m. on Tuesday, November 21, 2006 in the residence of Dan Smith.

II. Roll call

Dan Smith conducted a roll call. The following persons were present: Board Members Stephan Harrell, Mike Steenhout, Trevor Anderson, Mac Nicholson, and Corey West. Alex Goff was absent. Budd Bay members present include: Tim Housh, Chris Cousins, Dan Santana, and Kaya Wilcox.

III. Approval of minutes from last meeting

Approval of the minutes from the September meeting was tabled to the January meeting.

IV. Member comment

None.

V. Open issues

a) Development of recruitment plan

Both Alex Goff and Parish Preston submitted comments prior to the meeting. Parish suggested placing emphasis on the Summer 7's season, heavily marketing the events in the newspaper, with flyers, and to the youth programs. In addition to regular trainings and tournaments on the 7's schedule, players could arrange a monthly barbeque to encourage the social aspect of the teams.

Alex Goff recommended that each individual team develop a feature news article. Talk with the Olympian and other media outlets about the teams and encourage them to prepare a piece for publication. Additionally, when speaking with the media, be sure to make mention of the other teams with the club. Corey West stated that this usually happens with the youth teams during their seasons, recommending that team leadership should talk with Pete and Alex about methods they use to encourage the media to feature the teams.



Methods/Materials discussed for inclusion in a club-wide recruitment/marketing program include:

1. **Radio PSA's** – Dan Santana suggested preparing radio psa's to be aired on local radio stations. Santana stated that once he has an operational computer, he would put both a 30 & 60 second PSA together for the club.
2. **Old Tournament Shirts** – when club recruiting events take place, members should take the old shirts and give them away.
3. **Club Schedule Pocket Calendars** – Mac Nicholson suggested that we look into designing and giving out pocket calendars, similar to what is given out for the Mariners, Seahawks, or Sonics. Smith stated that he would look into the costs and report at the next meeting.
4. **Business Cards** – Dan Smith reported that he will prepare and have business cards ready for the spring season for all teams. As costs for individual cards are too high, if individual cards are wanted, the individual will have to pay for them independently (the club will order). Cards for the Spring season will be generic and provided to all leadership for each team for recruiting methods.
5. **School Clinics** – Smith suggested that teams looking to recruit at area colleges, host an educational “clinic” at the schools for one week each. These “clinics” will take the place of regular trainings for the players involved on the team hosting the “clinic”. Two weeks prior to the event, flyer the campus advertising the opportunity. Mac stated he will look into available dates and costs for the events at each school – SPSCC, Evergreen, and St. Martin's.
6. **Club Video** – Smith suggested work continue on developing a club video for marketing purposes. Tim Housh reported he would continue to look into sponsorship from the Valley Athletic Club to play the Club's commercial on an annual basis. Corey West stated that the youth teams have highlight videos and a number of other recorded material. Smith and others asked if Corey could get those materials for inclusion into a marketing video, as well as storage in the archives. Additionally, these videos could be played on TCTV for further exposure. Smith stated that once he received the videos, he would work with TCTV to get them aired. Harrell will look into getting the video producer back involved and double check costs.
7. **Parade Float** – Santana suggested that the club look into developing a float for an upcoming LakeFair Parade. The LakeFair organizers allow floats into the parade for free, and this could be a great marketing opportunity, reported Santana. A booth at LakeFair costs ~\$400 and has had marginal success. The Board welcomed the float idea, recommending that it be included into a longer-term marketing plan.



