

IVA Board Meeting
Friday, November 6, 2015
DataTix Offices
Bugatti Drive, Salt Lake City Utah 84117

In Attendance:

DeeDee Hill
Tim Goalen
Jason Badell
Mike Deaver

Others In Attendance:

James Roberts
Russ White

Start Time: 10:25 AM

1. Jason called the meeting to order and started introductions – all members introduced themselves
2. Confidentiality agreements were reviewed and signed
3. Review of past board meeting minutes
4. August 6th Board meeting notes: History of management proposal and past board voting on and accepting of the Jason Badell and Mike Deaver as management.
5. Voting members vote to approve prior meeting minutes – motioned by Tim, seconded by DeeDee.
6. James Roberts was voted on by board members as a new board member, nominated by DeeDee seconded by Tim
7. Michelle Dodds – board member from Idaho, has not officially resigned. Jason has sent multiple messages and calls. Need to confirm if she wants to continue. James suggested sending out attendance policy. Motion to adopt policy as board about participation including 30 day response period if you have 2 unexcused absences in writing than the board has the right to dismiss the person from the board. Jason seconded the motion, vote was unanimous.
8. Bylaws reviews – last time they were updated was 2013. They are in the process of being updated and board members were asked to read, review and propose changes for the next board meeting.
9. Review of timeline of IVA since September of 2012 as submitted in the board packet. (on file)
10. Past venue default judgement issues – in July of 2014, owner was told IVA could not pay the bill. Tim suggested we face the issue and get a legal notice that we can move forward as IVA without having to incur anything moving forward. Need to address the issue. Their attorney is Snell Wilmer (Parker Allred) and

former IVA attorney is Doug Short. **James will contact Jeff Gross to discuss the issue and how to best move forward.**

11. James Roberts proposed that an attorney be placed on the board to help with the venue issues and if the management group should have a board and an advisory board for IVA – open for discussion. Larger advisory committee made up of club owners and subcommittees. Board nominations have been emailed out to general membership, need to re-email another notification. Matt Carlson, Jake Gibbs, Casey Patterson were suggested as possible board members and to have a meeting with all clubs and offer them a chance to be on the board or sub-committee. Discussion of James Roberts talking to club executives.
12. Discussion of revenue through membership: AAU members and USA members out of clubs. All players if they want to go to USAV tournaments must register as a USA member. 180 current members, renewals are going on now.
13. Doug Beal has agreed to send a letter to the IVA membership endorsing the management and program
14. Jason has submitted for a grant for USA Volleyball
15. Bylaws are in the packet (on-file)
16. Review of financials – cash on-hand, incoming revenue, and expenses review (on-file)
17. Marketing and Outreach – emails have been the first line of marketing, sponsoring the UHSAA Volleyball Championship for \$1,500 to help drive awareness and membership. Idaho club director meetings next weekend.
- 18. Venues: DeeDee to talk to Mark Burke about pricing at Utah venues**
19. Tournament schedule – need to identify venues, court needs, rents, need times, sport court, travel schedules. Schedule on agenda. James addressed the tournaments and how poorly they are run – need more amenities. Russ White knows sport court
20. Elite & Comp leagues – discussion of how to get regional tournaments here that are both levels and multiple states.
21. Management & Compensation – James moved that Jason & Mike will manage IVA under an LLC. It was seconded by Tim. Compensation plan will be presented via email.
22. Social Media – DeeDee asked who was helping with it. Between Jason and an intern have been doing current social media. Need to address this going forward at tournaments. DeeDee offered incentives of tickets for those helping. IVA PR team build out. Could be a parent, or player. Website is on wordpress platform, Jason is currently updating the website with pertinent info. Tim may have some help in this regard.
23. Outreach to communities – how to best address underserved communities. Suggested by Tim that the Latin American market is big fans and participants of volleyball how do we get this market involved.
24. Discussion of memberships levels, pricing, and current pricing. IVA pricing versus other groups. Growth of boys volleyball – clinics, marketing, etc.

25. Sponsorships: Baden and other ball companies. Ability to have "Official" products or sponsors of IVA. Need to follow up with these groups, and can we put out an RFP to all manufacturers for sponsorships. Need to identify categories for sponsorship including medical, apparel, insurance, balls, camps, etc. We can have booths etc. at the tournaments
26. Expenditures to date; rent, copier, phone & wifi system, Denver meetings, some reimbursements. No management fees have been paid to date.
27. Create list of detailed action items for next meeting
28. Meeting was adjourned at 11:50
29. Next meeting TBD – Decemeber 10th at 9:00am