



Charleston GAA

Board Meeting

Monday, February 3rd, 2020

6:00 pm @ Tommy Condon's

(Agenda prepared by Chair Andrew Maron.)

Present board members:

- Chair: Andrew Maron
- Vice: Ryan Finn
- Treasurer: Tiff Nichols
- Secretary: Christina Butler
- Recruiting: Brett Wadford
- PRO: Caitlyn Lees
- Events: Gordon Thompson

1. AGM minutes- Christina reviewed the highlights (minutes circulated to board members, and posted to Charleston Hurling web page.)

2. Sponsor report – prepared by Brian Bland. Read by Andrew. **amended:

- Most main sponsors have renewed support
- Caitlin's company, Modus 2 (HCC)
- Gaffney Chiropractor, Alumni Wkd sponsor
- Eurotech Auto, new Limerick owned sponsor company (Pub League)
- Daps is not sponsoring Spring

- Fundraisers

- o Another whiskey tasting with McCanns possibly
- o Working on an event with Munkle Brewert, where we get a dollar of each beer sold.

3. Budget – Tiff. Good start thanks to super bowl squares- made \$497 total. And \$65 in t-shirts and Airbnb reimbursements, bringing treasury to \$1226.29.

- 3-4 companies still be be invoiced.
- Any known debts beside pub league shirts?

- HCC costs
- Domain costs? Possibly auto-paid by Shrum
- 4. 2020 membership dues
 - Proposed increase ranging from \$100-150. Costs of fields are about \$40 per hour times 24, - \$960 for three months.
 - Settled on: \$125
 - Thanks to Finn for doing the leg work to find fields
 - How many current members? Between 30 and 40
 - Can present as a payment plan for people who struggle
 - USGAA is \$60 per player, would these be part of dues or not??
 - Probably not, because of field costs
 - Membership incentive drive? To encourage renewal in a timely manner
 - Will keep a rookie/first year membership at \$75
 - Never played anywhere and first full calendar year
 - Maybe a student rate of \$50- college age, or create a sponsorship for kids who can't afford it
 - (Not strict enforcement for newbies who haven't paid dues)
 - HCC sponsor? Some money from Tommy's, \$500 food buy and cash towards the costs
 - Two fields will be \$80 an hour times an 8 hour day- \$640.
 - Maybe just one field, fewer teams and same number of games. With playing 13s instead
 - Possibility of using polo fields in Ravenel?
- 5. 2020 Membership drive: want everyone registered for March 1st to play in Spring pub league
 - Incentives? Tiff will check inventory. 3 items, based on dates, and you're entered into a raffle.
- 6. Recruitment - Brett
 - Current Recruits
 - Coming out consistently: Since the holiday hiatus, Andrew Plumer and Stephen Jackyra. John Madden, but he's going back to Ireland. Everyone is on the mailchimp list
 - New Player Skills Clinics- Proposed Dates

- Proposed dates Feb-May: they used to be on Wednesdays and Sundays, with better turnout on Wednesdays.
 - Have a separate standalone for camogie on a Saturday
 - Target ladies nights?
 - Reach out to lady teams? Rugby and softball? Ladies lacrosse team? Field hockey?
 - Caitlin will start a conversation with field hockey
 - Dates: **Citadel scrimmage March 1st
 - March 11th first new players
 - ** try to get in an ACBA recruitment event before event
 - Try for a new player prior to HCC: April 5th. 3rd pub game.
 - Wednesday April 15th
 - ** HCC is potentially April 18th
 - May 6th so it's a week before Greenville
- Collegiate- CofC and ACBA
 - will work on a ACBA event with Butler
 - Brett's working on 2 with C of C through professors; reach out to Steve Brennan's daughter at C of C to lead one of these. * a club must be started by a student. **can grad students???? Or faculty??
 - Maybe hang out at a lacrosse C of C game to scout interest
- Recruitment Marketing
 - Thanks to Caitlyn for the new flyers. Update with some of the great photos from Citadel scrimmage. Maybe two versions or a new one each month. Then we can post on campus.
- Recruitment Incentives
 - We have plenty of business cards to pass out at events, etc.
 - Poster placement? Places with more fit/athletic people. Put them up at O2. Will said Willin solutions will pay for a t-shirt to wear at gyms.
 - "best craic in the lowcountry."
 - "if you can't get it up pull on it".
 - Stratton or Mandrew can design it. 50 run of each with the crest on it. One color. *crest should be on everything. Potentially green for the craic one. Action: Get this by Saint Patricks day.