8. **Pub Events** – Harrell recommended inquiring at local pubs to set up recreuiting materials a few times before Spring training begins. Members of the senior teams could set-up in an area with informational brochures, wearing club gear, and possibly watching a rugby video. These players would be available to get people signed up with the respective team and hand out information and marketing materials. Harrell stated that he would contact the owners of Pints & Quarts (Lacey), Charlie’s Bar & Grill (Olympia), Fish Tale Tavern (Olympia), and The Office Bar & Grill (Tumwater). The events will take place twice each in December and January. Harrell will contact the senior teams for participation once the dates are known.
9. **International Marketing** – Trevor Anderson stated, “The best marketing and recruiting tool we have is being successful on the pitch.” The senior teams need to look at other opportunities to continue the success of the U-19 teams, as well as create new opportunities of the senior players. Both Harrell and Anderson discussed their vision of developing a relationship with clubs overseas, such as in Australia and New Zealand. A “brother” club overseas will encourage foreign players to join Budd Bay RFC while traveling and offer U-19 players an opportunity to refine skills being learned as well as travel. The Board agreed to pursue this thought for inclusion into a longer term plan.
10. **Alumni Game** – multiple versions of an alumni game were discussed. Mac suggested a touch-only game, comprised of alumni members from all teams. Housh suggested a “30-30” game, where players were either Under-30 or Over-30 on a side. Over-30 players were given “Do Over” cards. The Board will include this into a long-term plan. Corey West stated he has experience organizing alumni games, and will look into getting some background information for inclusion into the long term plan.
11. **College Recruitment** – Mac Nicholson suggested setting up informational tables at local college recruitment days. A list of dates is needed for the events at each school. Mac will look into dates and times. The Board will work with the teams administration to get staffing for the events.
12. **Flyers** – All participants agreed that more aggressive flyer distribution needs to take place. There are a number of flyers that have been developed in the past. Smith will update the flyers he has; Harrell will also update his. The Club will prepare copies and encourage distribution at the team level. Flyers can also be distributed at home games to park patrons.
13. **Networking** – Harrell suggested networking with area clubs and intensify the networking with the U-19 teams, including the Lewis County U-19’s. The senior teams greatest source of players should be



the U-19's. Players should be encouraged to make contact with the U-19's more often, including attending games and helping out with trainings when available. Harrell also reported that Nick Putamaya (Ft. Lewis Rugby) is willing to direct folks interested in playing year-round rugby to contact Budd Bay.

14. **Promotional Materials** – Chris Cousins recently purchased club crest and Buffalo decals for the senior men's team. Both decals look great. The Board directed Cousins to look at costs for smaller, 2x2, crests for possible give-away items. Additionally, more of the crests should be made available to the senior women's and U-19 teams. Cousins will present costs to the Board. Materials should be available by mid-December.
15. **Marketing to HR Departments** – Smith suggested that a simple flyer be made announcing the club to various area human resource departments for posting at employee bulletin boards. Such contacts could be fire and police departments, correctional facilities, local and stage agencies, supermarkets, etc.
16. **MySpace** – Smith reported that he is in the process of preparing a MySpace page for the club. Once it is complete, Smith will e-mail the address to the various teams. It was suggested to prepare a YouTube video for e-mail distribution. Smith recommended waiting for the "commercial" to be complete, which would provide a quality video for digital editing. Clips of games could also be used/included for YouTube videos.

b) ACTION: Set implementation schedule for recruitment activities

As some of the items noted above have been recommended for inclusion into a long-term plan, they are not mentioned below. The Board focused on a few items that can be implemented in the short term for the upcoming season.

1. Stephan Harrell will set-up recruitment functions at area clubs. These events will take place 2x in both December and January. Blue will have dates e-mailed to the senior teams as soon as possible. It is recommended that these events fall on Saturdays from 4-7 and/or during Happy Hour on Thursdays.
2. Promotional Materials – Chris Cousins will get price quotes on the materials ASAP. The Board has authorized \$500 to be spent on promotional materials and marketing, based on a Treasury report from Mike Steenhout. The materials will need to be generic enough so that all teams with Budd Bay will be included. Card, stickers, and other materials need to be complete by the end of December.
3. By mid-January, "clinic" sessions need to be scheduled. Mac Nicholson will look at submission requirements for posting flyers at the area schools, and make contact with the facility managers for



available dates and costs for hosting clinics. Lights will be needed for outdoor clinics; indoor space is acceptable. Clinics should take place during February and March.

