



Yankee Board Meeting

3/27/2025, 7:30 PM

Embassy Suites, Marlborough

Board Members Attending: Jeffry, Judy, Geoffrey, Mark, Nick, Amy, Steve, Miriam(Zoom), Melissa(Zoom)

Guests: Dave Peixoto

1. Approval of Prior Minutes

- a. 12/9 minutes were voted on via email.

2. Reports

- a. Registrar's Report (Jeffry)
 - i. See attached form
 - ii. Lot of growth over two years.
 - iii. Likely to rise to 13-14% growth over last year by end of season.
 - iv. More variation in geography of members one of the reasons for growth.
- b. NERVA Report (Dave)
 - i. Juniors has run 9 weekends in a row, has been a challenge especially with a young player passing away after the Boston tournament.
 - ii. Had to shut off registration for Liberty Challenge due to being full with a waitlist.
 - iii. Are at about 16,000 members for the year.
 - iv. Dave is serving on a committee to discuss possible USAV changes.
 - v. Ideally adults December tournament will be back at Mohegan Sun in 2026 (2025 will be in Providence).
 - vi. Boston tournaments are being looked at for qualifier status which would likely add 600 teams overnight. If granted qualifier status adults would likely be out altogether for Boston convention center tournaments.
 - vii. Mohegan Sun is likely the best convention center option for adults because they are willing to not have a hotel room requirement if scheduled the same weekend as a concert.
 - viii. USAV is pushing to get into the grass volleyball world with a higher presence.
- c. Ratings Report (Jeffry)
 - i. Coverage is pretty solid, need more Women's and lower level coverage in Maine especially.
- d. Social Media Report (Amy)
 - i. See Attached figures from Amy
- e. Web Editor Report (Jeffry)
 - i. Site is currently working having had a couple of outages. Will continue to get slower.
 - ii. Getting ready to go to bid for custom site build.
- f. GrassRoots Campaign Report (Jeffry)
 - i. See attached for Scramble statistics.
 - ii. Added a scramble for Liberty Challenge, hoping to have certified officials for those courts.
 - iii. 15% of new members this year have joined at scrambles.
- g. Tournament Director's Report (Mark)
 - i. Uptick in registrations for Champs, most are near full. Will push to get women's B/BB/A teams confirmed so that division can run.
 - ii. For Liberty Challenge no entry without QR code, will be a \$10 fee to get QR Code the day of.

3. New Business

- a. Planning
 - i. Liberty Challenge
 - 1. Trying to get certified officials for all Yankee Champs tournaments at Liberty Challenge, will likely need to do court managers for other tournaments.
 - 2. Judy is getting prizes for Liberty Challenge, Yankee Champs and Nationals gifts.
 - ii. Yankee Champs tournaments

1. Should have full coverage with certified officials for Champs at Taunton.
- iii. USAV Nationals
 1. Over 50 New England teams, a big jump from last two years.
 2. Judy is checking all rosters to verify memberships.
- iv. Yankee Picnic
 1. Wootown nets have not been returned in good shape the last few years (items missing from bag or poorly packed) so Yankee has agreed to rent the nets this year and pay for missing items so will be sure we check bags as packing up. Jeffry has 11 nets and Dave 10. Need 33-34 total.
 2. Jeffry, Mark, Geoff, Melissa, Amy and Miriam should be at picnic, others are unsure. Judy will have just had surgery so may not make it. Crystal Tasca and Corrinne Archibald have volunteered to assist also whether they know that or not yet.
 3. Sign-ups will open April 15th.
- b. Communication and transparency proposal (Amy) review
 - i. Tabled for further review and discussion.
- c. Ratings Guide (Geoff/Amy)
 - i. Sending electronically again so all board members can further review and give feedback.
 - ii. Would like to get this up on the website.
- d. Various Rules/Policy Discussions & Proposals
 - i. Flat tournament limits (Jeffry/Geoff)
 1. Tabled to look at more the idea of not allowing +2 players in flat (+0) tournaments, may be worth looking at how common it is.
 - ii. Email from member regarding team disqualifications
 1. Was reviewed and determined that the policy we have in place is still the most fair for all involved members.
 - iii. Separate ratings for gender and RCO (Geoff?)
 1. Non Starter until we have a laid out plan for the new website.
 - iv. Emergency procedures at tournaments (Melissa)
 1. Tournament Directors should be educated on the emergency protocols of each venue.
 2. Judy will take over communicating the guidelines for emergency readiness to tournament directors.
 - v. Keeping brand new players re-ratable for a certain number of tournaments to help prevent "sandbagging" and therefore teams able to be DQd for getting players playing a first tournament out of position to be rated as a lower player and then play in a subsequent tournament as a higher player (Steve)
 1. Discussed and determined this is not a big enough issue to inconvenience a larger amount of members who are doing nothing nefarious.
 - vi. Possible elimination of play-ins (Mark)
 1. Mark will study more but this is likely needed for the convention center tournaments which may be able to be achieved by running Juniors style with a championship and consolation bracket.
- e. Elections
 - i. Three spots are up for election (Treasurer and two at-large positions – currently held by Nick and Melissa)
 - ii. Miriam will lead the Nominating Committee with Judy and Steve also serving on it)
 - iii. Mark will send out the mileage spreadsheet for board members to fill out)