7. Upcoming events – Gordon

- i. Try for Blessing of the Fleet for next year under cultural heritage
 - ii. Applications are in for both St. Patricks day. Park circle is too short for a float. Its on a Tuesday- starts at 10. Green jeep with a crest. Action: look into a carriage for this (Butler)
- Pipes @ Ghost Monkey- permission to set up a tent
 - Lowcountry Irish Fest- probably wont be involved this year
 - Other events to discuss
 - Everything we do doesn't have to be to raise money. What about a fun event like shooting or axes? Its probably a good recruiting place. The club

would contribute some funds to help drop the price. Ladies night at a shooting range? Escape room? Ropes course?

- Gordon will look into costs based on 12-15 participants
 - Sting Rays or the Battery- Chris Eyler playing goalie for the Rays.
 - Gordon role in HCC? Potentially after permits are processed.
 - Philanthropic activity- time? Colon cancer for Stratton. American Hearing Loss for Annabelle. *tie in a pint night.
 - Volunteer activities- build ramps for accessibility, **good for us as a 501C3. 4 hours or less.
 - Youth groups to reach out to? Action: Tiff, reach out to the WAG teachers
- North Charleston St. Patricks: We have to bring our own tent set up.
- Preseason social at McCanns March 7th.
8. Spring pub league-
- Captains and teams- coaches text chain, they decide teams then pick captains. Have Dagg play with the Citadel as an equalizer.
 - Lady captains- Sadie Hawkins. Next time
 - **coaches to meet soon, before march 1st
 - Sponsors- McCanns, etc. New ones of fulfilling with JW and Dapps.
 - Shirts Finn following up on shirt prices. Maybe gold and green. Or grey with green lettering for Dapps
9. Holy City Cup
- Where- still TBA. Front runner with West Ashley high school (cost \$640)
 - When- April 18 or May 2nd (April 25th is alumni scrimmage- site TBA, \$250 max)
 - Game format? CHS A & B teams plus other clubs? TBA won't know until we have a team, site etc. solidified. All girls always relegated to the B team, so Tiff wants it to be truly skills based.
- Outside refs are the most expensive thing, but worthwhile absolutely.
- Plans for a divisional referee clinic in the region. Need to get local folks recertified.
10. Games development grant- phone call Feb 20th
- And other camogie efforts- growing women in the club, applied for \$5k, hope for between 2-3k. a portion can be used for equipment and promotion. Coming from USGAA and the literal Irish government. We will need to do a formal report for this, and we need to demonstrate growth but there are no specific numbers to have to hit. Good through the end of the calendar year.
 - **the fact that we can't play with our club because of low numbers brings out problem to light.
 - Only coed at tournament but not national levels

- Try to have a womens only for people who want it, and women who want to play coed can.
- Lots of variables still at play.

11. Upcoming PRO projects – Caitlyn.

- a. Posting regularly in Slack.
 - i. Hurling is for everybody. Rugby players using sloitars.
 - ii. Most Americans don't play hurling growing up- show us as kids doing our sports.
 - iii. “Where we belong” GAA campaign usage
- b. Using other clubs successful ideas- like the meet the board idea.
- c. Pass ideas to Caitlin to good concepts, and ways to get international and wider national appeal. **send a clip to Caitlin where we try to pronounce it.
- d. How to speak Irish- a series.
- e. Make a cheap calendars through Snapfish.
- f. Holy city club phrase stays- the oaks is now the club nickname

12. New Business

- Coaching clinic: costs are class rooms, per diem and housing for coaches, and field rental. We would get one on one with coaches on Friday, everyone on Saturday, and one more one on one on Sunday till 1. Great chance to get some GAA coaches in town. GAA flies them here and then we put them up. USGAA picks up %75 of the costs, and the division has to cover the rest of the cost (broken down between 10 clubs.) Finn, TBA- what does hosting it mean? Do we have to cover and get reimbursed,- will be addressed on upcoming call. **they are very much worth it, to get to work with the Irish coaches. Class room Friday night. Tiff would like to be part of coaches if we are going to try to grow women's.
- Divisional AGM Wednesday night two weeks from now. Andrew and Finn. And Caitlin wants to be on the call at 7pm. And Tiff.
- Tents? Costs are still being figured. Will last a while and can be used tourneys and other important events. Finn working on other pricing quotes
 - Turnaround is only a week so we can have it for the ghost monkey pipes event
- Action: Tiff- Add Andrew to bank account and maybe one other for ease of billing when Tiff can't make an event.