4. Smith will contact Evergreen with an internship opportunity to video market the club. This would include recording all games, editing materials for presentation, and distributing materials to media outlets.
5. Newspaper ads will be developed for January and the end of July. Mike Steenhout will contact the Olympian for advertising requirements and costs.
6. Flyers will be distributed on area college campus during the first full week of January and May. During the week prior to the Evergreen graduation, flyers will be distributed advertising the summer 7's program and Super Saturday Tatunka 7's. In September, the senior teams will focus on setting up a table at colleges for recruitment.

VI. New business

a) ACTION: Appointment of Senior Men's Head Coach

Smith reported that a vacancy for Head Coach of the Senior Men's team now exists with the retirement of Tim Housh. Parish Preston has stated that he is interested in fulfilling that role. Parish has been associated with the club for the last few years, and this fall, taken on an assistant coaching position with the team. Consensus from the Board was to appoint Parish Preston as the new Head Coach.

b) ACTION: Team recognition

Smith reported on the need to recognize certain team/club members as they move on and/or leave active membership. Smith detailed plans for a membership recognition. All board members authorized Smith to pursue recognition levels.

c) ACTION: Player training and/or certification

A request was made to the Board that the Club pay for player training opportunities, such as the current Referee – Level 1 Certification being offered in the area. The Board accepted the request with the following stipulations:

1. Determination as to the appropriateness of the training is to be made at the Team Administration level (Team Manager, Coach, and/or Team Representative).
2. The Team Representative (or team administrator mentioned above) presents the request to the Board.
3. The Board will grant the request dependent upon the dedication of the player to the club and if funds are available in the team budget for the additional expense.



The Board recognizes that players, just as administrators, should have every opportunity to receive outside training to enhance their personal knowledge of the game; however, it is the team administrator's responsibility to ensure that the training provided will serve to enhance the ability of the team to meet its needs on the field.

Two player requests were discussed. Chris Cousins, Senior Men, and Sasha King, Senior Women, expressed interest in the upcoming clinic. Both members have shown significant support and dedication to their teams, and both teams would benefit from the knowledge gained; however, the women's team budget does not contain sufficient funds for the Board to authorize the expense. The men's team budget does have funds available, and therefore will pay for Chris Cousins to attend the clinic.

d) Tim Housh, Men's Head Coach

Tim Housh, founding member, former President, Coach, and Player of the reaffirmed his decision to step down as Head Coach of the senior men's team. Tim has been a dedicated member of Budd Bay RFC for many years, and his decision to step down has not been an easy one to make. Tim will continue to support and be a part of the Budd Bay family for years to come. The Board expressed their thanks and appreciation to Tim for giving many excellent years to the team and club and hopes that Tim and his family will remain active in whatever capacity possible.

Tim also stated that he has been offered coaching positions with a number of clubs, including Chicago Blaze, Santa Barbara, and with the WYR Washington All-Stars. Tim is excited for the many opportunities, but plans on staying in the area, most likely to coach with the WYR teams.

e) Holiday Social

Dan Santana suggested a holiday social gathering could potentially be held at his new house in Olympia. He will look into dates and let the Board know as soon as possible.

f) Gina Mapanao

Trevor Anderson informed the Board that Gina Mapanao, player with the senior women's side, is undergoing brain surgery to remove a tumor. Best wishes can be sent to Regina.Mapanao@WADS.MCCHORD.AF.MIL

g) Team Sponsorship

Harrell reported that the sponsorship for the Senior Men's team, Pints & Quarts, is coming to an end. Harrell asked if the teams should pursue Pints & Quarts for another year. The Board concurred, requesting Harrell to approach Pints & Quarts for sponsorship, reminding Harrell that primary sponsorships have risen to \$2,500 given the increase in jersey costs.



h) Team Equipment

Mike Steenhout reported that medical kits have been purchased for the Senior Men and Women teams. If additional kits are needed, please let your team representative know. The Club also purchased 2 sets of rucking pads for the U-19 Girls team and 1 set for the Senior Women. All items will be kept in the storage unit or will be the responsibility of the team administration (coach, etc.).

VII. Adjournment

Dan Smith adjourned the meeting at 8:30 p.m.

Minutes submitted by: Dan Smith