



CFHC

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CFHC Board Meeting

# CFHC Board Meeting Minutes (01/21/2006)

## *Table of Contents*

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<b>MEETING VENUE/DATE/PARTICIPANTS.....</b>	<b>3</b>
PARTICIPANTS.....	3
<b>ISSUES .....</b>	<b>3</b>
CINCINNATI TEAMS .....	3
CINCINNATI TRANSPORTATION AND HOTEL ARRANGEMENTS.....	3
INDOOR LEAGUE ISSUES .....	4
CFHC MEMBERSHIP FEE .....	4
DIRECT DEPOSITS.....	4
SPONSORSHIPS.....	5
CHICAGO TOURNAMENT .....	6
TOURNAMENTS IN 2006 .....	7
USFHA INSURANCE.....	8
OTHER ISSUES .....	8
<b>TO DO LIST .....</b>	<b>8</b>

## Meeting Venue/Date/Participants

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2<sup>nd</sup> CFHC Board Meeting @ Kitsch'n (2005 W Roscoe) (Saturday Jan 21<sup>st</sup>, 2006 9:30-11:00 am)

### *Participants*

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- Simon Allen (Men's Captain)
- Theresa Sukal (Ladies Captain)
- Alarico Fernandes (Communications Chair)
- Margreet Coolen (Marketing Chair)
- Kamal Elkhadiri (Indoors Chair)
- Shayan Zaidi (Financial Chair)

*Shayan Zaidi was the scribe during the meeting*

## Issues

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### *Cincinnati Teams*

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- It was also factually confirmed amongst the board members that Shahid and Nadeem are unavailable for the Cinci tournament and hence shall not be considered for selection
- Rob and Greg's status was also discussed and it was decided that preference will be given to Rob as he is playing 2 indoor games and signed up for the tournament early
- Team Orange's goalie situation was also discussed
- Kamal said he would evaluate his availability status for the goalie position after today's game

### *Cincinnati Transportation and Hotel Arrangements*

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- Ana Calabro is making arrangements for the team stay at The Hyatt (downtown Cincinnati)
- Estimated cost per person was also discussed which came out to be roughly \$120 per person plus gas expenses
- Breakdown:
  - \$50 (van rental)

- \$30 (room rental) [calculated on the basis of \$60 per person per night for a double room shared by 4 people]
- \$35 per person tournament fee
- As for transportation the idea of the big van like the one that we took to MSU was ruled out in favor of renting 3 mini vans primarily because of extra cost and luggage issues of the big van plus the fact that we'll probably have around 17-18 players
- Rico and Kamal were entrusted with the task of getting quotes for the van rental

## *Indoor League Issues*

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- The issue of subs and new members was discussed
- It was decided to keep the subs per team to 2 (max) and that new members would be added with caution and CFHC would continue to charge the new members \$15 per indoor session
- Rico suggested that it's a good idea to start playing with the 7 sec rule which would be strictly enforced at Cincinnati

## *CFHC Membership Fee*

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- Question was raised if board members have received feedback about the new CFHC membership fee structure/tier
- None of the members seemed to have received much feedback about the outdoor membership fee
- Theresa only received feedback about the indoors which some people thought should just have one tier and not the student or professional tiers
- Rico said he was approached by some members to clarify the method/mode of payment for membership and a need was felt to perhaps better communicate this information to members

## *Direct Deposits*

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- It was noted that Direct Deposit transactions on the e-statement as well as the paper statement don't show up with the names of the depositors and this would make the idea of direct deposit membership fee a bit tricky
- However Shayan was entrusted with the task of finding out with the bank, if a process for monthly auto deduction from the Banks can be worked out for those members who would prefer to pay monthly rather than lump sum

## *Sponsorships*

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- It was generally agreed amongst the board members that a lot of ground work needs to be done on this aspect
- Question was raised that if we were looking for one Sponsor for \$3000 or multiple sponsors for say \$1000 each.
- Other questions brought to the table were if we are to do targeted sponsoring i.e. target certain industries like Sports companies, Banks, local organization etc?
- One suggestion was making use of the Chicago pitch and using Northwestern as leverage to attract local Evanston businesses and concerns that are more rooted in Chicago
- It was agreed that in order to attract sponsors the current Sponsorship letter should be re-written with special emphasis on the demographics of our club (people representing 30 different countries) and what kind of exposure sponsors could expect in the event of sponsoring a field hockey tournament in a major city like Chicago
- It was also mutually agreed to look for one major sponsor for sponsoring the tournament and also to take care of the conflict of interest as far as sponsors were concerned i.e. not to accept sponsorship offers from 2 different banks
- Simon mentioned new Sports companies like Model, Dita could be contacted. They may be able to donate hockey stuff and sticks especially if we tell them we are to use those to attract upcoming High School hockey players and to promote Field Hockey in the area in general
- It was also mutually decided that we would focus on Banks and Financial Institutions for sponsoring the tournament and Sports companies for sponsoring the uniforms

The following businesses/concerns/companies/institutions were mentioned:

- Banks & Financial Institutions:
  - LaSalle Bank (Since we already have our CFHC Small Business Account with them)
  - ABN Amro Bank
  - Bank One
  - Washington Mutual
  - Charter One
  - Mid American Bank
- Sports Companies:
  - TK
  - Malik Sports
  - Kookaboora
  - Penn Monto

