

# July 2023

# ECDO Board Meeting

# Minutes

Meeting date: Tuesday, July 11th, 2023, 7pm  
Eagles Club Lake City

Invited Attendees (pro-tem): Keith Walsh, Jennifer Walsh, John Kevo, Jeff Hancock, Chris Nygaard, Susan Lakey, Eddie Strickler, Jeff Leonard

## Governing Documents:

- [League Rules & Bylaws - EMERALD CITY DARTING ORGANIZATION](#)
- [ECDO Board Position Descriptions](#)
- [ECDO Season Schedules \(For Planning Purposes\)](#)
- [Tavern Rep Scouting Report](#)

## New Agenda Items:

**Special Topics:** Susan's Proposed Communication Plan (Emailed to board members)

[Communication\\_Plan\\_Draft-SLK\\_July 2023.docx](#)

- Presentation and board discussion
  - Plan based on what Jeff L. created 5 years ago, which had heavy responsibilities on the membership secretary
  - Would like feedback on channels of communication and responsibilities
  - Clean-up email lists
  - John suggested use of mailchimp instead of Weebly or Google. Board discussed pros and cons.
  - Everyone should be responsible for updating their portion of the website
  - Calendar needs to be updated regularly, include steel-tip blind draws
  - Discussion on management of social media accounts

## Pro-forma Reports and Agenda Items:

(can file via email if you can't participate in the board meeting)

**1) A Rep report (Tom Linsky) - Couldn't attend due to travel but submitted report prior to meeting - thank you, Tom!**

- A league survey going out tomorrow, requesting any additional questions that would be valuable for A league (Thanks very much to Eddie!)
- Communication plan looks great! Next level. Suggest these:
  - Members may also receive surveys to solicit feedback to better the league and player experience
  - Should A/B/C have separate lists in case there are communications that only affect one league, or affect each differently?
  - I have had active players recently who have requested to see board meeting minutes and ability to attend and raise issues as needed
    - Suggests disconnect from board
    - Support posting this on website, could help members feel more connected with the league, but with appropriate privacy measures taken (e.g. hide home addresses)
    - If we post these we should identify who is responsible for doing it
    - Members in general have no clue when meetings are or how/whether they can attend, suggest a line or two on the page where minutes are posted describing how to attend (e.g. email X person) and adding the meetings on the calendar
    - Doubt anyone will actually attend regularly but if they do they might be good candidates for open positions! And at the least feel connected
  - If we are going to use the calendar on the Web site (which I think is a good idea), I suggest including in the plan a clear description of who is responsible for overseeing it and who is responsible for adding what content (e.g. ASL, team league, board meetings, tournaments, events, etc).

**2) B/C Rep report (Eddie Strickler):**

- Survey results and responses.
  - <https://docs.google.com/forms/d/1D-r6I93erYzZCaYHqA2CSbW0zdoAvtpLhGiEf9ibO-s/edit#responses>
  - Total responses. 29 out of 76
    - (1) 18 suggestions:
      - (a) One or two teams playing too long, most okay with length of matches
      - (b) Format Good.
      - (c) 401 Insult to B1. Suggest change to 501 for B1 and keep 401 for B2
      - (d) Worst overall ECDO rating 5 out of 10
      - (e) Net Promoter Score of 52
      - (f) Change to 501, people didn't care about substitutions or cancellations, get rid of mercy rule, season long with a lot of byes, clearer division names and descriptions, change C to a different night, education for new players and C level

**3) Tavern Rep report (Matt Hoene - not present)**

- New Prospective Bars
- Proposed North End Pub Crawl - TBD
- Senor Sergio's in Everett Blind Draw - TBD

**4) Competition report (Joe Ho - not present)**

**5) Publicity Manager report (Susan Lakey Kevo)**

- Updated web page with tournament winners.  
<https://www.emeraldcitydarts.org/2023-summer-fun-shoot.html#/>
- July's Promotions - newsletter.
- Keith suggested promoting tablet holders. Susan suggested promoting Web site sales be tabled until Web site order issues are addressed.
- Wants to start a newsletter starting in August
- See above for Communication Plan

**6) IT Director report (Chris Nygaard)**

- [Board@Seattledarts.com](mailto:Board@Seattledarts.com) issues
- ECDO Website links that need corrections. Chris requested that the board provide him with a list of broken links they encounter.
- Updating the Archive page with past winners.  
<https://www.emeraldcitydioarts.org/archive.html#/>
- Update Jeff H. on website
- Keeping calendar up-to-date - each board member responsible for "their" events

**7) Tournament Director Report (Jeff Hancock)**

- Tournament went well
- Force time schedule
- Continue with pushing B tournament day
- Report on Summer Fun Shoot.
  - Proposed Changes:
    - Allow A players to be included in Sunday Blind Draw
      - No A+A teams
- Next Tournament (2023 Emerald City Classic:)
  - Proposed dates.- September?/TBD
  - Proposed venues. - Eagles