4. Executive Session will be held

Key Future Dates

Yankee Scrambles –

Liberty Challenge (Boston event that will have adult tournaments this year) – April 12th & 13th

USAV Open Nationals Denver, CO – May 23rd-28th

2025 Picnic – Saturday, June 14th

Board Meetings – Happy Summer

[YankeeBoard] registrar report

1 message

Jeffry Powell

Thu, Mar 27, 2025 at 11:25 AM

--key points

30% of membership is new this year

16% ahead of late March last year

9% ahead of 2023-2024 totals

no spring convention center tournament yet--we may see more one event instead of full season

new members there this year because it is later

3/27/25	4975	total adult members	1245	more than October		
	3238	adult members with ratings	1280	more than October		
			16%	more than late March 2024		
			9%	more than end of 2023-2024 season		
976 new so far	556	new male so far this year	238	more since December		
	420	new female so far this year	192	more since October		
	30% of current members new this year (last late March this was 34%--no BCEC yet)					
		gained ~160 in April/May last year				
Members already this year		Percent of Gender			Percent of total	
	Male	Female	Male	Female	Male	Female
A	2	0	0.11	0.00	0.06	0.00
A-	18	2	0.96	0.15	0.56	0.06
B+	78	153	4.14	11.29	2.41	4.73
B	196	272	10.41	20.07	6.05	8.40
B-	420	35	22.30	1.86	12.97	1.08
C+	608	366	32.29	27.01	18.78	11.30
C	447	389	23.74	28.71	13.80	12.01
C-	113	138	6.00	10.18	3.49	4.26
D	1	0	0.05	0.00	0.03	0.00
# Players	1883	1355				
Percent	58.15	41.85				
	Male	Female				
% of last year	110.3751465	107.9681275				

Social Media Report

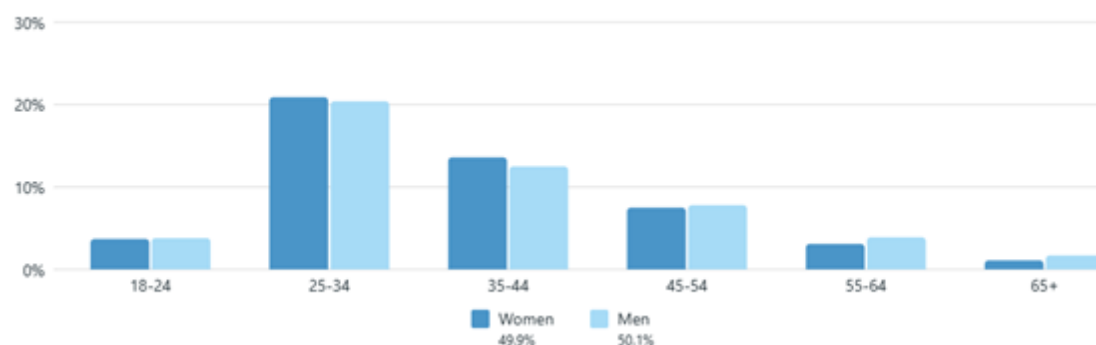
1 message

3/27 Social Media Report

Total

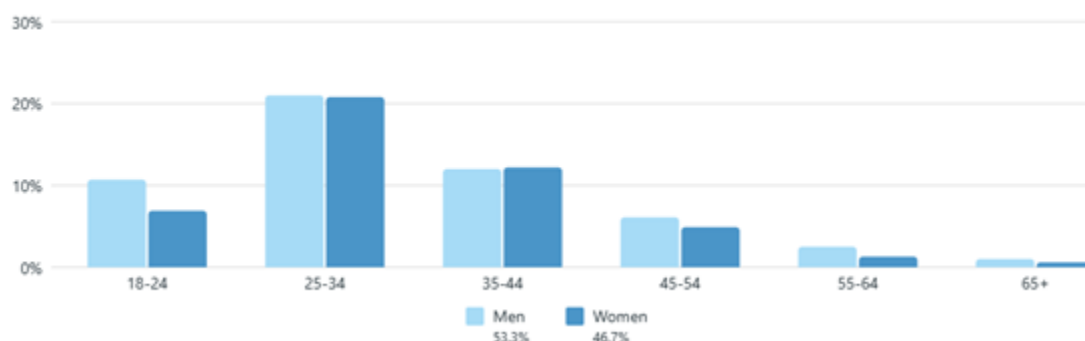
- Facebook Followers: 4,405
 - 50.1% Male | 49.9% Female
 - Demographics:

Age & gender



- Instagram Followers: 2,223
 - 53.3% Male | 46.7% Female
 - Demographics:

Age & gender



Since the start of the Season: (9/1/24)

- New FB likes: +298 (+160 since 12/09)
- New Insta followers: +354 (+214 since 12/09)
 - More active in evening times after work

Most Popular Posts (FB)

- Happy New Year Rating Rerate Posts
 - Mens : 18.2K Reach, 98 Reactions, 196 Comments, 2 Shares
 - Womens : 10K Reach, 48 Reactions, 84 Comments, 0 Shares
- The Tournament Reminder Post : Line Judging
 - 8.9K Reach, 81 Reactions, 70 Comments

Most Popular Posts (Insta)

- Stories from Tournaments that are Videos
 - NECC 1/6 : 5.6K Reach, 77 Reactions, 0 Comments, 5 Shares
 - RICC RCO Day : 4.6K Reach, 51 Reactions, 0 Comments, 4 Shares

- Stories have continued to be successful

Outstanding Needs:

- Finishing Posting Spring Tournaments, a lot of tournaments have been running

Recent & Current Marketing Campaigns

- Posting Rating Changes on Instagram & on the Website
 - Lives on the Banner for the most recent list
 - Post of Upratings happen like Tournament Winners
- Campaign Elections
 - Transferring of Board Members

Upcoming Plans

- Yankee Rating Level Description
– hoping to roll out info about Ratings and Updating the Website based on what Geoff and I have worked on putting together
 - See overview, planning on adding that to the Yankee Website once reviewed
 - Linking to that on the Banner Slider
- Liberty Challenge
 - Need to start putting Teaser Images out There
- Nationals Things
 - Approaching Deadlines
 - Switch out onto Homepage Banner Slider
 - Registration Link How-To Video shared by Dave
 - Gifts?
 - Players Party Info for Columbus
 - Who is going to B Nationals that I can have them send me content for Insta / FB?
- Yankee Picnic
 - Save the Date
 - Sign Up Reminder Day Of
 - Buzz Campaign Reminder closer to the date
- PSAs (posting to fill in gaps of content)
 - More of the Rules Info
 - Responsibilities of the Down Ref
 - Jersey Info
 - Lines Judging Tips, watching the line versus following the ball
 - Being in the nets but not part of the play is ok and hair in the net is ok

Giving Back to Community – hoping to go live this year

- Special Olympics
 - Fundraiser at the Summer BBQ
 - Side Game / Challenge for people to compete for prizes as a fundraiser
 - Would Yankee Support funding the prizes to encourage people to play?
 - See if other organizations would be willing as well (Smash, Wootown, BSSC, Beantown Brawl)
 - I have access to a Spinny Wheel which has slots for up to like 16 Items...
 - 5 extra raffle tickets
 - Hi-Five from Judy
 - Hi-Five from Jeffry
 - Small Sunscreen
 -

- Small Chapstick
- Small Hand Sanitizer
- Volleyball Rubber Duck
- Volleyball Sticker Decal
- Volleyball Keychain
- Yankee Swag Item (shirt)
- Big Ticket Item A
- Big Ticket Item B
- Big Ticket Item C

Customized Rubber Volleyball Player Duck Toy

SKU: 904-AD-8089



7 Day Production		No Imprint (2 day)		
Quantity		Sample	50	100
Normal Production Price			\$4.48	\$4.14
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[YankeeBoard] grass roots report

2 messages

Scrambles are still very popular and fill more than a month in advance for the March and April scrambles.

73 new males from scrambles

73 new females from scrambles

146 new total from scrambles (976 total new, so 15% of new members are from scrambles)

4/12 RCOB scramble added at Liberty challenge--filled in one day, then expanded from 5 to 8 teams and filled in one more day with a waitlist.

Seeing more one event members (12 female, 19 male in scrambles since January 1)--this is typical in the spring scrambles.

Past scrambles:

3/16 scramble, Taunton

2 new males

7 new female

2/16 scramble Taunton (very snowy day--most players still showed up)

3 new males

6 new females

1/12 scramble Taunton

2 new males

0 new females

1/11 scramble CTSC

11 new males

11 new females

12/1 scramble, Taunton

13 new males

11 new females

11/10 scramble, Taunton

11 new males

9 new females

10/12 scramble, Taunton

16 new males

9 new females

9/28 scramble, CT

8 new males

11 new females

9/21 scramble, ME

7 new males

9 new females