- Dita
  
- Other Organizations that are major sponsors for Field Hockey in their countries:
  - The National Bank of Pakistan
  - Pakistan International Airlines
  - ABN Amro
  - Shell
  
- Others:
  - ComED
  - US Cellular
  - Chicago Tribune

## *Chicago Tournament*

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### **Tournament Sponsors**

- It was mutually decided to have one main sponsor for the event and focus/target Local Chicago and Evanston businesses for the tournament sponsors
- Companies like Gatorade and Panera bread could be contacted to sponsor food/beverages

### **Media Exposure**

- Steve highlighted the importance of media exposure and its direct impact on the sponsors for the tournament
- Simon informed the board members that MSNBC may interview Degsy (Cincinnati FHC) and they may even tape the Cincinnati tournament this year
- It was agreed to involve local press like Chicago Tribune to cover the tournament

### **Tournament Schedule**

- The mutual consensus was to schedule our tournament between June 15 to August 15
- Northwestern Field Hockey's season kicks off around mid August and the tournament has to be organized before then
- However it was observed that MSU and Boston Cup are also scheduled during this period
- The impact for a possible clash with either MSU and Boston Cup was discussed and it was felt that it is more important to avoid any clashes with MSU as most teams expected to participate in our tournament would belong to the Midwest. Hence an effort shall be made to avoid any scheduling conflicts with MSU. Theresa agreed to call Andrea at MSU to coordinate it

- It was also noted that Boston Cup is an established tournament but other than the Mavericks, we don't expect other teams competing in Boston Cup to participate in our tournament
- A preferred date range of last week of June was set with an alternate one in the third week of July

### **Tournament Format**

- A Mixed League tournament was proposed
- It was also agreed not to extend invitations to Division 2 University teams like Notre Dame or Vanderbilt in order to maintain a certain standard of the tournament
  
- Expected teams to participate were short listed to be:
  - MSU
  - Michigan
  - Cleveland/Columbus
  - Minnesota
  - Cincinnati
  - Washington Mavericks
  - St Louis (may be)
  
- The idea of having just 6 teams was not agreed upon and it was decided to target at least 8 teams including 2 teams from Chicago
- A need was felt to give the teams a proper and fair share of games
- It was proposed to have 2 Groups of 4 teams each with the 2 top 2 teams from each group to qualify for a semi final berth and the rest 2 teams could play for 3<sup>rd</sup>/4<sup>th</sup> position

### *Tournaments in 2006*

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- Simon produced a list of tournaments and their expected dates:
  - Cincinnati (Feb 11-12)
  - IU (March)
  - OSU (April)
  - Virginia Beach (May 5-7)
  - Cal Cup (Memorial Day weekend)
  - MSU (last week of June or last week of July)
  - Boston (end of July)

- \*Big Apple – New York (Labor Day weekend)
- Atlanta Cup (September)
- Florida (Thanksgiving)
  
- We cannot qualify for Virginia Beach this year
- It was noted that Big Apple was an expensive tournament with just tournament entry fee ranging over \$1100 plus accommodation and travel to NYC may turn out to be quite a dent in our wallets however it was felt that the tournament does happen to be one of the most prestigious tournaments
- Simon said he expected IU to happen this year as they have restructured and are looking into expanding this year. However, OSU cannot be confirmed at this point in time
- Everyone agreed for CFHC to send teams to Atlanta and MSU again this year

## *USFHA Insurance*

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*Note from the Scribe (Shayan) - Simon: I joined the meeting while you were already discussing this issue so I could not record this one. Please add this one if you wish so.*

## *Other Issues*

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- An issue was raised as to who is in charge of collecting the CFHC Membership Waiver forms and it was decided that Shayan would collect it from all the members in future
- Theresa asked if it's possible to have a shared space or repository on the website which all board members can access to view the financial info. However, the consensus was that it's not really essential and Shayan could maintain the ledger and all other financial info in a spreadsheet and send it to all the board members on a monthly basis, present them at future board meetings or produce them at request
- Theresa said it would be a good idea to have our CFHC banner printed in order to attract more members and it would also serve as a good marketing tool for CFHC. Theresa would look into the logistics of printing and cost at Kinko's

## To Do List

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- Need 2 sponsorship letters (one for the uniform and one for the tournament)
- Someone needs to look into Chicago local sports media

*Steve*

- Work on the sponsorship letter for potential tournament sponsors
- Contact Local Chicago Sports print and electronic Media

*Rico*

- Work on the sponsorship letter for potential uniform sponsors
- Get rates for Van Rentals and reserve them

*Margreet*

- Coordinate sponsorship efforts
- Proof read Rico and Steve's letters

*Kamal*

- See if you can get a cheaper rate for Van Rentals than Rico

*Theresa*

- Stop by Kinkos for banner price quotes
- Contact Northwestern Facilities Management for Field Rental
- Contact Andrea (MSU) for tournament dates

*Simon*

- Contact USFHA for insurance

*Shayan*

- Look into monthly auto-deposit mechanism for CFHC members who want to pay monthly