**8) Membership Secretary Report (Jeff Leonard)**

- New Lead for the month. Someone in Ballard/Greenwood is looking to form a team Fall season out of Piper's Creek. Replied with info and when to register. Forwarded to the board.
- Inquiry about blind draws over July 4 weekend

#### 9) Treasurer Report (John)

- John proposed removing credit card payment option and just use Paypal because the credit card is too hard to track who has paid and who has not.
  - Keith looking into other solutions for upcoming seasons
- Current Balances
  - See June 2023 balance sheet [6-2023 ECDO Account Balances .pdf](#)
  - See May 2023 balance sheet [5-2023 ECDO Account Balances.pdf](#)
- Money in: cash from tournament will be deposited this week - ~\$2,000
- Unpaid player and sponsor fees
  - Outstanding Reimbursements:
  - Payments:
- Anticipated Expenses/Payments:
  - Transaction fees (2.9% + .30 per transaction)
  - Order new tablet holders (60 w/30 powder coat)
- Continue to sell tablet holders, surrounds, lights, items that bars will use

#### 10) ADO Rep. Report: (Jeff Leonard)

- ADO Masters
  - Currently unscheduled, traditionally at the ECDO Memorial
  - Next National finals are 501 and Cricket Nationals
  - Both at Las Vegas Open in January 19th-22nd, 2024
- DPNW (New Upcoming Singles League not affiliated with ECDO)
  - Nils, Springer, Mark Rowe, Anthony are sponsoring a new pro level singles tour.
  - Winner gets a CDC tour card
- Advanced Singles League
  - Summer Season underway

#### 11) President's Report (Keith Walsh)

- We need to nominate a VP. The board would like to nominate Anthony Gallegos. It needs to be someone who has served on the board.
  - Keith spoke with Anthony. He is considering the position and will notify the board by next meeting.
  - Per bylaws, secretary will email to elicit nominations from membership
- Renamed the Cooper Cup the BOFA Cup as suggested by Chris Nygaard - Voted upon and unanimously approved.
  - Discuss making a shadow box with his jersey for the LC Eagles.

## Previous Agenda Items :

- 1) Tablet holders cost(: Jeff H)
  - Updated Cost. \$28.78ea. \$1,500 total approx for 50.
  - Sticker Mule.
  - Current inventory. Sold Out
  
- 2) Venue Research for Tournaments
  - Hilton Garden Inn in downtown Redmond to see if there is a potential fit for hosting tournaments - Kirsty, would love to have us there.
  - American Legion - Chris O'Brien 857-498-0108 \$500 a day
  - Double Tree Seatac (50 rooms or 2k/day food)
  - Eagles by Coopers (\$500/day, \$125/hr, might be different for members)
  - See if we can find a hotel near our preferred venue
  - Any chance we could use the Kraken practice facility at Northgate?
  - Near light rail
  
- 3) Open Board Positions:
  - Create an ADO rep?
    - It's always been an appointed position
    - Needs to be someone who goes to lots of tournaments and can attend regional/national meetings.
  - New VP?
    - We need to nominate a VP. The board would like to nominate Anthony Gallegos. It needs to be someone who has served on the board. Can we talk Anthony into it? Couldn't attend tonight's meeting.
  
- 4) Snoqualmie tournament (ongoing)
  - Rebrand as Washington State Open
  - Scout out possible venues
  - Look into Redmond Garden Inn Hilton
  - Try to run as a \$12,000 tournament
  - Potential Sponsors:
    - John Gill (from Eastern Washington)
    - Dirty Dog Darts
    - AccurateDart
    - Monstah Clothing
    - HardLuck Darts
    - Shot! Darts
  
- 5) League Development:
  - Youth league
  - Should we recognize influencers(certIFICATE, plaque)
  - Recognize bar owners (plaques, awards for sponsorship achievements).
  - Bars need to advertise our events in their venues (so we can promote)
  - Event promotion
  - Banners
  - Develop dart crowds from bar regulars

- Press Releases, bar newsletters, post on FB drive traffic to emeraldcitydarts.org
- 6) Plan for recruiting bars:
    - Bar recruiting parties
    - Create a marketing package for presentations at bars
    - Marketing Plan
    - Invite bar owners to galas (BAR OWNER RECOGNITION)
    - Create a package to present to bars to sell the league (branded dart swag, surrounds, boards, revenue projections)
  - 7) Blind Draw:
    - Do we want to try to restart Sunday Blind Draw? We want to start a rotating blind draw.

## **Upcoming Tournaments:**

- 1) White Mountain Shootout \$24k+ Mar31-Apr2 Shelburne, NH
- 2) CDC Virtual Q School April TBA Online

### **Next Meeting:**

**Tuesday, Aug 8, 2023 7:00 PM**

**Location: LC Eagles - host Jeff Hancock**